



**TOWN OF HIGH LEVEL
POLICY NO. 262-20**

Authority:	Council
Council Motion:	Resolution# 410-20
Date Approved:	November 9, 2020
Rescinds:	Policy 245-13

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.

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

One Time Application: An organization may make a one-time request for an amount over the maximum \$5,000, to set up or initiate a new event or program. These applications must have two letters of endorsement from the partners in tourism, and an attached letter providing details of the request, in addition to the application. Maximum amount is \$30,000.

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. Applications will be accepted continuously throughout the year with decision deadlines within two weeks following the intake dates of Jan 31, April 30, July 15, and Oct 15.
3. Administration will review all grant applications as the applications are submitted. Recommendations will be brought to Council within two weeks of each intake date. Monies are distributed on a first come first serve basis, through Council resolution.
4. An applicant must be a local non-profit organization.
5. An authorized member of the executive board member of the organization must endorse applications.
6. In considering an application, administration will provide results from the matrix, and in addition, there will be consideration for the following:
 - 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 existing budget; and
 - Events that maybe exclusive to public participation.
7. In accordance with Policy 235-11 Corporate Advertising Policy, under "Restrictions for Advertising " the Town will not grant funding for initiatives that would prove detrimental to the Town's image.
8. All submissions must be completed in writing and include all required supplementary documentation including a budget. Additional information in support of the project may be requested.
9. 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.
10. When booking group hotel rooms for participants of the event, the organization must attempt to use the Partners in Tourism properties first.

11. 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.

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
Inter -Provincial	4

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



TOWN OF

HIGH LEVEL

10511 – 103 Street
 High Level, AB
 T0H 1Z0
Ph: 780-926-2201
Fax: 780-926-2899

Tourism Enhancement

Grant Application
 Policy #262-20

Intakes are Jan 31, April 30, July 15 and Oct 15, on a first come first served basis, with funds to be spent within the current year by Dec 31. Grants range from \$500 - \$5,000, depending on the point system, based on number of attendees, and geographical coverage. An organization may make a one-time request for an amount over the maximum \$5,000, to set up or initiate a new event or program. These applications must have two letters of endorsement from the partners in tourism, and an attached letter providing details of the request, in addition to the application. Maximum amount is \$30,000.

Organization Information

Date			
Name of Organization			Email Address
Contact Person			Position
Address			Phone Number
Address:			Main Line:
City/Town:			Cell Phone:
Province:			Fax Number:
Postal Code:			

Event Information

Name of Event			
Street Address or Legal Description		Registered Holder of Land Title	
Dates of Event	Length of event	Total Cost of Event	
		\$	
First time event?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Number of Anticipated Attendees	
Summary of Event			
Benefit to the Community			



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Please complete the following checklist, and include the supporting documentation:

<input type="checkbox"/>	Event budget: Provide a budget with anticipated revenues and expenditures. You may attach quotes and sources of estimates if available.
<input type="checkbox"/>	Local non-profit organization: Provide proof of non-profit status.

***Please Note* Applications must be submitted a minimum of 30 days prior to the event. Post event reports must be submitted a maximum 60 days after the event.**

Post Event Report

As per the Tourism Enhancement Grant Policy 262-20, any organization that receives funding is required to submit a post-event report that summarizes their event and how the funds were utilized.

Number of Participants/Spectators	
Future Events: will you be hosting this event again?	<input type="checkbox"/> Yes <input type="checkbox"/> No
How will you enhance future events?	
How can the Town better support your event?	
General Comments	



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Event Budget – Be sure to include how the grant money was used

Item	Revenue	Notes
Subtotal		
	Expenses	
Subtotal		
Total		

(If you require more space to complete any of the sections, please use a separate piece of paper and attach it to this report)

Post Event Reports must be submitted 60 days after the event Completed reports can be submitted to:	Director of Community Services Email: dc@highlevel.ca Mailing Address: 10511-103 Street High Level AB, T0H 1Z0
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Personal information on this form is collected in accordance with Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be solely used for the stated purpose. If you have any questions about the collection, use, or disclosure of this information, please contact the Municipal Clerk at 780-821-4008.



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Tourism Enhancement

Grant Application
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Office Use Only			
Meets Councils Tourism Enhancement Grant Policy #245-13		Date stamp received	
<input type="checkbox"/> Yes <input type="checkbox"/> No Donation Value \$ _____			
Event Type Definitions: A. Local: Participants live within 150 kilometer driving distance of High Level. B. Regional: Participants from outside of the local area and within 400 kilometer driving distance of High Level. C. Provincial: Participants from an area outside of the Region but within the province of Alberta. D. Multi-Provincial: Participants from Provinces/ Territories outside of Alberta and the Region.			
Points	Participation Numbers	Duration	Distance
1	<input type="checkbox"/> 1-49	<input type="checkbox"/> 6 + Hours/day	<input type="checkbox"/> Local
2	<input type="checkbox"/> 50-99	<input type="checkbox"/> 2 Days	<input type="checkbox"/> Regional
3	<input type="checkbox"/> 100-199	<input type="checkbox"/> 3 Days	<input type="checkbox"/> Provincial
4	<input type="checkbox"/> 200 +	<input type="checkbox"/> 4 + Days	<input type="checkbox"/> Multi-Provincial
Minimum Points	Grant		TOTAL POINTS
3	Up to \$500		
5	Up to \$1,000		
7	Up to \$3,000		
10	Up to \$5,000		
Benefit to the Community			
Grant amount Approved		\$ _____	
Donations given to this organization by Council over the last three years			
Amount	Date	Purpose of Funds	