

CORPORATE POLICY



Policy Title : **Community Event Grant**
Policy Category : **Administration Policy**
Policy No. : SM-01-2024
Department : Economic and touristic Development Department
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Author : Emélie Viau, 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 wants to establish a community grant program to support events and activities that promote arts, culture, heritage, community development, tourism or economic development.

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.

Community development/special events

An event designed to strengthen community ties, such as a fundraiser, a community party, a monthly dinner, or weekly programming for a target group such as seniors.

Event :

A public event bringing together more than 200 people in the same place. The event may be a one-time or recurring event.

Community Group :

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.

In-kind services :

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 community events grant program will be determined by the council during budget discussions, based on the number of applications received. The total budget for the program will be confirmed by Council's adoption of the municipality's annual budget.

- b. The maximum amount of the grant will be \$3,000, non-refundable. The amount awarded by the municipality may not exceed 25% of the total budget for the event.
- c. In addition to a financial contribution, an applicant may receive an additional in-kind contribution of up to \$500. The value of an in-kind contribution according to the schedule in **Attachment "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 and 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.

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:

- d. Individuals, companies and for-profit organizations;
- e. Special interest groups and exclusive membership clubs;
- f. Events that have already occurred (no retroactive funding);

- g. Salaries, travel, purchase of personal equipment or day-to-day operations costs;
- h. Religious celebrations ;
- i. Fundraising for a small group of individuals (sports teams, school outings, etc.);
- j. Events taking place on private property that is not accessible to the public.

4. **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. The submission period will be from September 1 to October 31 at 4:00 p.m. (or the first business day thereafter, should October 31 fall on a Saturday or Sunday). No bids will be considered outside these dates.

5. **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, organizational structure, logistics plan, number of volunteers).

30%: Quality of the event (number of people expected, community partnerships, visibility of the Township)

30%: Recipient's financial capacity (realistic budget, amount requested does not exceed the operational threshold of 25%, diversified funding sources).

10% Economic benefits (economic, tourism, community, artistic legacies)

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.

6. Disbursement of funds and final report

- a. 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.
- b. Prior to receiving the funds, the recipient will be required to sign a contribution agreement and meet the administrative requirements for the grant.
- c. 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.
- d. A final activity report must be completed and sent to the administration within 60 days of the end of the event.

7. Township Visibility

- a. 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.

Attachment “A” to Community Event Grant



Scale of in-kind contributions .

Installation of chairs and tables in community centers

- Alfred Community Centre: \$75
- Alfred Community Centre (small room): \$0
- Curran Forum: \$75
- MRG, Joseph Charbonneau Centre, Lefaivre: \$0
- Serge R. Lalonde Centre, Plantagenet: \$75
- Treadwell Community Centre: \$0
- Town Hall Conference Room: \$0
- Lucien Delorme Community Centre, Wendover: \$75

Set-up fees for outdoor events (installation of picnic tables, garbage cans and barricades):
\$200

Attachment “B” to Community Event Grant



Application Form

<https://forms.alfred-plantagenet.com/Community-Grant/Demande-de-subvention-municipale-pour-evenement> (Preview Mode)