

City of Elliot Lake Event Support Program 2010

Statement of Policy Goals

- 1) To encourage and provide financial support to events that can be proven to have real potential for bringing non-resident / tourist spending into the City
- 2) To ensure that the benefit of tourists drawn to the Municipality as a result of municipally-assisted events is shared equitably among all hospitality establishments within the municipality
- 3) To promote and ensure accountability of public funds contributed to events
- 4) To minimize and/or eliminate Municipal contributions in the form of in-kind services wherever possible
- 5) To ensure that Municipal contributions to events are made based upon reasonable and quantifiable facts and projections, and not upon baseless assumptions or speculation

Introduction

The City of Elliot Lake and various community stakeholders, groups and organizations have experienced considerable success in attracting and hosting a wide range of special events at various levels. Special event participants and spectators from outside the community support our local businesses through their spending activities across all sectors. These events individually, and more noticeably collectively, provide a significant economic impact to the community as well as provide an opportunity to showcase and promote the quality of life and amenities of the City of Elliot Lake.

Program Purpose

The City of Elliot Lake wishes to support events as a method of wealth generation for our local businesses. The City wishes to focus its resources and funding on events that attract non-resident spending to the community while promoting healthy recreation and adding to the quality of life for its residents.

With numerous competing priorities and limited resources, the Event Support Program provides a process to evaluate applications with the focus of maximizing exposure and the long-range economic impact to the City.

Application Process

Incorporated organizations or businesses may submit a written application, using the forms provided, to the City of Elliot Lake through the Parks and Recreation Planning Advisory Committee. Individuals or non-incorporated organizations wishing to secure funding for an event should partner with a corporate entity who will co-host the event and be the recipient of any approved funding.

When adequately completed, the application form and any relevant attachments will explain in detail the event budget, including revenue projections and expenses and the nature of the event. Applicants are expected to clearly identify how the municipal funds will be used.

Completed application forms must be submitted a minimum of **30 calendar days** prior to the date of the event.

Evaluation Process:

The Parks and Recreation Planning Advisory Committee, consisting of the members listed below, will review each application and make a final and binding decision on how best to allocate the limited funds in the Event Support Program budget. City staff will process all decisions of the committee in accordance with the policy, including providing sponsorship funding to the the proponent.

Committee Membership:

- 2 Councillors
- 1 member of the Elliot Lake and District Chamber of Commerce *
- 11 public members of the Parks and Recreation Planning Advisory Committee
- City Staff Resource (no voting rights)

* The Chamber of Commerce representative will be selected by the Chamber of Commerce Board of Directors (recognizing that the representative cannot be an owner / operator of a local accommodation establishment, due to a perceived conflict of interest.)

The Parks and Recreation staff resource will act as Secretary to the committee, organizing and drafting agendas and minutes and working with applicants to ensure the forms are adequately completed etc The City staff resource will allocate the funds for all approved projects to the proponent. The Event Support Fund remains in the Municipal operating budgets and will be administered accordingly by the Director of Parks and Recreation.

The proponent's written application will be evaluated using a detailed criteria assessing impact of the event on the local economy as a guide in determining the level of support. In addition, the committee may request a meeting with a representative of the host organization to gather further information pertaining to the event.

In making a financial contribution, the committee may establish specific conditions which could consist of requirements such as, but not limited to:

- Confirmation of the number people registered for the event.
- Confirmation of the total accommodations booked.
- Confirmation of the area facilities booked.
- Conditions on the use of specific Municipally owned facilities and/or the maintenance of said facilities in adequate repair / condition at the City's sole discretion.
- Special provisions for signage and insurance.

The City of Elliot Lake reserves the right to enter into a joint venture with an organization to share costs and/or revenues to jointly host a given event within the community. The City will determine at its sole discretion what types of events to support in such a partnership, but they will generally be events that can be described as:

- posing a significant overall benefit the local economy,
- where said benefit can easily be shown to spill over to more than one hotel, tourism operator or business owner and
- when city resources and/or facilities are required to successfully host the event.

There is no appeal process. All decisions of the committee are final.

Conflict of Interest:

When and if an application is received for event support by the Parks and Recreation Planning Advisory Committee, those representative(s) will declare a conflict of interest, similar to the process for Municipal Councillors, and abstain from voting or influencing the vote and leave the room unless a member of the public or press are present.

More specifically, if the member of the Parks and Recreation Planning Advisory Committee or Chamber of Commerce representative on the committee will benefit from a direct or indirect pecuniary interest in the event proceeds, the application will be reviewed by the remaining members of the committee.

If the remaining members cannot meet for whatever reason in a timely fashion to facilitate adequate decision making for the event, the application can be brought by the Director of Parks and Recreation, to the attention of City Council for a decision.

Only the Director of Parks and Recreation or his/her designate on City staff can present applications for review by City Council and only when the committee cannot adequately review and make a decision because of special circumstances such as, but not limited to: a conflict of interest or difficulties obtaining quorum.

Similarly, if any individual committee member has a direct or indirect pecuniary interest in the event for which he/she may be voting to support, that individual committee member is expected to declare a conflict and abstain from voting or influencing the vote.

Conclusion:

This Event Support Program provides the City with a tool designed to assist local organizations to attract high impact events to our community. In addition to the immediate economic benefits associated with hosting events, this program is part of the City's strategy to showcase and promote Elliot Lake's amenities with the objective of long term economic development.