

<b>City of Portage la Prairie POLICY AND PROCEDURE MANUAL</b>		<b>POLICY NO: ECD-ED-AD</b>
<b>REFERENCE:  Economic Development</b>	<b>ADOPTED BY: Resolution No. 154/04</b>	<b>Page 1 of 7</b>
	<b>Date: June 28, 2004</b>	
<b>TITLE: HOSTING ASSISTANCE GRANT PROGRAM</b>		<b>DATE LAST REVIEWED BY MGMT: May 18, 2004</b>

## **Purpose**

The City of Portage la Prairie provides this grant to encourage local organizations to host events in our City. It is accessible to non-profit groups to assist in offsetting their marketing and bid preparation costs to attract public festivals, special events, conferences, sport, art or heritage events or projects in the community of significant nature. These public affairs must attract widespread community involvement and/or participation, attract visitors to the community from outside an 80km radius of the City, and thereby generate significant economic or recreational benefit to the Community.

## **Definitions**

- a. Arts Event – an event that showcases or determines outstanding achievement in the arts or promotes the understanding and appreciation of art (i.e.: music, drama, dance, visual arts, literary arts)
- b. Bid Package- the official application of a non-profit organization to host any events eligible for funding under this policy
- c. Capital Expenditure -Expenditures that result in the acquisition of or additions to assets of a permanent character and nature, having continued value. Includes land, buildings, machinery, furniture and any other equipment at the sole discretion of the City
- d. Conferences – an event focused on education and networking that lasts longer than one day and brings a significant number of people from outside Portage la Prairie to stay at least one night
- e. Festival – an event that includes a significant performing arts or demonstrations component. It actively celebrates a theme, is primarily non-competitive, and provides fun and enjoyment for the public
- f. For-profit group – a group whose purpose for being is financial gain
- g. Heritage event – an event which has as its primary focus, the promotion of the understanding and appreciation of our heritage as citizens of Portage la Prairie, Manitoba, or Canada
- h. Multicultural event – an event in which ethnic similarities and differences are respected, exchanged and/or celebrated.

- i. Non-profit group –an organization, whether or not incorporated, whose total resources are devoted to social, educational, health, charitable, or any other non-profit purpose. The members, contributors and other resource providers do not receive any financial return directly from the organization.
- j. Special event or Project – an event or project held in Portage la Prairie occurring with a frequency no greater than once every two years, lasting for a minimum of two consecutive days, which provides a high profile and significant economic benefit for the City through the large number of estimated spectators and tourists, and through the expected extent of publicity generated.
- k. Sports event – an event where the athletic skills of individuals or groups are showcased or where a champion for a level of competition is determined. (i.e.: provincial, regional, national, international)

## **Hosting Assistance Policy**

### **Section 1: Event Assistance**

The City of Portage la Prairie may extend assistance to non-profit organizations hosting an event as defined in this policy. This portion of grant funding has a maximum allocation of \$750.

### **Section 2: Bid Creation Assistance:**

The City of Portage la Prairie may also extend assistance to community groups or organizations wishing to host an event wherein a bid package must be created in order to submit the official request to host the event. This portion of grant funding has a maximum allocation of \$400.

Eligible organizations may apply for assistance in both categories of funding for the same event, however, may not receive bid creation funding and event assistance funding in the same calendar year.

Organizations that exist primarily for political purposes or for-profit are not eligible.

## **SECTION 1: EVENT ASSISTANCE**

### **1.1 Event Assistance Eligible Expenditures**

Up to 75% of the cost of marketing of an event that is focused 80 kms/40 miles outside Portage la Prairie is eligible for funding if not exceeding \$750. This cost must be in addition to the normal marketing of the organizing group or the officially sanctioned provincial, national or international organization that regulates the operation of the specific event.

Grant funding is also available for 75% of the cost of facility rental for a location owned, leased, or operated by the City of Portage la Prairie not exceeding \$750.

### **1.2 Event Assistance Eligibility Criteria**

To be eligible for the Event Assistance portion of the Hosting grant, all of the following conditions must be met:

- Grant applications must be received at least two months in advance of the event
- Each organization may receive only one hosting grant per year
- Each organization can only receive a maximum of \$750 per year for hosting assistance
- The event must be held within the City of Portage la Prairie or Southport, at a location owned, leased, or operated by the City of Portage la Prairie
- The event must clearly demonstrate the potential to draw participants and spectators from outside Portage la Prairie to the sole satisfaction of the City
- The event must be officially sanctioned by the appropriate provincial, national or international organization that regulates the operation of the specific event. An official letter of endorsement from the respective association must accompany the hosting assistance grant application form. If such an association does not exist, such as with some festivals or multicultural events, letters of support and commitment from participating groups must be included in the application.
- A proposed statement of revenue and expenses for the event must be included in the application clearly identifying all expected sources of revenue.
- A proposed program of events or project outline, and a marketing plan identifying where and to whom the event will be promoted to must also be included in the application.

### **1.3 Ineligible Event Assistance Expenditures**

This hosting grant does not provide funding for certain types of expenditures such as:

- Capital expenditures
- Transportation or travel costs of participants or officials
- Awards, trophies or prizes
- Purchase of alcohol
- Facility rental of a location not owned, operated or leased by the City of Portage la Prairie
- Socials, banquets, accommodations or volunteer appreciation events
- Recurring annual events, or events that received hosting grant funding the previous year may be given a lower priority

\*This listing is not all-inclusive and other expenditures may be deemed ineligible at the sole discretion of the City.

### **1.4 Level of Assistance and Allocation Process**

The total amount of assistance is at the sole discretion of the Economic and Community Development Department, and administered and evaluated within the guidelines of the program. The funding received will depend on the scope of the event and the impact on the community. Funding shall not exceed \$750 per year per applicant.

Applications will be reviewed on an ongoing basis and applicants will be advised of the outcome of their grant request within 30 days of receipt of the request for assistance.

The grant budget will be distributed throughout the current City fiscal year, and disbursed between a variety of events and organizations depending upon available budget resources.

### **1.5 Event Assistance Application Deadlines**

Grant Applications must be submitted a minimum of two months prior to the event for applications to be processed.

### **1.6 Payment of Hosting Assistance Grant**

If the host organization clearly demonstrates financial need, up to 50% of the approved grant funding may be issued as seed money prior to the event. The organization must indicate the negative impact on the activity that will take place if the advance funding is not received. Advance funding is at the sole discretion of the City.

Payment of the grant in whole or in part will be conditional upon the successful completion of the event and will be made *after* the event upon presentation of the post event information as required in the Final Report Guidelines.

## 1.7 Final Report Guidelines for Event Assistance

Within 30 days following the event, the successful applicant must provide the following documentation to the City of Portage la Prairie Economic and Community Development Department:

- a. A program of scheduled activities for the event
- b. A certified correct detailed transaction record of total final revenue and expenses for the event signed by two executive officers
- c. A report outlining the projected economic impact of the project including:
  - o The number of participants in the event
  - o Number of visitors to the City including spectators and an estimate of families or number of people that came with participants
  - o If the visitors, spectators and/or participants stayed over night
  - o Amount of meals that the visitors were present for and whether or not meals were provided by the host organization
  - o The amount of time that visitors would be inside the community but not participating in any events or games
  - o An estimate of where visitors came from and an estimate of how many came from each community

**Please forward your completed application to:**

Kathy McGregor

City of Portage la Prairie

Economic and Community Development Department

97 Saskatchewan Avenue East

Portage la Prairie, MB R1N 0L8

Fax: 204-239-1582

Email: [kmcgregor@city-plap.com](mailto:kmcgregor@city-plap.com)

**For more information regarding this grant program call 204-239-8334.**

## **SECTION 2: BID CREATION ASSISTANCE**

### **2.1 Bid Creation Eligibility Criteria**

Up to \$400/ year is available for groups wishing to host an event wherein a bid package must be created in order to submit the official request to host the event.

To be eligible for the Bid Package creation portion of the hosting grant, all of the following conditions must be met:

- a. The request for bid package hosting assistance must be received at least six months prior to the planned hosting date
- b. The bid package must include the City of Portage la Prairie's logo in a manner to be approved by the City of Portage la Prairie
- c. The following must accompany the request for funding for bid package funding:
  - A copy of the official bid package requirements
  - A copy of the expected revenues and expenses and in-kind services that will be realized in the bid package creation
  - An outline of the expected timelines of the host organization in the creation of the bid package
  - At least 3 letters of support from local businesses, organizations, or groups
  - A clear demonstration of the potential to draw participants and spectators from outside Portage la Prairie into the community to the sole satisfaction of the City
  - Each organization must include a detailed plan of the current annual marketing activities of the organization including expenses.

### **2.2 Bid Creation Ineligible Expenditures**

- Facility rental fees
- Personnel/staffing costs
- Postage fees
- Bid packages that were created but not successfully submitted to the appropriate bid selection committee within the required timelines
- Capital expenditures
- Transportation or travel costs for the purpose of presenting a bid package to participants, officials, or the respective bid selection committee

**\*This listing is not all-inclusive and other expenditures may be deemed ineligible at the sole discretion of the City.**

### **2.3 Level of Assistance and Allocation Process**

The total amount of assistance is at the sole discretion of the Economic and Community Development Department, and administered and evaluated within the guidelines of the program. The funding received will depend on the scope of the event, the impact on the community, and the extent of the bid package requirements. Funding shall not exceed \$400 per year per applicant.

Applications will be reviewed on an ongoing basis and applicants will be advised of the outcome of their grant request within 30 days of receipt of the request for assistance.

The grant budget will be distributed throughout the current City fiscal year, and disbursed between a variety of events and organizations depending upon available budget resources.

### **2.4 Event Assistance Application Deadlines**

Bid Creation Applications must be received at least 6 months prior to intended hosting date.

### **2.5 Payment of Bid Creation Assistance**

If the host organization clearly demonstrates financial need, up to 50% of the approved grant funding may be issued as seed money prior to the final printing of the bid. The organization must indicate the negative impact on the bid creation process that will take place if the advance funding is not received. Advance funding is at the sole discretion of the City.

A copy of the completed bid package, the official final expenses, and a detailed explanation as to where the grant funding was allocated must be submitted to the City of Portage la Prairie prior to the release of the funding.

**Please forward your completed application to:**

Kathy McGregor

City of Portage la Prairie

Economic and Community Development Department

97 Saskatchewan Avenue East

Portage la Prairie, MB R1N 0L8

Fax: 204-239-1582

Email: [kmcgregor@city-plap.com](mailto:kmcgregor@city-plap.com)

**For more information regarding this grant program call 204-239-8334.**



City of Portage la Prairie  
**Economic and Community Development**  
**Hosting Assistance Grant**  
**Event Assistance Application**

Please answer all questions completely and provide any additional information that will clarify your grant request. If the application does not include the necessary information it may be ineligible for processing. For Bid Creation Funding please use Application Form #2.

**Event:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Amount of Grant Request \$** \_\_\_\_\_

**The event is:**  **National**  **Inter-Provincial**  **Provincial**  **Regional**

Has this event ever occurred in the past? YES—date: \_\_\_\_\_ NO

Name and address of hosting organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone (Home) \_\_\_\_\_

(Work) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

Contact person: \_\_\_\_\_

(Alternate)

Telephone (Home) \_\_\_\_\_

(Work) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

What is the length of the event? \_\_\_\_\_ days

Please estimate the number expected for each category:

a) Number of participants/competitors/delegates \_\_\_\_\_

b) Number of out of town visitors/spectators \_\_\_\_\_

Has this event been held in a different community in the past? YES NO

Where? \_\_\_\_\_

Has this event realized a profit in previous years? YES NO

Approximately how much money was made? \_\$ \_\_\_\_\_

Where were these profits directed? \_\_\_\_\_

If your event realizes a profit, where will these funds be allocated?

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Do you have any outstanding accounts with the City of Portage la Prairie?

YES Which department? \_\_\_\_\_ What amount? \_\_\_\_\_

NO

Name all other grants applied for and place an (√) in the box if they are confirmed.

<input type="checkbox"/>	Amount \$
<input type="checkbox"/>	Amount \$

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Venue(s) to be used \_\_\_\_\_

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Not planning to use a City owned or operated facility? What needs, if any, cannot be met by a City owned facility?

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**City of Portage la Prairie**  
**Economic and Community Development Department**  
**Bid Package Hosting Assistance Grant**  
Application Form #2

Please answer all questions completely and provide any additional information that will clarify your grant request. If the application does not include the necessary information it may be ineligible for processing.

**Proposed Event:** \_\_\_\_\_

**This event is:** \_\_\_National \_\_\_Inter-Provincial \_\_\_Provincial \_\_\_Regional

**Date of Proposed Event:** \_\_\_\_\_ **Length of event:** \_\_\_\_\_

**Amount of Bid Creation funding request:** \$ \_\_\_\_\_

Name and address of Host Bid Committee Contact Person:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone (Home) \_\_\_\_\_

(Work) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

Contact person(Alternate): \_\_\_\_\_

Telephone (Home) \_\_\_\_\_

(Work) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

**The following must accompany this request for funding:**

- A copy of the official bid requirements
- A copy of the expected revenues and expenses and in-kind services (including City employee assistance) that will be realized in the bid package creation, and an explanation as to where this grant funding will be allocated
- An outline of the expected timelines of the host organization in the creation of the bid package

- Letters of support from local businesses, organizations, or groups
- A clear demonstration of the potential to draw participants and spectators from outside Portage la Prairie into the community to the sole satisfaction of the City (history of attendance, anticipated draw of tourists or spectators)
- A detailed explanation as to the reasons that your group wants to be host to this event and the volunteer commitment to the project
- Include your organization's resolution to bid for the event if available. If not, an explanation as to why a resolution has not been made must be submitted

***\*\* If the application does not include the necessary information it may be ineligible for processing\*\****

For more information, contact Kathy McGregor at 239-8334 or  
[kmcgregor@city-plap.com](mailto:kmcgregor@city-plap.com)