

CORPORATE POLICY



Policy Title : **Community Event Grant**
Policy Category : **Administration Policy**
Policy No. : SM-01-2024
Department : Economic and touristic Development Department
Approval Date: April 2nd 2024 (Amended October 13, 2026)
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Author : Annie Grenier, Economic and Touristic Development Officer
Attachments : Attachment « A » Scale - In-kind contribution
Attachment « B » Application Form
Related Documents/ Legislation: Municipal Act, 2001

POLICY STATEMENT:

The Township of Alfred and Plantagenet recognizes the contribution of community organizations to the development and promotion of the municipality.

This policy establishes the framework for providing grants to support community and special events that generate positive economic, tourism, cultural, and social benefits for the Township.

PURPOSE:

The purpose of this policy is to establish a defined, objective and transparent process for the submission, evaluation and approval of grant applications for eligible community events.

DEFINITIONS:

Arts, culture et heritage :

An event in the following sectors: film and video, music, the performing arts, cultural institutions and the visual arts, and can include a film screening, a series of shows, a mural festival, or the inauguration of monuments or other artistic works.

<i>Event</i>	An event open to the public that attracts more than 200 participants at a single location. The event may be held on a one-time or recurring basis.
Community Event	A community event is an activity primarily intended for residents of the Township of Alfred and Plantagenet that promotes community life, recreation, culture, heritage, sports, or collective well-being.
Special Event	A special event is a one-time or recurring event of significant scale that contributes to the profile of the Township of Alfred and Plantagenet and generates substantial economic, tourism, cultural, or social benefits for the community.
<i>Event</i>	A public event bringing together more than 200 people in the same place. The event may be a one-time or recurring event.
<i>Community Group</i>	A non-profit organization or an active association recognized by the Township of Alfred and Plantagenet that works for the well-being and influence of the community, or for the enhancement of recreational activities or public entertainment.
<i>In-kind services</i>	Means non-monetary support from the Township for the organization of an event. This may involve, for example, the delivery and installation of equipment, the use of facilities (except for community centers) or, exceptionally, logistical support.
Tourism / Economic Development	An event that has a positive economic impact on our local businesses, or that aims to attract an outside audience to the Township, such as an artisans' or artists' market, a convention, or a major sporting event.

SCOPE:

This policy applies to all community groups eligible for funding under this policy.

POLICY COMMUNICATION:

The policy will be posted on the Township's website. Staff will be informed of the new policy through distribution to the Township's Corporate Management Team.

A copy of the policy will also be distributed to the township's community groups.

POLICY:

1. Annual Budget and Grant Amount

- a. The annual budget for the grant program shall be **\$25,000 in financial assistance and \$15,000 in in-kind contributions**, subject to Council approval of the annual municipal budget.
- b. The maximum financial grant shall be **\$10,000** and may not exceed **25% of the total event budget**.
- c. In addition to financial assistance, an applicant may receive an in-kind contribution with a maximum value of **\$5,000**, based on the scale set out in Appendix "A".
- d. The Council reserves the right to grant an amount other than that requested by the applicant.

2. Events Eligible to Funding

- e. Only the following categories of events are eligible for funding:
 - Arts, Culture et Heritage
 - Community Events
 - Special Events
 - Tourism and Economic Development
- f. The proposed event must take place on the territory of the Township of Alfred and Plantagenet, be open to the public, be inclusive of all, and align with the mission, vision and corporate values of the municipality.

2.1 Special Events

Special events must demonstrate that they contribute to the visibility and promotion of the Township and generate significant economic, tourism, or promotional benefits for the community.

Special events may be characterized by their ability to:

- attract visitors from outside the Township;
- support local businesses;
- promote tourism;
- enhance the profile of the municipality;
- showcase local culture, heritage, natural attractions, or agriculture.

3. Applicants Eligible for Funding

- a. Only a community group in compliance with the requirements is eligible for funding. A community group is not in compliance if, for example, it has failed to submit the required final activity report for a previous grant.
- b. All grant recipients agree to comply with applicable municipal by-laws and policies, such as preparing an emergency plan for large-scale events, obtaining various permits and civil liability insurance, among others.
- c. The Council may, at its sole and absolute discretion, award a grant to an entity that does not meet all of the above criteria, but is unique in its vocation and meets a specific need in the region.
- d. A community group may submit only one grant application per year.

4. Ineligibility for funding

The following entities and categories of expenditure are not eligible for a grant:

- a. Unincorporated community groups or committees.
- b. Individuals, businesses, and profit-oriented organizations.
- c. Special interest groups and exclusive membership clubs;
- d. Events that have already occurred (no retroactive funding);
- e. Salaries, travel, purchase of personal equipment or day-to-day operations costs;
- f. Religious events or activities;
- g. Fundraising for a small group of individuals (sports teams, school outings, etc.);
- h. Events taking place on private property that is not accessible to the public.
- i. Events or activities that are political or partisan in nature, or intended to promote a political party, candidate, or election campaign.

5. Application process and submission period

- a. All applications must be completed and submitted, without exception, using the application form reproduced in **Attachment "B"**.
- b. The form is available on the Township of Alfred and Plantagenet website in the economic development section under the "municipal grants" tab. A paper copy of the form is also available at Town Hall, during business hours, upon request.

- c. For 2026 only, the application period has been extended until November 30, 2026, at 4:00 p.m. Any application received after this deadline will not be considered.

Beginning in 2027, the annual application period will remain from September 1 to October 31, with a submission deadline of 4:00 p.m.

6. Evaluation of applications

- a. Following the closing date of the submission period, applications will be reviewed by an internal committee of the municipal administration.
- b. Applications will be reviewed and evaluated according to the following criteria:

30% Organizational capacity of the applicant (previous experience in organizing events, organizational structure, event logistics plan, number of volunteers involved.)

30%: Quality of the event (expected attendance, quality of programming, community engagement and participation, partnerships and collaborations, visibility of the Township, the event's ability to attract visitors from outside the municipality.)

30%: Financial Capacity of the Applicant (realistic and well-developed budget, requested funding does not exceed 25% of the total event budget, diversified funding sources.)

10% Expected Economic and Tourism Benefits (anticipated economic and tourism impacts, increased patronage of local businesses, promotion and visibility of the Township, contribution to local economic development.)

- c. The members of the evaluation committee will make recommendations to the municipal council. The amount recommended by the administration may differ from the initial request.

d. Additional Criteria Applicable to Special Events

In addition to the general criteria established under this policy, applications for special events may be evaluated based on the following factors:

- The anticipated number of visitors;
- The origin of visitors;

- The expected economic impact on local businesses and services;
- The visibility and profile of the Township;
- Partnerships established with local businesses, organizations, or institutions;
- The event's potential for growth and long-term sustainability;
- The event's contribution to tourism development within the Township.

7. Disbursement of funds and final report

- Funds will be released to grant recipients once the annual budget has been approved by the Board. The administration will endeavour to issue funds to recipients by February 15. This date is offered as an indication only and does not commit the Township in any way.
- Prior to receiving the funds, the recipient will be required to sign a contribution agreement and meet the administrative requirements for the grant.
- Funds may not be transferred from one type of event to another or from one community organization to another without the prior written consent of the Township.
- A final activity report must be completed and sent to the administration within 60 days of the end of the event.
- Funds awarded under this program must be used for activities, events, or expenses incurred between January 1 and December 31 of the year for which the grant was awarded.

8. Township Visibility

- The recipient shall ensure the Township's visibility in its event sponsorship plan. In particular, the grant recipient must mention the Township's financial support in written communications. A poster with the Township's logo must also be displayed at the entrance of the event. Event organizers will be required to submit proof of compliance with this requirement to the municipality.

COMPLIANCE

In the event of a policy violation, the township can investigate and determine the appropriate corrective measures.

Annexe « A »



Community Events Grant Policy SM-01-2024

For the purpose of calculating the value of in-kind contributions provided under this policy, municipal hall rental rates and room setup fees for tables and chairs shall be established as follows:

In-Kind Contribution Schedule				
Facility	Address	Room capacity	Daily Rental Rate for Municipal Facilities	Table and Chair Setup Fee* (\$)
Alfred Community Centre - Large Hall	520 St-Philippe Street, Alfred	400	425	75
Alfred Community Centre – Small Hall	520 St-Philippe Street, Alfred	60	155	N/A
Jean-Yves Lalonde Community Hall, Curran	819 Cartier Street, Curran	205	250	75
MGR Joseph Charbonneau Community Centre, Lefaivre	2005 du Parc Street, Lefaivre	223	170	75
Serge R. Lalonde Community Centre, Plantagenet	220 Main Street, Plantagenet	290	275	75
Treadwell Community Hall	130 County Rd 9, Plantagenet	90	145	N/A
Lucien Delorme Community Centre, Wendover	5000 du Centre Street, Wendover	314	275	75
Installation of picnic tables, waste receptacles, and barricades (Small Event)				100 \$
Installation of picnic tables, waste receptacles, and barricades (Large Event)*				200 \$

* Room setup fee applies to events with 200 participants or more.

Important Note

The rates indicated above are provided solely for the purpose of calculating the value of municipal in-kind contributions under this grant program. Municipal rental fees may be amended from time to time by Council resolution.

Example of In-Kind Contribution Calculation

Example:

An organization organizes a special event at the Serge R. Lalonde Community Centre and receives:

- One-day hall rental: \$275
- Hall setup (tables and chairs): \$75
- Installation of picnic tables, waste receptacles, and barricades for a large event: \$200

Total in-kind contribution value: \$550

This amount would be applied toward the organization's maximum eligible in-kind assistance under the Community Events Grant Program.



Annexe « B »

Community Events Grant Program

Application Form

Community Events Grants | Township of Alfred and Plantagenet