



**TOWN OF HIGH LEVEL
POLICY NO. 245-13**

Authority:	Council
Council Motion:	#034-13
Date Approved:	January 28, 2013
Date Amended:	November 24, 2014/Res #393-14 April 25, 2016/Res #165-16 March 13, 2017/Res #096-17

Purpose of Policy

Tourism plays a vital role as an economic driver for a community. The purpose of this policy is to enhance local events and increase visitors in High Level by providing a grant to organizations that are hosting an event.

Goals

1. To utilize the tourism improvement fee reserve for tourism related events
2. To increase visitors and overnights stays in High Level
3. To provide financial support to non-profit groups planning events
4. To advance the goals in the High Level Tourism Strategy

Definitions:

Local Event - A tourism event that involves participants who live within 150 kilometer driving distance of High Level.

Regional Event - A tourism event that draws 25% of its participants from outside of the local area and within 400 kilometer driving distance of High Level.

Provincial Event - A tourism event that draws 25% of its participants from an area outside of the Region but within the province of Alberta.

Multi-Provincial Event - A tourism event that draws 25% of its participants from Provinces/Territories outside of Alberta and the Region.

Committee Members and Meetings

The committee shall consist of:

1. Two Town of High Level Councilors;

2. Two members of the Partners in Tourism;
3. One tourism service business owners with High Level Chamber of Commerce memberships (rate payers as per Policy #236-11)

Administration shall support and provide technical advice to the committee. Meetings are to be conducted in accordance to the Procedural Bylaw #911-11.

General Provisions

1. The grant program is established to encourage partnerships with local non-profit organizations to enhance and increase visitors for tourism related events.
2. The Tourism Enhancement Grant Committee (The Committee) will review all grant applications as the applications are submitted.
3. An applicant must be a local non-profit organization.
4. Applications must be endorsed by an authorized member of the executive board member of the organization.
5. In considering an application the Committee will have general regard for, but not be bound by the following considerations:
 - The benefit to the community;
 - The ability to draw visitors to the community;
 - The scope of the event (taking into consideration the number of participants, event duration and distance of travel);
 - The feasibility of the event;
 - The Committee's existing budget; and
 - Events that maybe exclusive to public participation.
6. In accordance with Policy 295-11, the Town will not provide any grants that will:
 - Be used for the direct purchase of alcohol and other addictive substances;
 - Promote the sale of tobacco or pornography;
 - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence;
 - Promote religious or political messages that might be deemed prejudicial to other religious or political groups; and
 - Convey a religious or political message, or promote a political party or election candidate.
7. All submissions must be completed in writing and include all required supplementary documentation including a budget as identified in schedule "A". The Committee may request additional information in support of the project.
8. The organization may be asked for a business and/or marketing plan and/or an annual financial report.

9. All grants are at the discretion of the Tourism Enhancement Grant Committee and may be refused for any reason. The Committee may also impose conditions it thinks appropriate with the granting of funds.
10. The committee reserves the right to limit financial support based on project benefits and outstanding commitments approved for the Town of High Level current year’s budget.
11. All event advertising must include the “Partners In Tourism” logos. These logos must all be displayed during the event and included in any materials distributed to participants.
12. When booking group hotel rooms for participants of the event, the organization must attempt to use the Partners in Tourism properties first.
13. Any organization that receives funding through this grant program is required to submit a wrap up report and financial report within 60 days after the event is completed. A post-event report form will be provided for organizations to complete and return. All sections must be completed as best as possible. If reports are not completed and returned on time, it may affect future application decisions.
14. Applicants must submit a grant application “Schedule A” a minimum of 30 days prior to the event.

Funding Amount Guidelines

The funding amount guidelines are determined using the matrix below. Points are calculated based on participation (number of participants in the activity), duration (the time length of the event), and distance (residential location of the visitors as per the definitions).

SCOPE	POINTS
Participation	
1-49	1
50-99	2
100-199	3
200 +	4
Duration	
6 + hours/day	1
2 day event	2
3 day event	3
4 + day event	4
Distance	
Local	1
Regional	2
Provincial	3
Multi-Provincial	4

Minimum Points	Grant
3	Up to \$500
5	Up to \$1000
7	Up to \$3000
10	Up to \$5000