



City of Kelowna
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Council Policy

EVENT SUPPORT POLICY

ESTABLISHED: 2019-06-10

Contact Department: Active Living & Culture

Guiding Principle

A range of sport, culture and entertainment festivals and events will enhance the vibrancy and quality of life in Kelowna and generate a positive impact in the local economy, including tourism and hospitality.

Purpose

To establish a framework for providing financial and service support to organizations and businesses which deliver or seek to deliver festivals and events in Kelowna.

Application

All non-profit organizations and private sector enterprises seeking support from City of Kelowna Event Support Programs as established and defined in this Policy.

This policy does not apply to:

- Direct funding provided to a non-profit organization or a private sector enterprise pursuant to a Lease and Operating Agreement, Partnership Agreement or Service Agreement;
- Grant funding provided to an individual or non-profit organization through a program encompassed within Community Grant Policy No. 380;
- Any existing permit process relating to filming or outdoor events. The requirement for these permits will not be adjusted or affected by this policy; and
- Financial support, sponsorship, philanthropic donations, reimbursement, refunds or other benefit provided to an external organization, cause or individual through a discretionary vote of Council or as a result of standard budget and accounting practices.

Policy Statements

1.0 Events Support Framework:

- 1.1** Council establishes the following focus areas as a framework for Event Support programs:
- Attract & Assist – attracting and supporting new, unique events which are aligned with the City's Event & Festival Framework, and civic objectives and priorities;
 - Sustain & Retain – support events for continued success and event retention;
 - Authentic Local Legacy – recognize and support long-standing annual events which have significant history, appeal and impact in the community.
- 1.2** The Active Living & Culture Division will:
- a) Establish administrative guidelines, and create and administer event support programs in the focus areas in accordance with those guidelines;
 - b) Seek Council approval for:
 - Grants of \$25,000 or more in the Attract & Assist Focus Area (Major Events Program Tier 1); and
 - Establishment of programs and budget in the Authentic Local Legacy Focus Area
 - c) Provide regular reports to council and the community regarding event support programs in the established focus areas.

2.0 Budget:

- 2.1** Council will establish base operating funding allocations for each focus area.

- 2.2 Funds not expended in a focus area in any given year will be automatically carried over and retained for use in the same focus area in the subsequent year(s).
- 2.3 Council may, through the annual budget process, increase or decrease funding allocations in any of the focus areas.
- 2.4 Funds in each focus area will be allocated to various programs in response to trends, priority needs, and maximizing benefit and impact.

Definitions:

Contribution agreement:

A contract between the City of Kelowna and an event organizer to document roles, responsibilities and obligations regarding the provision of financial and/or service support for an event.

Event or Festival

An organized activity (community, sporting, cultural or other) available to the public and occurring for a limited or fixed duration (i.e. one-time/annual), held over one or more days; may occur indoors or outdoors, on private or public property.

Event organizer:

A non-profit organization or private sector enterprise which exercises management and/or control over the planning and delivery of an event or festival.

Focus area(s):

Thematic category for a cluster of event support programs which fulfill a specific objective. Eligibility, funding levels and processes vary between focus areas.

Guidelines:

A published document containing comprehensive information about a specific support program, or a document describing administrative practices and processes. Guidelines function as terms of reference, and guide the work of staff, contractors, applicants and evaluators in program administration and investment decisions. Guidelines may be amended from time to time.

Non-profit organization:

Includes a Society incorporated pursuant to the BC Societies Act (or the previous Society Act) and an organization which is registered as a charity pursuant to the Income Tax Act. (Note: some program guidelines may limit eligibility to only registered charities.)

Private sector enterprise:

An incorporated or other entity which operates on a 'for-profit' basis.

Program:

A support opportunity provided by the City, governed by published guidelines. Eligibility, funding levels and processes vary between programs. Programs may be one-time, temporary or ongoing, and are subject to change. Program funding may be fully or partially provided by other agencies in partnership with the City.

Support:

Includes monetary, in-kind and staff support provided by the City of Kelowna in accordance with program guidelines.

Legal Authority

Pursuant to Section 8 (2) of the *Community Charter*, a municipality 'may provide any service that Council considers necessary or desirable, and may do this directly or through another public authority or another person or organization.'

Related Council Policies and Bylaws:

Outdoor Events Bylaw No. 8358; Parks and Public Spaces Bylaw No. 10680
Active Living & Culture Fees and Charges Bylaw No. 9609

Amendments

R614/19/06/10 – New Policy