



# EVENT DEVELOPMENT GRANT

## 2020 Application Package

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The City of Thunder Bay supports community not-for-profit organizers to host events which contribute to the local economy, enhance volunteerism, develop sport and showcase our community pride.

The Event Development Grant assists local organizers with costs associated with hosting championships, inaugural festivals and sport events. The grant program is administered by the Recreation & Culture Division with the assistance of a Grant Review Committee.

Please review the following information carefully to determine your organization's eligibility for the Event Development Grant. The ability to meet eligibility criteria does not guarantee funding. Applicants must consult with Recreation & Culture Division staff to ensure eligibility and to ensure the requirements of the application have been met.

### CONTACT:

Paul Burke, Sport & Community Development Supervisor  
 Recreation & Culture Division  
 Pool 6 Building, 53 Water St. S.  
 Thunder Bay, ON P7B 2S5  
 Telephone: (807) 625-2305  
 E-mail: [pburke@thunderbay.ca](mailto:pburke@thunderbay.ca)

For information on all grants provided by the City of Thunder Bay, visit [thunderbay.ca/grants](http://thunderbay.ca/grants).

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### APPLICATION DEADLINES:

For Events:  
 March 30, 2020  
 October 9, 2020

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## WHO CAN ACCESS THE FUND?

1. Not-for-profit organizations who are bidding to host or have won the right to host a regional, provincial, national or international event.
2. Not-for-profit organizations staging a new or inaugural event, tournament or festival. Conferences, conventions, workshops, concerts/shows and fundraising events are not typically eligible.

**NOTE:** An application may be declined if an organization possesses an operating surplus in excess of three months of operating expenses. In these cases, organizations will be given the opportunity to justify.

## APPLICATION STEPS

1. Carefully read the Event Development Grant package information.
2. Meet with Recreation & Culture Division staff before completing your application.
3. Complete the application form including budget information. Applications for event funding must be received prior to your event as follows:
  - March 30, 2020 - for events taking place after March 31, 2020
  - October 9, 2020 - for events taking place after October 10, 2020
4. Enclose a detailed budget for your event, a current financial statement for your organization, letters of intent or support, Board resolution and/or letters of confirmation from governing body.
5. Recreation & Culture Division staff and the Review Committee will review the application form and budget information. (Please allow 3-4 weeks following the deadline for this review.)

## ELIGIBLE COSTS

1. Start-up costs for organizing committees to begin the process of planning; including sponsorship campaigns, volunteer recruitment & training or marketing.
2. Expenditures that will leave a legacy and benefit future local events. For example, equipment that could be used at other future events.
3. Costs associated with the contract of professional services or the lease of office equipment. For example, the hiring of a graphic design firm.
4. Associated expenses related to staging the event. For example, facility rental and/or advertising.

**NOTE:** The Event Development Grant will not cover more than 20% of event operating costs.

## INELIGIBLE COSTS

1. Fixed capital expenditures
2. Banquet meals and/or alcohol
3. Athlete awards (ie. cash, medals, trophies)
4. Costs incurred prior to the grant application being made
5. Product(s) to be re-sold
6. Travel and/or accommodation expenses for participants.
7. Expenses related to charitable components of an event (i.e. printing of raffle tickets, lottery licenses)
8. Funding to offset an organization's deficit.

## OTHERS

1. Grant recipients shall acknowledge the support of the City of Thunder Bay's Event Development Grant funding program in advertising, publicity, programs, signage and plaques relating to the event for which funds are granted. The recipient shall not hold the City as a partner or otherwise responsible for any obligations relating to the organization.
2. If successful in receiving grant funds, your organization must submit a post-project report along with copies of receipts for all purchases made with Event Development Grant funds within 60 days of the completion of the project. For grants over \$25,000 an audited financial statement must be provided.
3. An application **MAY NOT** be considered if the applicant has failed to account satisfactorily for previous City of Thunder Bay grant funding received.

For more information on the **EVENT DEVELOPMENT GRANT** please contact:

Paul Burke, Sport & Community Development Supervisor  
Recreation & Culture Division  
Pool 6 Building, 53 Water St. S.  
Thunder Bay, Ontario P7B 2S5  
Telephone: (807) 625-2305  
Fax: (807) 684-9240  
E-mail: pburke@thunderbay.ca

*Additional application forms available on-line at [thunderbay.ca/grants](http://thunderbay.ca/grants)*



## EVENT DEVELOPMENT GRANT APPLICATION FORM

*(Please complete all questions on the application and the attached expenses and revenue outline. Please use additional paper if extra space is required).*

DATE OF APPLICATION	
NAME OF ORGANIZATION	
ADDRESS	POSTAL CODE
CONTACT PERSON	POSITION
RESIDENCE TELEPHONE	BUSINESS TELEPHONE
EMAIL ADDRESS	EVENT/ORGANIZATION WEBSITE ADDRESS

Has your organization received Event Development Grant Funding in past?      YES      NO

If yes, for what event? \_\_\_\_\_

### ELIGIBILITY CHECKLIST

**ALL** of the following criteria must be satisfied. Please check the criteria your submission fulfills.

- Incorporated Not-For-Profit or Non-Profit organization. Charitable status not required.
- Sanctioning governing body (i.e. P.S.O., N.S.O.) endorsement (if applicable)
- Resolution of your Board of Directors
- Letters of Support from your major confirmed partners outlining their involvement and contribution
- Hosting a special one-time event *OR*    Hosting an inaugural event
- Event is regional, provincial, national, international in scope.
- Event will attract visitors/participants from out-of-town resulting in an economic impact to Thunder Bay.
- Event is a championship, tournament, festival or sporting in nature. Note: Conferences and conventions are **not** typically eligible.
- Organization is based locally.
- Request for financial assistance is being made by an organization that is incorporated or is in the process of incorporating and not from individuals. Provide proof of incorporation.



- (d) Of the Domestic Canadian participants staying overnight, enter the % who originate:
- |  |   |
|--|---|
| Between 80 to 319 km from the event                          | % |
| Greater than 319 km and from same province as the event      | % |
| Greater than 319 km and from different province as the event | % |
- (e) The average length of stay of overnight participants: days
- (f) The % of out-of-town participants who will be staying overnight: %
- (g) For same-day participants (travelling from region and not staying night) the average number of day trips for the event:
- (h) Enter the age breakdown of participants from out-of-town:
- |   |           |   |
|---|-----------|---|
| ** staying in commercial accommodation that is <u>NOT</u> being paid for/subsidized by the Host Committee | Under 19  | % |
|   | 20 to 44  | % |
|   | 45 & over | % |
- (i) Of the participants from out-of-town who are under 19 years, enter the % who are staying in hotels/motels: %

## 9. SPECTATORS

- (a) Expected total number of local spectators? \_\_\_\_\_
- (b) Estimated number of spectators who reside more than 80 km one-way from the event location that will travel to Thunder Bay for the event:
- (c) Enter the % overnight spectators that are:
- |                     |   |  |
|---------------------|---|--|
| Domestic            | % | <i>** Normally reside in Canada</i>      |
| USA                 | % | <i>** Normally reside in the USA</i>     |
| Other International | % | <i>** Normally reside outside Canada</i> |
- (d) Of the Domestic Canadian spectators from out-of-town, enter the % who originate:
- |  |   |
|--|---|
| Between 80 to 319 km from the event                          | % |
| Greater than 320 km and from same province as the event      | % |
| Greater than 320 km and from different province as the event | % |
- (e) The total number of days that the average spectator will spend in the community: days

- (f) The % of out-of-town spectators who will be staying overnight: %
- (g) For each category of overnight spectators, estimate the percentage who came to the community solely for the event:

Domestic	%	<i>** Normally reside in Canada</i>
USA	%	<i>** Normally reside in the USA</i>
Other International	%	<i>** Normally reside outside Canada</i>

- (h) For same day spectators, the average number of day trips for the event:

*\*\* A spectator could make multiple day trips to an event*

**10. MEDIA/VIP**

Media                      VIP

- (a) Total number of media/VIP
- (b) Estimated number of Media, VIP & other dignitaries who reside more than 80 km one-way from the event location:
- (c) The % overnight media, VIP, other dignitaries from out-of-town that are:

Domestic <i>** Normally reside in Canada</i>	%	%
USA <i>** Normally reside in the USA</i>	%	%
Other International <i>** Normally reside outside Canada &amp; the USA</i>	%	%

- (d) The % of media, VIP, other dignitaries who will be staying overnight: %                      %
- (e) Enter the average length of stay of overnight media, VIP, other dignitaries:                      days                      days
- (f) For same day media/VIP, other dignitaries, enter the average number of day trips for the event:  
*\*\* multiple days trips to an event can be made*
- (g) Of the Domestic media, VIP, other dignitaries staying overnight, enter the % who originate:

Between 80 to 319 km from the event	%	%
Greater than 320 km and from same province as the event	%	%
Greater than 320 km and from different province as the event	%	%

11. How did you determine the estimates in questions 8 to 10?

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13. How many direct jobs will be created for this event? \_\_\_\_\_ full-time jobs. (FTE)

14. The event will be marketed:    Local        Regional        Provincial        National        International

15. Describe media coverage expected for this event:

      Local        Regional        Provincial        National        International

16. Will the event be broadcast on television?    YES        NO

Name of Network(s): \_\_\_\_\_

17. Will the event be live streamed on the internet?    YES        NO

Website: \_\_\_\_\_

18. Describe the market appeal of this event to potential spectators and/or participants. How is it unique?

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19. How will the community of Thunder Bay benefit from this event?

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20. What will be the volunteer and/or sport development legacy(s) from this event?

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21. What will be the infrastructure legacy(s) from this event?

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22. How will hosting this event build capacity within your organization and the community to host future events?

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23. What expenses do you wish to cover with the Event Development Grant? *(please be specific and supply the cost associated with each item).*

ITEM	AMOUNT
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total Amount of EDG Request:</b>	<b>\$ _____</b>

24. Are equipment items to be purchased using Event Development Grant funds?        YES        NO

If yes, will other community organizations be able to borrow the items?        YES        NO



## EVENT CAPITAL BUDGET

**\*\*** *Capital expenditures are those made by the Host Committee on construction or improvement of physical facilities. Include only those expenditures that occurred as a direct result of hosting the event. Examples may include new road construction, expansion of sport facilities, expansion of university Residences, etc.*

ENTER CAPITAL EXPENDITURES:

BUILDINGS & RENOVATIONS	\$
MACHINERY & EQUIPMENT	\$
FURNITURE & EQUIPMENT	\$
TRANSPORTATIONEQUIPMENT	\$
OTHER SUPPLIES	\$
OTHER SERVICES	\$

## EVENT OPERATING BUDGET

Attach a budget outlining all anticipated revenues and expenses for your event. Remember to include the amount of your Event Development Grant request in your budget's revenue.

## CONFIRMED REVENUES

Please list any revenue below already secured for the event.

REVENUE SOURCE	AMOUNT SECURED

*To the best of my knowledge, the above statements are true as of the date of this application. Pursuant to the provisions of the Municipal Freedom of Information and Protection of Privacy Act, the Applicant/ Recipient consents to the release of information contained in the application, for the purpose of administering the grant as set out under the terms and conditions.*

Signed: \_\_\_\_\_  
APPLICANT OR ORGANIZATION EXECUTIVE MEMBER

Date: \_\_\_\_\_

## REMINDER TO ATTACH:

Recent financial statement for your organization

Proof of Incorporation

Sanctioning Body Endorsement

Letters of Support

List of event activities and/or an event schedule

Full Event Budget

Any other additional supporting documentation you wish to provide

\* Also, remember to sign "Terms and Conditions" on page 10.

Submit your completed application in person, by mail, fax or email to:

Paul Burke, Sport & Community Development Supervisor  
Recreation & Culture Division  
Pool 6 Building  
53 Water Street S.  
Thunder Bay ON P7B 2S5  
Fax: (807) 684-9240  
E-mail: [pburke@thunderbay.ca](mailto:pburke@thunderbay.ca)

Personal information on this form is collected under the authority of the Municipal Act and will be used to maintain a record of grant applications. Questions regarding this collection should be directed to the Sports & Community Development Supervisor, Recreation & Culture Division, Pool 6 Building, 53 Water Street S., Thunder Bay ON P7B 2S5. Telephone: (807) 625-2305.

# TERMS AND CONDITIONS

## 1. Definitions

"Applicant" means the organization which submits this application to the City.

"City" means the City of Thunder Bay.

"Recipient" means the applicant organization which has submitted this application, has agreed to be bound by these terms and conditions, and has been awarded an Event Development Grant by the City of Thunder Bay.

## 2. Acknowledgement of Funding

The Recipient shall acknowledge the support of the City of Thunder Bay through the Event Development Grant Funding Program in advertising, publicity, programs, signage, and plaques relating to the event for which funds are granted. The Recipient shall not hold the City as a partner or otherwise responsible for any obligations relating to the organization.

## 3. Purpose of Grant

Grants shall only be used for the purposes outlined in the letter of approval and any attachments thereto. Changes in the proposal shall only be made with the City's written approval. Any unused portion of the Grant remains the property of the City of Thunder Bay.

## 4. Assignment of Grant

Neither the Applicant nor the Recipient shall assign this application or Grant, respectively, without the prior written consent of the City.

## 5. Disposal of Assets

The Recipient shall not sell, lease or otherwise dispose of assets purchased in whole or part with City funds, without the prior written consent of the City.

## 6. Repayment of Grant

The Recipient shall, at the request of the City, repay to the City the whole or any portion of the Grant if the Recipient:

- i) does not host the event that Event Development Grant funding was received for;
- ii) ceases operating;
- iii) has knowingly provided false information in this application;
- iv) uses the funds for purposes other than those detailed in the attachments thereto;
- v) breaches any of the terms and conditions of this Agreement;
- vi) breaches any of the provisions of the Human Rights Code in the operation of this project;
- vii) commences, or has commenced against them, any proceeding in bankruptcy or is adjusted a bankrupt.

Where required, the Grant shall be repaid by cheque, payable to the "City of Thunder Bay" and mailed to:

Recreation & Culture Division  
Victoriaville Civic Centre  
111 Syndicate Ave. S.  
Thunder Bay, ON  
P7E 6S4

*The City reserves the right to demand interest on any amount owing by the Recipient to the City at the then current interest rate charged by the City on accounts receivable.*

## 7. Accounting

The Recipient shall keep and maintain all records, invoices and other documents relating to the Grant in a manner consistent with generally accepted accounting principles and clerical practices, and shall maintain records for a period of three (3) years. The Recipient authorizes the City and its agents at all reasonable times to inspect and copy any records, invoices and documents relating to the Grant, in the possession, or under the control, of the Recipient.

## 8. Limitation of Liability and Indemnification

The Recipient agrees that the City shall not be liable for any damages, including, but not limited to general, incidental, indirect, special or consequential damages, injury or loss of use, revenue or profit of the Recipient arising out of or in any way related to the organization or its activities. The Recipient agrees that it shall indemnify the City, its employees and agents, against all costs incurred as a result of a claim or proceeding related to the organization or its activities, unless it was caused by the negligence or willful act of an employee of the City.

## 9. Report

The Recipient shall provide a report to the City within sixty (60) days of completion of the project, providing all details required by the City and, upon request of the City, shall submit interim progress reports. For grants over \$25,000 an audited financial statement must be included. Failure to provide the required reports by the deadline may result in the organization being ineligible for future funding.

## 10. Additional Terms

The City shall be entitled to impose such additional terms and conditions in its letter of approval, at its discretion.

## 11. Consent to Release

Pursuant to the provisions of the Municipal Freedom of Information and Protection of Privacy Act, the Applicant/ Recipient consents to the release of information contained in the application, for the purpose of administering the grant as set out under the terms and conditions.

Acknowledged: \_\_\_\_\_

SIGNATURE

DATE