

**CITY OF WILLIAMS LAKE  
COUNCIL POLICY**

ISSUED: JULY 5, 2011  
PREPARED BY: DIRECTOR OF COMMUNITY SERVICES  
AUTHORIZED BY: COUNCIL  
TITLE: **EVENT HOSTING GRANT POLICY**  
PAGE: **TWO HUNDRED AND TWO (202)**

---

### **Introduction**

Event hosting is an emerging market on the international stage and one that has recently been identified as a key sector market for the City of Williams Lake. Williams Lake is well positioned to take advantage of this emerging market with its central location in the heart of the Cariboo Chilcotin, a reputation for its strong community spirit, dedicated volunteers originating from a healthy non-profit sector, an active educational system, and an engaged corporate community.

The purpose of the Event Hosting Grant is to provide the stimulus and seed money to assist local non-profit organizations to bid, host, develop, grow, market, and administer new events in the City of Williams Lake.

The goal as a community is to attract new events, grow existing events, and bring new opportunities to Williams Lake, helping to diversify the local economy and serve as a catalyst for both sport and cultural development.

### **Eligibility**

An event for the purposes of the Event Hosting Grant must comply with the following eligibility criteria:

1. Eligible applicants must be local registered non-profit local organizations (charitable status not required) or commercial enterprises which are operating in partnership with a local non-profit organization to which the majority of the proceeds benefit.



2. For the purpose of this program, eligible events are defined as:
  - An event that takes place over more than one day;
  - An event that incorporates an intensive level of activity into those days;
  - An event that offers participants a unique experience;
  - An event whereby at least 25 % of registrants/delegates are visitors from out of town
  - An event that is held with the Central Cariboo recreation Taxation Area, which includes the City of Williams Lake and certain areas of D, E, and F of the Cariboo Regional District
3. The event must be a special one-time event, or an inaugural event, or an existing event which is demonstrating expansion and growth. For the purposes of this grant, "event growth" is defined as:
  - An increase in the number of event days (ie. event growing from 2 event days to 3 event days);
  - A 25% increase in registered participants or teams.
4. The event must attract spectators/participants from out-of-town, and must be of the following nature:
  - meetings
  - conventions
  - sporting events
  - festivals
  - cultural events
  - conferences
5. Participants are defined as being players, coaches, referees, or delegates having to travel for the purpose of the event for a distance greater than 80 km.
6. The event must be Invitational, Regional, Provincial, Western Canadian, National, or World in scope.



- 
7. The organization must not be in a deficit financial situation or have an outstanding receivable with the City of Williams Lake. The event cannot be the cause of the financial difficulty for the organization.
  8. The event must utilize facilities, accommodations and venues within the City of Williams Lake. An event outside of Williams Lake will only be considered if no facilities are available to host the event and if the organization can clearly demonstrate that the majority of services are being provided by businesses in Williams Lake.
  9. Requests for financial assistance must originate from organizations and not from individuals.
  10. Applications must include a viable business plan outlining the event's objectives, action plan, volunteer and organizational structure, timelines, and budget.
  11. The primary intent of the Event Hosting Grant is to encourage growth in the tourism sector, and as such, annual or semi-annual recurring events in Williams Lake are not eligible for support.
  12. The applicant must demonstrate a commitment to sustainability in the areas of environment, social, and economic sustainability.

### **Funding Categories**

Events which qualify for the Event Hosting Grant must fall into one of the following categories:

#### **a. Event Development**

To support event organizers with start-up costs associated with hosting NEW and inaugural events. Funds can be used to assist with encouraging event participation and pre-post event or to build/purchase minor pieces of equipment/site improvements required to host the event, which may also assist with hosting future events.



**b. Event Growth**

Grant created to encourage existing event organizers to grow events currently being hosted in Williams Lake. Funds must be utilized to assist with the growth of existing events by a minimum of 25% based on the number of participants and overnight hotels stays.

**c. Event Travel Incentive Grant**

To support event organizers by subsidizing the cost of travel-related expenses incurred by participants in the event (ie. players, coaches, athletes, and delegates).

**Grant Amount:**

For Regional events: \$2/participant (maximum \$2000)

For Provincial events: \$4/participant (maximum \$3000)

For National events: \$8/participant (maximum \$4000)

For International events: \$8/participant (maximum \$5000)

**Funding Allocation**

The following is an outline of eligible expenses which Event Hosting Grant funds may be allocated to cover:

	<b>Event Development</b>	<b>Event Growth</b>	<b>Event Travel</b>
1. Expenses related to event bid preparation and presentation (ie. travel including airfare, mileage and ground transportation, preparation and printing of bid documents, or bid fees.)	X	X	
2. Bond or holding fees required to secure an event once a bid has been won. The City of Williams Lake must be reimbursed for these funds upon completion of event.	X		



3. Start-up costs for organizing committees to begin the process of planning, sponsorship campaigns, volunteer recruitment & training, or marketing campaigns prior to revenue generation.	X	X	
4. Facility or equipment items that can be utilized for future events.	X	X	
5. Costs associated with operating expenses of the event such as the contract of professional services, the lease of office equipment and facility-related costs.	X	X	
6. Funding required to lever for additional/matching funding from other sources (ie. public or private sectors).	X	X	
7. Costs associated with hosting provincial and higher Annual General Meetings.	X	X	
8. Costs affiliated with offsetting travel costs for delegates, athletes, coaches, etc. (ie. accommodation, gas, transit)			X

**Application Process**

1. Contact the Department of Community Services to set up an appointment with the Director of Community Services (or designate) to discuss and review application eligibility, venue availability, and other pertinent information.
2. Submit the Event Hosting Grant application to the Department of Community Services prior to the application deadline. Applications for the Event Hosting Grant must be submitted prior to 4:30 pm on the following dates:



Spring & Summer Events (March – August)

**Application Deadline: November 30**

Fall & Winter Events (September – February)

**Application Deadline: May 31**

3. Application forms must be submitted to the Department of Community Services for review and processing:

Department of Community Services  
Event Hosting Grants  
Cariboo Memorial Recreation Complex  
525 Proctor Street  
Williams Lake, BC V2G 4J1  
P: 250.398.7665 F: 250.398.7884  
E: [eventhosting@williamslake.ca](mailto:eventhosting@williamslake.ca)

### Evaluation Criteria

The following section is used for evaluation purposes. Event Hosting Grant applications must clearly demonstrate that the event will meet the criteria outlined below:

- Economic impact of the event
- Promotes overnight stays
- Encourages out-of-town visitors
- Provides activities for cottagers within urban boundaries
- Provides opportunities to increase sales for the local business community
- Promotes use of public infrastructure
- Promotes Williams Lake outside of the community
- Demonstrates partnerships with other organizations and/or businesses
- Provides a model for revenue generation
- Demonstrates the ability to become self-sustaining
- Exhibits plans for growth
- Incorporates a solid marketing plan designed with a target audience
- Demonstrates a viable business plan



- Demonstrates that the organization/business has the experience to produce the event
- Potential to become an anchor event for the community
- Indication of sufficient community support (through letters of support or intent)
- Demonstration of organizational/technical ability to stage a successful event
- Engages the community through volunteers, participants, and financial contributions to the business community

**Approval Process**

1. Council has authorized the Department of Community Services to be responsible for receiving, reviewing, and awarding Event Hosting Grants. The Department of Community Services will involve other agencies and individuals in reviewing applications as required. The Department will report to Council on a semi-annual basis regarding the administration of the Event Hosting Grant.
2. Once the application is received, it will be assessed based on the economic impact of the event in addition to the evaluation criteria outlined in the Event Hosting Grant. The STEAM model provided by the Canadian Sport Tourism Alliance Association will be the method by which economic impact is measured.
3. If an application is approved, the organization will be contacted via phone or email within 30 days.
4. Upon grant application being approved at the appropriate level, a cheque requisition will be processed and funds provided to applicant. A portion of the proceeds amounting to 25% will be withheld until post-event, and issued only after a final report and other requested materials have been submitted by the organization.



- 
5. In the event the City's total annual Event Hosting Grant fund is not fully allocated in any given budget year, the remaining funds shall be carried forward to the next budget year.
  6. This policy recognizes that each event is unique and brings unique opportunities and challenges. From time to time, an event may present itself that this policy does not properly apply, and in these circumstances staff may vary from the policy with approval from City Council.

**Successful Applicants**

1. Once the review process is complete, the sport organization will be contacted via e-mail or phone within 30 business days with a final decision.
2. Grants will be reviewed and approved on a bi-annual basis. Upon the grant application being approved, an agreed upon payment schedule will be outlined.
3. If the organization is successful in receiving grant monies, applicants must submit the following within 30 days of completion of the project:
  - post-project financial statement detailing all incomes & expenses complete with copies of receipts; this must be signed by the event organizer
  - copies of the event program, bid proposal, and/or any promotional materials generated
  - copies of the final results of the event (ie. attendance sheets, rosters, scores, etc.)
  - STEAM analysis report
4. All successful applicants are required to write a letter within 30 days of completion of the event to thank the City of Williams Lake for the grant and outline why the event was a success in Williams Lake. Please include photos and copies of any promotional materials utilized for the event with the letter. The letters and photos will be used for promotional initiatives conducted by the City of Williams Lake.





5. The City of Williams Lake reserves the right to retain copies of any/all materials (ie.bid applications, promotional materials, etc.) developed in an effort to provide examples to other non-profit organizations interested in learning how to host events.

The City of Williams Lake is to be acknowledged as an official sponsor in any/all promotional materials developed for the purpose of the event.

**Contact Information**

Department of Community Services

City of Williams Lake

525 Proctor Street

Williams Lake, BC V2G 4J1

P: 250.398.7665

F: 250.398.7884

E: [eventhosting@williamslake.ca](mailto:eventhosting@williamslake.ca)



# Event Hosting Grant Application



**Return To:**  
 Department of Community Services  
 Cariboo Memorial Recreation Complex  
 525 Proctor Street  
 Williams Lake, BC V2G 4J1

**To assist you in completing your application form, review the evaluation criteria below. Please clearly demonstrate wherever possible in the application form that your event will meet the criteria below.**

**Criteria For Evaluation:**

- Promotes overnight stays
- Encourages out-of-town visitors
- Provides activities for cottagers within urban boundaries
- Provides opportunities to increase sales for the local business community
- Promotes use of public infrastructure
- Promotes Williams Lake outside of the community
- Demonstrates partnerships with other organizations and/or businesses
- Provides a model for revenue generation
- Demonstrates the ability to become self-sustaining
- Exhibits plans for growth
- Incorporates a solid marketing plan designed with a target audience
- Demonstrates a business that identifies the required financial resources to produce the event
- Demonstrates that the organization/business has the experience to produce the event
- Potential to become an anchor event for the community
- Engages the community through:
  - Volunteers
  - Participants to the event
  - Financial contributions to the business community

Organization Contact Information			
Name of Organization:			
Type of Organization:	Non-Profit: <input type="checkbox"/>	Commercial: <input type="checkbox"/>	Other: <input type="checkbox"/>
Mailing Address:	City:	Postal Code:	
Phone #:	Email:	Website:	
Main Contact Name:	Title:		
Home Phone #:	Cell Phone #:		
Email:	Fax #:		
Alternate Contact Name:	Title:		
Home Phone #:	Cell Phone #:		
Email:	Fax #:		

## Event Hosting Grant Application

Event Information									
Event Name:									
Event Description:									
Event Type:		<input type="checkbox"/> Run/Walk/Marathon		<input type="checkbox"/> Festival		<input type="checkbox"/> Sporting Event			
		<input type="checkbox"/> Concert/Performance		<input type="checkbox"/> Block Party		<input type="checkbox"/> Parade			
		<input type="checkbox"/> Commercial		<input type="checkbox"/> Fundraiser		<input type="checkbox"/> Other (please specify)			
Event Location(s):									
Event Date(s): yyyy mm dd			Event Time(s):			Set Up & Tear Down Date(s): yyyy mm dd			Set Up & Tear Down Time(s):
Expected Attendance (including organizers, volunteers, participants and spectators):									
<input type="checkbox"/> <50 <input type="checkbox"/> 50-100 <input type="checkbox"/> 100-200 <input type="checkbox"/> 500-1000 <input type="checkbox"/> 1000-2500 <input type="checkbox"/> 2500-5000 <input type="checkbox"/> 5000-10,000 <input type="checkbox"/> 10,000+									
Event Activities (circle all that apply):									
Music & Dance Performances		Concession		Fireworks		Merchandise Sales		Sporting Activity	
Amusement Rides			Festival		Parade		Other _____		

1. Is your organization a registered society? (circle one) Yes No

2. Is the event Invitational, Provincial, National, International? (circle one)

Invitational     
  Provincial     
  National     
  International

3. What is the expected number of out-of-town participants travelling over 80 km (players, coaches, officials)?

\_\_\_\_\_

4. What is the number of nights participants will be staying in Williams Lake?

\_\_\_\_\_

5. Describe the media coverage expected for this event?

\_\_\_\_\_

6. How will the community of Williams Lake benefit from this exposure?

\_\_\_\_\_

## Event Hosting Grant Application

7. What is the intended use of the Event Hosting Grant? (circle one)

Development

Growth

Travel

8. What other sources of revenue are you pursuing?

---

9. If you are successful in receiving support from the Event Hosting Grant, how will your organization recognize the City of Williams Lake in promotional materials/efforts?

---

10. List any relevant events that your group may have hosted in the past 5 years:

---

11. Describe how results of the event are to be measured or evaluated, including any evaluation or measurement results from past years (i.e. economic impact)

---

12. List any organizations with whom you collaborate or partner in order to host this event:

---

Supplemental Information		Included
Budget	Must indicate all projected operating costs and sources of total revenue related to the event	
Organizational Chart	Must outlining the committees and duties that have been established to host this event. Please provide names of designated personnel.	
Letters of Support	Please submit any letters of support that may support your application.	
Technical Regulations	Please provide a copy of the Technical Regulations related to this event from the appropriate Governing Agency (if applicable).	
Additional Supporting Materials	Please submit any additional information that may enhance the application. (ie. photos, brochures, videos)	

As the duly authorized main contact for the event, I hereby apply for the Event Hosting Grant and affirm the above understanding as well as those stated in the City of Williams Lake Event Hosting Grant Policy. The information provided on this application is true and complete to the best of my knowledge.

Applicant Signature:

Date: