EVENT ATTRACTION AND HOSTING GRANT

POLICY NO.:	CP-203.26
DIVISION DEPARTMENT	Community Services
REVIEW PERIOD	Every 4 Years or Upon Legislative Change

1. POLICY PURPOSE

1.1 The purpose of this Policy is to support the attraction and hosting of Provincial, Western Canadian, National and International Competitions, championships, Showcases, exhibitions and Bid-Hosted Events occurring within the Town of Blackfalds. Through this program, the Town seeks to strengthen event hosting capacity, enhance community profile, generate economic activity, attract visitors, and support opportunities that contribute to the growth and recognition of Blackfalds as a host community.

2. POLICY STATEMENT

2.1 The Town of Blackfalds may provide financial assistance to eligible Applicants hosting events that align with the intent of this Policy.

2.2 Funding decisions shall be based on event significance, organizational readiness, financial accountability, community benefit and alignment with municipal priorities.

2.3 Funding is discretionary, subject to Council-approved budget allocations, and approval in one year does not guarantee funding in future years.

2.4 The Town shall administer this program in a fair, transparent, equitable and fiscally responsible manner.

3. DEFINITIONS

3.1 "**Applicant**" means an organization, society, association, business, educational institution, Indigenous organization or individual responsible for hosting an eligible event.

3.2 "**Bid-Hosted Event"** means an event secured through a formal application, sanctioning, selection or bid process.

3.3 **"Canadian Event"** means a National Competition, championship, showcase, exhibition or bid-hosted event occurring in Blackfalds.

3.4 **"Chief Administrative Officer** or **CAO"** means the individual appointed by Council to the position of Chief Administrative Officer as per the *Municipal Government Act*.

3.5 **"Competition"** means a competitive event involving participants from multiple jurisdictions and may include sport, cultural, artistic, academic, educational, technological, recreational or other recognized disciplines.

3.6 "**Council**" means the Council of the Town of Blackfalds elected pursuant to the *Local Authorities Election Act* of Alberta, as amended.

3.7 **"International Event"** means an International Competition, championship, Showcase, exhibition or bid-hosted event occurring in Blackfalds.

3.8 **"Provincial Event"** means a Provincial Competition, championship, Showcase, exhibition or bid-hosted event occurring in Blackfalds.

3.9 **"Showcase"** means a recognized exhibition, demonstration, presentation, performance, or Competition attracting participants or attendees from outside the local area.

3.10 "**Town**" means the municipality of the Town of Blackfalds.

3.11 **"Visitor Attraction"** means the ability of an event to draw participants, spectators, officials, volunteers or attendees to Blackfalds from outside the local area.

3.12 **"Western Canadian Event"** means a Western Canadian Competition, championship, Showcase, exhibition or bid-hosted event occurring in Blackfalds.

4. SCOPE

4.1 This Policy applies to eligible Applicants seeking financial support for Provincial, Western Canadian, National, and International Competitions, championships, Showcases, exhibitions and bid-hosted events occurring within the Town of Blackfalds.

4.2 Eligible events may include:

4.2.1 Sporting Competitions and championships,

4.2.2 Dance, cheerleading and gymnastics Competitions,

4.2.3 Cultural Competitions and Showcases,

4.2.4 Educational, academic, esports and robotics Competitions,

4.2.5 Sanctioned exhibitions and Showcases,

4.2.6 Bid-hosted events, and

4.2.7 Other events approved by Council that align with the intent of this Policy.

4.3 This Policy does not apply to:

4.3.1 Community festivals and celebrations,

4.3.2 Community markets,

4.3.3 Recreation programs,

4.3.4 Local events,

4.3.5 Regional tournaments or Competitions,

4.3.6 Community development initiatives, or

4.3.7 Activities eligible under the Community Initiatives Grant Policy.

5. AUTHORITY AND RESPONSIBILITIES

5.1 Council to:

5.1.1 Adopt and support this Policy by resolution.

5.1.2 Consider the allocation of grant funding through the annual budget process.

5.1.3 Review recommendations received from Administration.

5.1.4 Approve, partially approve or deny funding requests.

5.2 Chief Administrative Officer to:

5.2.1 Advise Council on the development, implementation and amendment of this Policy.

5.2.2 Ensure Policy review occurs and verify the implementation of this Policy.

5.3 Administration to:

5.3.1 Receive and review grant applications.

5.3.2 Prepare administrative recommendations for Council consideration.

5.3.3 Advise Applicants regarding eligibility requirements.

5.3.4 Coordinate support from other municipal departments where appropriate.

5.3.5 Redirect Applicants to other Town funding programs where appropriate.

6. POLICY

6.1 Eligible events may be considered for funding up to the following maximum amounts:

6.1.1 Provincial Event up to $3,000

6.1.2 Western Canadian Event up to $4,500

6.1.3 Canadian Event up to $5,500

6.1.4 International Event up to $6,500

6.1.5 Funding levels represent maximum grant amounts only and Council retains full discretion when determining grant allocations.

6.2 Applicants will be required to:

6.2.1 Host the event within the Town of Blackfalds.

6.2.2 Be responsible for organizing and implementing the event.

6.2.3 Demonstrate benefits to the community through economic activity, Visitor Attraction, community profile, volunteer engagement, recreation, education, arts, culture or tourism.

6.2.4 Demonstrate that the event will provide a measurable community, economic, cultural, educational, recreational or tourism benefit to the Town that extends beyond any private or commercial benefit.

6.2.5 Demonstrate the organizational and financial capacity necessary to host the event.

6.2.6 Have obtained all required sanctions, endorsements, approvals, or bid authorizations where applicable.

6.2.7 Not be in default of any previous Town of Blackfalds funding agreement.

6.3 To be eligible for consideration, Applicants must meet the following requirements:

6.3.1 Applications shall be submitted on the prescribed form.

6.3.2 Applications seeking support for a Bid-Hosted Event should consult with the Director of Community Services or designate prior to submitting a bid application to confirm facility availability and municipal support requirements.

6.3.3 Incomplete applications may not be considered.

6.4 Applications will be assessed based on:

6.4.1 Event significance and scope.

6.4.2 Number of participants.

6.4.3 Expected visitor attendance.

6.4.4 Community profile and promotional opportunities.

6.4.5 Volunteer involvement and engagement.

6.4.6 Organizational capacity and readiness.

6.4.7 Financial viability of the event.

6.4.8 Alignment with Council priorities and strategic objectives.

6.5 Funding recommendations and grant allocations shall be determined in accordance with the following provisions:

6.5.1 Applications will be evaluated on their individual merits and available funding.

6.5.2 Council may award full, partial or no funding and the amount awarded may differ from the amount requested.

6.6 Funding may be used for eligible expenses including:

6.6.1 Facility rentals.

6.6.2 Officials and technical staff.

6.6.3 Event promotion and marketing.

6.6.4 Volunteer support.

6.6.5 Equipment rentals.

6.6.6 Bid preparation costs.

6.6.7 Other expenses deemed eligible by Council that support the successful delivery of the event.

6.7 Funding will not be provided for:

6.7.1 Liquor expenses or liquor license fees.

6.7.2 Party Alcohol Liability (PAL) insurance.

6.7.3 Items intended for resale (ie. food, beverages, clothing, etc.).

6.7.4 Prizes and awards.

6.7.5 Regular operating expenses of an organization.

6.7.6 Event losses, organizational deficits or outstanding debts.

6.7.7 Retroactive funding requests.

6.7.8 Capital purchases.

6.8 Ineligible events include:

6.8.1 Regional tournaments or Competitions.

6.8.2 Local sporting or recreation events.

6.8.3 Community festivals and celebrations.

6.8.4 Community markets.

6.8.5 Activities eligible under the Community Initiatives Grant Policy.

6.9 Funding is subject to annual budget approval and available resources.

6.10 Recipients must acknowledge the Town of Blackfalds' support in promotional materials, event publications, social media and other communications where appropriate.

6.11 Recipients must submit a final report within ninety (90) days of the event completion, including:

6.11.1 Attendance and participation numbers.

6.11.2 Visitor estimates.

6.11.3 Financial summary of revenues and expenses.

6.11.4 Summary of outcomes and achievements, including promotional, tourism, community and economic benefits realized.

6.11.5 Description of local businesses, accommodations, restaurants, vendors, contractors, suppliers or service providers utilized in support of the event, where applicable.

6.12 Failure to provide a final report will affect future requests for funding.

7. EXCLUSIONS

7.1 Notwithstanding the provisions of this Policy, Council may approve funding for exceptional circumstances or opportunities not otherwise contemplated by this Policy where Council determines the event will provide significant community, cultural, educational, economic, tourism or reputational benefit to the Town of Blackfalds.

8. RELATED DOCUMENTS

8.1 Event Attraction and Hosting Grant Application and Guidelines

8.2 Council Policy CP-185.24 - Community Initiatives Grant

8.3 Council Policy CP-202.26 - Public Donation

9. END OF POLICY

-Original Signed-	-Original Signed-
Mayor	Chief Administrative Officer
-Original Dated-	-Original Dated-
Date	Date

POLICY RECORD HISTORY

	Resolution No:	Date
Policy Adopted	**392/26**	**November 10, 2026**
Policy Reviewed		
Policy Revised		

ADMINISTRATIVE REVISIONS

Date	Description