



Policy Title: Council Strategic Initiatives Fund Guidelines
Policy Number: CC009
Report Number: APA2004-53, AOCC07-139, AOC2011-15, AOC2012-18
Approved by: APAC, Council
Effective Date: 2004 December 14, amended 2008 May 26, 2011 March 7 and 2012 May 7
Business Unit: Office of the Councillors

BACKGROUND

The Council Strategic Initiatives Fund (CSIF) was created by Council 2004 January 26. Council found itself frequently dealing with requests from groups for ad-hoc funding relating to one-time events or 'seed' money for initiatives. Council created the fund to defer requests of this nature to a Committee of Council (the Coordinating Committee of the Councillors Office). These guidelines provide the terms of reference for the Committee to apply in its approving role.

PURPOSE

There are two broad purposes that the CSIF is intended to serve:

- a) To encourage innovation that has the potential to support or contribute to the goals of Council as set out in Council's priorities document "Council Priorities, 2009-2011". Applications falling into this category will be evaluated based on the criteria set out in Section 3 below.
- b) To assist one-time events or the inaugural of a proposed regular event which does not qualify for assistance for the City's Festival and Events Policy. Applications falling into this category will be evaluated based on the criteria set out in the Considerations Relating to Special Events section below.

POLICY

General Considerations Applying to all Applications

- a) The Culture Division – Recreation (CD-R) is the single approving authority for the CSIF. The CD-R is delegated to make awards of less than \$25, 000 on behalf of Council subject to these guidelines, and awards of more than \$25, 000 must first be approved by Council.
- b) Administration will appoint a single point of contact for all applications; the designated contact will bring applications forward to the CD-R.



- c) The applicant will be expected to complete and submit a prescribed form to the designated contact. It is the responsibility of the applicant to use the application form to make their 'case' to the CD-R in the context of these guidelines.
- d) All submissions to the CD-R are to include the estimated value of all services in kind requested of The City of Calgary as well as any direct monetary request. Services in kind estimates are to be developed by City staff involved and provided to the designated contact.
- e) Once the CSIF allocation as approved by Council for the year has been awarded, no further applications will be considered by the CD-R until Council makes further funding available.
- f) Funding under this program is only available where funding is not available to the organization for the initiative or event under other City of Calgary programs.
- g) All applications must be received by the City at least sixty (60) days prior to the date of the event or commencement of the initiative. Exceptions to this requirement will be made only with the approval of the CD-R or Council.
- h) No applicant may apply for funding from the CSIF more than once in any calendar year except with the approval of the CD-R or Council.
- i) Requests from individuals will not be considered. Requests from non-profit organizations are preferred. Applications from 'for profit' organizations will only be considered if a specific commitment is made to donate to a local charity with details provided in the application for the consideration of the Committee.
- j) The ability of a group to establish its credibility, fiscal responsibility and good management will be important considerations in the evaluation of applications.
- k) Funds will not be awarded for capital related purchases or for regular operating costs of the sponsoring organization as, for example, staff salaries.
- l) Post event summaries are required of all award recipients within 30 days of the year end of the sponsoring agency. Post event summaries should include actual revenues and expenses, attendance figures and estimates of economic impact and recognition value achieved through the event.



- m) The City of Calgary may, at its discretion, request access to the financial records of successful applicants. By accepting an award applicants agree to provide immediate and complete access to financial records if requested by The City of Calgary.
- n) Any unused portions of CSIF awards must be returned to The City of Calgary in a timely fashion and, in any event, not later than the date of submission of the post event report.
- o) Neither The City of Calgary nor any Member of Council, individually or collectively, is in any way responsible for any deficits or cost over-runs in relation to any event or initiative.

Consideration Relating to Initiatives

The purpose of funding under this category is to encourage innovation that has the potential to support or contribute to the goals of Council as set out in "Council's Priorities, 2009-2011". Key considerations for such applications are:

- 1. One-time start up or 'seed' funds for initiatives or programs which will support or contribute to Council's priorities.

(Council priorities are available from the Manager, The Culture Division – Recreation or at The City of Calgary website, www.calgary.ca)

- 2. Applicants for funding under this category must submit a sound business plan.

Considerations Relating to Special Events

The purpose of funding under this category is to assist groups who are hosting a one-time special event or organizing the inaugural of what is intended to be a regular event in Calgary. Key considerations for such applications are:

- a) All applicants under this section must first submit their application to The City for review under its Festival and Event Policy. The City's Festival and Events Policy review board will refer the application to the Culture Division – Recreation if:
 - The application does not receive any funding through the Festival and Events Policy and
 - The application appears to fit within the purposes of this section of the CSIF.



- b) Awards will be limited to operating costs for special events related to multi-cultural, art or sport/recreation in Calgary.
- c) Funding will be limited to one-time only.
- d) Clear economic and recognition benefit to the City.
 - i. The applicant must demonstrate a clear benefit to Calgary. For example:
 - Economic impact (preferably supported by estimates arrived at using a recognized methodology);
 - National or inter-national recognition;
 - Facilities or similar legacy items; and/or
 - Development of city multi-cultural, arts or sport/recreation programs
- e) The applicant's membership and beneficiaries of its programs and services must be predominantly residents of the City of Calgary.
- f) The extent to which the event is open and accessible to all Calgarians as opposed to limited to the members of the sponsoring agency and affiliated groups is also an important consideration.
- g) The extent to which the event contributes to or supports City Council's priorities. (Council priorities are available from the Manager, The Culture Division – Recreation or at The City of Calgary website, www.calgary.ca)
- h) Funding awarded by the CD-R to the applicant may only be used in relation to the event for which the funds are approved and may not be used in relation to the regular business operations of the organization.
- i) Considerations Specific to the Type of Event
 - i. Multi-Cultural
 - Promotion of diversity.
 - Must include the participation of many ethnic, national, religious and/or linguistic groups and not be restricted to members of a certain group or small number of groups.
 - Applications for funding for an event that the CD-R deems likely to be contentious or divisive within the community will not be approved.
 - Must be of provincial, regional, national or international scope.



ii. Recreation/Sport

- Activities and experiences including, but not limited to, athletic, physical, historical, natural science, cultural, social and intellectual pursuits.
- The event must be endorsed or sanctioned by the appropriate provincial, western Canadian, national or international governing body.
- The event must be an open event not restricted to members of a certain group or club.

iii. Arts

- Events focused on the media of music, drama, dance, visual arts, literature and craft or combinations thereof.
- Evidence of public support for and positive response to the subject matter of the art event will be a key determining consideration.
- The event must bring regional, national or international attention to Calgary.

AMENDMENTS

2004 June 15

2008 May 26

2011 March 7

2012 May 7

2013 October 21 - Bylaw 40M2011 Discontinue the use of the title "Alderman" in favour of the title "Councillor"