Active Living & Culture Grant Policy Review

Council Workshop April 8, 2019

2015-2017	Streamlining Standardizing	New/expanded programs $ re-allocation
2017-2018	Planning Drafting	Council Workshop #1 re: Community Grants
2019	Finalizing	Workshop #2 re: Event Grants Policy approval

Current ALC grant structure

Community & Neighbourhood	Arts, Culture & Heritage	Capacity Building	Sport & Event
• Social Dev't ** Policy 218 + 360 • Youth Dev't * No policy • Neighbourhood* No policy	• Gen Operating** • Project** • Prof Operating** • Community Art* • Heritage Building Grants** All Policy 274 • Sister Cities * Policy 355	• Emergency** Policy 218 • Grants in Aid** Policy 058 • Org Dev't * No policy	• Ath Excellence* Policy 333 • Sport Education* Policy 349 • Sport Event Dev* Policy 298 • Comm Sport Delivery* No policy • Strategic Event Fund** & Offset* No policy
$207,000	$361,800	$30,000***	$169,000

* administered by staff / ** Council information or approval / *** plus reserves / $ 2018 budget.

$767,800

17 programs

8 policies

5 programs guidelines only

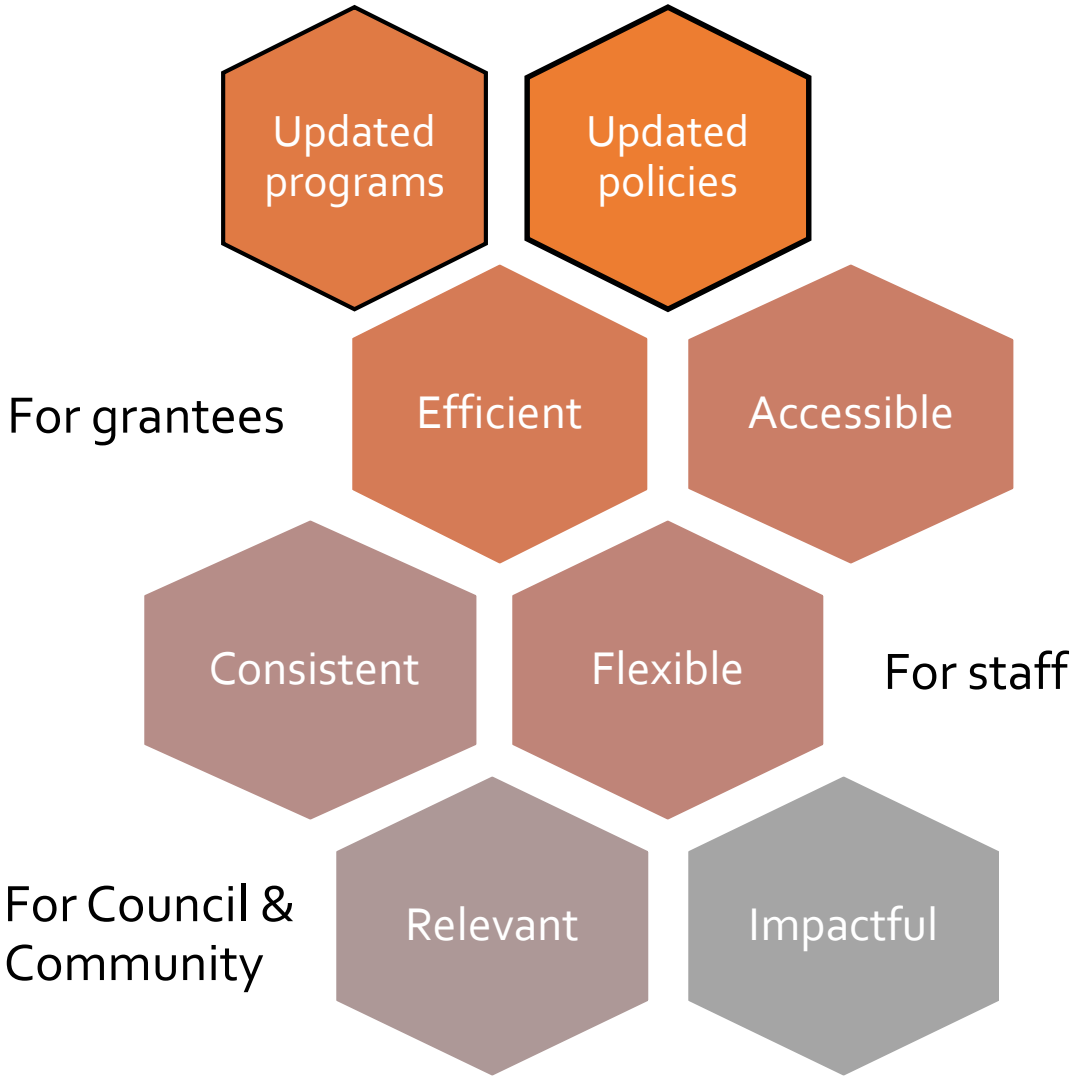
2017/18 - 9 reports to council

Policy Review

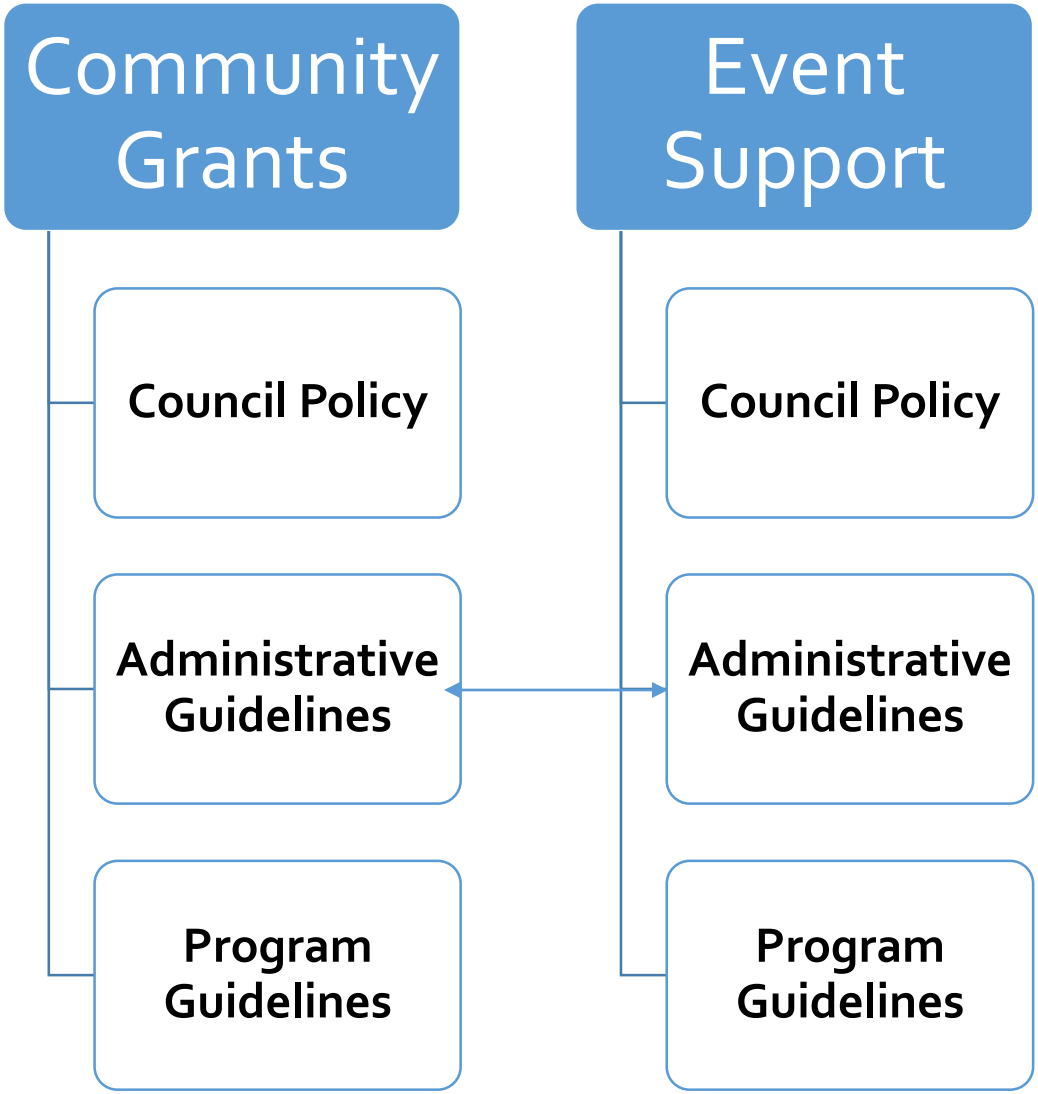
Current

Future

Our destination



Proposed Policy Structure



Council Policy

- Sets the tone for City's funding role
- Conveys Council's strategic direction through focus areas and budget
- Achieves consistent outcomes and common interpretation

Administrative Guidelines

'How to':

- evaluate a program
- make changes to a program
- seek council approval for changes to budget or focus areas

PLUS:

- Values and good practices
- Template for program guidelines

Program Guidelines

- Information for applicants such as:
  - Program objectives
  - Eligibility
  - How to apply
  - How applications are evaluated
  - Conditions for funding
- New template has been developed

PROPOSED COMMUNITY GRANT FRAMEWORK

Focus Areas & Budget set by Council

FOCUS AREA

COMMUNITY & SOCIAL DEVELOPMENT

FOCUS AREA

ARTS, CULTURE & HERITAGE

FOCUS AREA

CAPACITY BUILDING

FOCUS AREA

SPORT DEVELOPMENT

Programs developed and administered by staff in accordance with Admin Policy

GRANT PROGRAMS

Neighbourhood
Social Development*
Youth Development

GRANT PROGRAMS

General Operating*
Professional
Operating*
Project*
Community Art*
Heritage Building*

GRANT PROGRAMS

Organization Dev't
Grants-in-Aid*
Emergency*

GRANT PROGRAMS

Athletic Excellence*
Sport Education*
Community Sport
Delivery

Event & Festival Framework

VISION

To be a vibrant eventful city which celebrates our spirit, contributes to our local prosperity, and enriches our quality of life

GUIDING PRINCIPLES

Foster safe & positive environments	Strengthen collaboration	Encourage inclusivity & diversity	Develop a vibrant community
Support capacity building	Develop quality infrastructure	Be a catalyst for local business	Be accountable

FOCUS AREAS

EVENT DEVELOPMENT

- COMMUNITY COLLABORATION
- INTERDEPARTMENTAL ALIGNMENT
- MAJOR EVENT PROCUREMENT
- EVENT CAPACITY
- ACCURATE REPORTING

EVENT SUPPORT

- FUNDING PROGRAMS
- ORGANIZATIONAL DEVELOPMENT
- VOLUNTEER PROGRAM
- WEBSITE / RESOURCE CENTER
- ONSITE EVENT SUPPORT

EVENT MANAGEMENT

- APPLICATION PROCESS
- FILM GUIDELINES
- ALIGN INTERNAL PROCESSES
- BYLAW / FEES / GUIDELINES
- OUTDOOR EVENT COMMITTEE

EVENT SPACES

- ASSESS CURRENT INFRASTRUCTURE
- EXPLORE FUNDING OPPORTUNITIES
- CAPITAL INVESTMENT
- CREATIVE SPACES

Event support: review objectives

Alignment	• City and Tourism Kelowna Event Strategies
Diversity	• Positive impact of diverse events
Strategic investment	• Invest to maximize impact
Incentivize success	• Tiered approach motivates growth
Flexibility	• Adapt and respond to dynamic environment
Update	• Refresh, restructure to reflect current needs

Current event funding framework

Sport Event Development Grants*	Strategic Event Fund**	Direct funding*
Policy 298	$100,000/yr	$20,000/yr
$35,000/yr	Offset Grants*	
	$25,000/yr	

PROPOSED EVENT SUPPORT FRAMEWORK*

Council Policy will be accompanied by Administrative and Program Guidelines
Program funding indicates 2019 budget re-allocated between Focus Areas

Focus Areas & Budget set by Council

Strategic Focus:
ATTRACT AND ASSIST
Budget $110,000

Strategic Focus:
SUSTAIN AND RETAIN
Budget $50,000

Strategic Focus:
AUTHENTIC LOCAL LEGACY

Programs developed and administered by staff in accordance with Admin Guidelines

MAJOR EVENTS PROGRAM
Objective:
Foster a dynamic event environment through the identification and procurement of significant participant-based or spectator events.

Description:
Two-tiered program and process to support bid preparation, bid fees and hosting costs.

EVENT HOSTING PROGRAM
Objective:
Provide an incentive for event organizers to host events in Kelowna.

Description:
Application-based program to provide support for event hosting costs, which may include an offset of City-related expenses.

(future phase)
CIVIC EVENT PROGRAM
Objective:
Recognize and support local events which have become community traditions and are broadly representative of the community at large.

(future phase)
SIGNATURE EVENT PROGRAM
Objective:
Recognize and/or create events that are uniquely associated with Kelowna and reflect who we are as a community.

ATTRACT & ASSIST
Major Events Program

$110,000/yr

Tier One

- Strategically identified
- One-time, new & unique
- Large (2000+)
- Aligned
- Council approval $25K+

Tier Two

- Application-based
- One-time or returning & unique
- Significant (1000+)
- Aligned
- Up to $20,000 available/yr

SUSTAIN & RETAIN

Event Hosting Program

$50,000/yr

- Application-based
- One-time or returning
- Accessible to general public
- Aligned

Category A - Event

- Significant Size/Scope
- Festival Component
- Requires roadway closures and/or other ancillary services

Category B - Sport

- Championship Level
- Sanctioned/Supported by Governing Body
- Tournament-based

AUTHENTIC LOCAL LEGACY
Future Phase

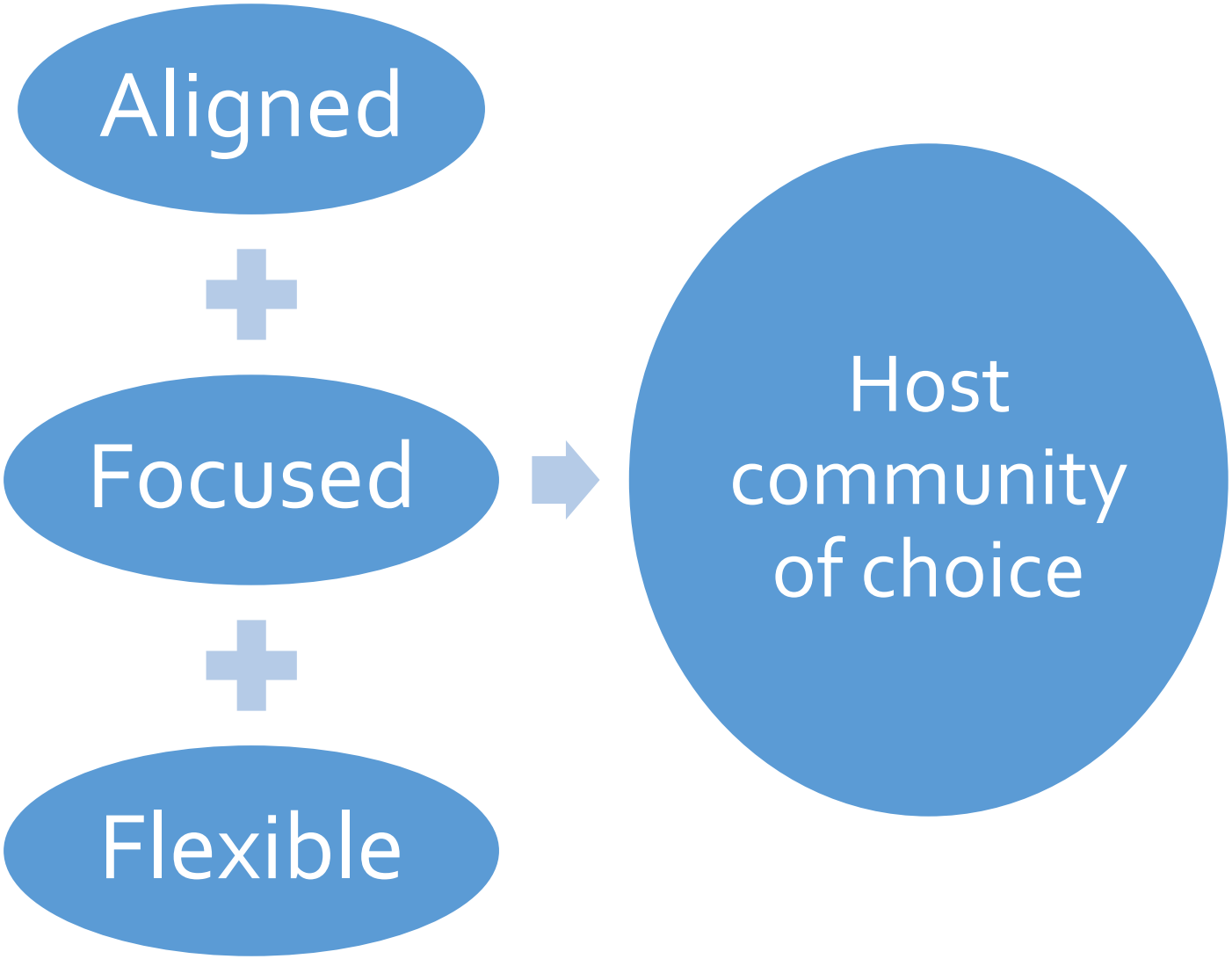
Civic Event Program

- Strategically identified
- Annual events
- Proven (10+ years)
- Significant community appeal and impact
- Best of type
- Council approval
- Signed agreement

Signature Event Program

- Identified for future development
- Event(s) associated with community identity and legacy

Event Support - Summary



Recommendation

- Endorsement of proposed frameworks:
  - Community Grants
  - Event Support

- Policies to follow
- Administrative Guidelines and Program Guidelines template for information

City of Kelowna

Thank you!