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**Policy Subject/Title:** COMMUNITY AND SUPPORT GRANTS AND EVENT SPONSORSHIP

**Signature of Approval by Authorized Personnel:**

  
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**Supersedes:** January 19, 2016  
Date of Last Update

Policy #2016-01; Motion #2016-15  
Title & No. of Previous Policy if Applicable

#### **POLICY STATEMENT:**

The Town of Wainwright (the "Town") values the significant contributions of community not-for-profit organizations and volunteer groups in enhancing community well-being and improving the quality of life for its residents. The Town also recognizes the efforts of local organizations, community groups and sports teams that host events and activities to raise funds for worthwhile projects, programs, or services while promoting economic growth.

In an effort to support these organizations and their initiatives, the Town is committed to providing assistance to such organizations, community groups and sports teams through Community and Support Grants and Event Sponsorships.

#### **PROCEDURES:**

#### **FUNDING STREAMS**

**Community and Support Grants:** Funding may be provided to not-for-profit organizations that provide social services to the community. This funding can be used to support operating expenses or can be project based, program based, or service based.

**Event Sponsorship:** Funding may be offered to organizations to support events or activities held in the Town or within the M.D. of Wainwright that will encourage positive economic activity in the community. **This funding is split into a Major Event category and a Minor Event category.**

**Major Event Sponsorship:** This funding is intended for events/activities requesting \$5,000.00 or more in funding. Examples of major events may include multi-day or large-scale events or initiatives that enhance the region's visibility and recognition.

**Minor Event Sponsorship:** This funding is intended for events/activities requesting less than \$5,000.00 in funding. Examples of minor events may include local community and sporting events.

*The Town retains the authority to reassign organizations between the Major and Minor Event categories based on the application, available funding, and its own discretion.*

## **COMMUNITY AND SUPPORT GRANTS**

### **Eligibility/Criteria**

1. Applicants must be a not-for-profit organization.
2. The funds must be used to support and advance the organization's activities and shall not be used, either directly or indirectly, for profit or financial gain.
3. Preference will be given to organizations that:
  - a. Demonstrate community support
  - b. Have not received funding in previous years
  - c. Have other sources of funding
  - d. Have not received financial support in any other form from the Town within the fiscal year
  - e. Provide an economic benefit to the Town.

### **Application Process**

1. Eligible applicants seeking funding are required to submit an application to the Town by March 1<sup>st</sup> for the calendar year in which they require funding. Applications will be made available on the Town website.
2. Council will meet annually to review a summary of eligible applications and make final approval decision.

3. Council may request a presentation from the applicant before funding is approved.
4. Financial statements may be required at Council's discretion.

#### **Funding Disbursement**

1. The Town retains the authority to approve funds based on the application, available funding, and its own discretion.
2. Applicants will be notified on or before April 30<sup>th</sup> of Council's decision regarding their funding application.
3. Approved funds will be dispersed to successful applicants at the discretion of Council.
4. A final report may be requested by Council, to be submitted within 6 months of the end of the calendar year, to outline how the funds were used.

#### **MAJOR EVENT SPONSORSHIP**

##### **Eligibility/Criteria**

1. Applicants must be an organization or applying on behalf of a local group or sports team. Individual applicants are not eligible for funding.
2. Political or religious organizations are not eligible for funding. The event/activity must remain free of any form of political and/or religious statements. Events that do not follow this guideline may be denied funding in the future.
3. Events must promote local economic activity such as:
  - a. Events that bring economic development opportunities from outside the Town and M.D. of Wainwright boundaries into the Town.
  - b. For the initial start-up of events/activities.
  - c. For community organizations providing benefits for Wainwright and district residents.
4. Funding will not be provided to events/activities that are primarily focused on gambling, alcohol, etc.
5. The event/activity must be open to the public.

6. The Town of Wainwright must be identified as a sponsor of the event/activity.
7. The applicant is expected to contribute at least 50% of the funding for the event or activity. For example, if an event is held in Irma, at least 50% of the total revenue must come from sources such as sponsorships or municipal support. Up to 50% of the remaining expenses can then be funded through the Town of Wainwright Event Sponsorship funding.
8. Preference will be given to organizations that:
  - a. Demonstrate community support
  - b. Have other sources of funding
  - c. Have not received funding from this stream in previous years
  - d. Have not received financial support in any other form from the Town within the fiscal year
9. It is expected that recurring events will eventually become self-sustaining and may no longer be eligible for funding from the Town.

#### **Application Process**

1. Eligible applicants seeking funding of \$5,000.00 or more are required to submit an application to the Town by March 1<sup>st</sup>. Applications will be made available on the Town website.
2. Applications are required to be approved before the event/activity takes place. For events taking place before April 15<sup>th</sup> of any year, applications should be submitted by March 1<sup>st</sup> of the prior year to ensure deadline compliance.
3. Council will meet annually to review a summary of eligible applications and make final approval decision.
4. Council may request a presentation from the applicant before funding is approved.
5. Financial statements may be required at Council's discretion.

#### **Funding Disbursement**

1. The Town retains the authority to approve funds based on the application, available funding, and its own discretion.

2. Applicants will be notified on or before April 30<sup>th</sup> of Council's decision regarding their funding application.
3. Approved funds will be dispersed to successful applicants at the discretion of Council.
4. A final report may be requested by Council, to be submitted within 6 months of the event/activity to outline how the funds were used.

## **MINOR EVENT SPONSORSHIP**

### **Eligibility/Criteria**

1. Applicants must be an organization or applying on behalf of a local group or sports team. Individual applicants are not eligible for funding.
2. Political or religious organizations are not eligible for funding. The event/activity must remain free of any form of political and/or religious statements. Events that do not follow this guideline may be denied funding in the future.
3. Events must promote local economic activity such as:
  - a. Events that bring economic development opportunities from outside the Town and M.D. of Wainwright boundaries into the Town.
  - b. For the initial start-up of events/activities.
  - c. For community organizations providing benefits for Wainwright and district residents.
4. Funding will not be provided to events/activities that are primarily focused on gambling, alcohol, etc.
5. The event/activity must be open to the public.
6. The Town of Wainwright must be identified as a sponsor of the event/activity.
7. The applicant is expected to contribute at least 50% of the funding for the event or activity. For example, if an event is held in Irma, at least 50% of the total revenue must come from sources such as sponsorships or municipal support. Up to 50% of the remaining expenses can then be funded through the Town of Wainwright Event Sponsorship funding.

8. Preference will be given to organizations that:
  - a. Demonstrate community support
  - b. Have other sources of funding
  - c. Have not received funding from this stream in previous years
  - d. Have not received financial support in any other form from the Town within the fiscal year.
  
9. It is expected that recurring events will eventually become self-sustaining and may no longer be eligible for funding from the Town.

### **Application Process**

1. Eligible applicants seeking funding less than \$5,000.00 are required to submit an application to the Town by one of the following deadlines: January 1<sup>st</sup>, May 1<sup>st</sup>, and September 1<sup>st</sup>. Applications will be made available on the Town website. Due to the allocation of this funding, applicants may apply at any time, however their application will not be considered until the period in which their event will take place. For example, if an applicant applies for their July event by January 1<sup>st</sup>, the application would not be considered for funding until the May 1<sup>st</sup> deadline.
2. Applications must be received by the above deadlines and approved before the event/activity takes place.
3. The Economic Development Officer (EDO) will review the applications in each application period and notify applicants of the final approval decision.
4. The EDO may request a presentation from the applicant before funding is approved.
5. Financial statements may be required at the EDO's discretion.

### **Funding Disbursement**

1. The Town retains the authority to approve funds based on the application, available funding, and its own discretion.
2. Applicants will be notified of the EDO's decision regarding their funding application.
3. Approved funds will be dispersed to successful applicants once a final report is submitted by the applicant to outline how the funds were used.

4. If the event/activity does not require the full amount of approved funding, only the funds used may be distributed. The disbursement of the total approved funds will be considered on a case-by-case basis and will be addressed in the applicant's final report.

**REVIEW CYCLE:**

This policy will be reviewed every three (3) years.