

## Proposed City of Saskatoon Council Policy C01-005, Civic Hospitality to Business Events

# CITY OF SASKATOON COUNCIL POLICY

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NUMBER  
C01-005

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<b>POLICY TITLE</b> <i>Civic Hospitality to Business Events</i>	<b>ADOPTED BY</b> <i>City Council</i>	<b>EFFECTIVE DATE</b> <i>July 10, 1978</i>
		<b>REVISED</b> <i>April 24, 2006</i>
<b>ORIGIN/AUTHORITY</b> <i>Legislation and Finance Committee Report No. 21-1978; Executive Committee Report No. 4-2006 and Budget Committee Report No. 1-2006.</i>	<b>CITY FILE NO.</b>	<b>PAGE NUMBER</b> <i>1 of 8</i>

## 1. PURPOSE

The objectives of this Policy are:

- a) To attract Business Events to Saskatoon that will provide an economic benefit;
- b) To attract Business Events to Saskatoon for the benefit of showcasing the strength of Saskatoon's economic sectors and enhance Saskatoon's image;
- c) To enhance Saskatoon's profile as a Business Event destination;
- d) To develop a structured and fair framework to consider applications for grant funding under the Civic Hospitality Account; and
- e) To facilitate, enhance and showcase Saskatoon's hosting capacity as a destination of choice for Business Events.

## 2. DEFINITIONS

- 2.1 Application Package: means the comprehensive Application Package for funding submitted by applicants for grant funding on such forms and accompanied by such information as established by the City of Saskatoon.

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- 2.2 Business Event: means a structured, large-scale gathering of individuals or organizations, typically lasting several days, to exchange expertise, strengthen brand presence, advance education, or achieve collective decision-making objectives. Business Events encompass seminars, conventions, conferences, trade shows, summits, and other strategic assemblies. These events foster economic impact, facilitate knowledge sharing, and enhance the visibility of Saskatoon as a destination for professional and industry-driven gatherings.
- 2.3 City Administration: means a representative from the Community Services Division, Recreation and Community Development Department.
- 2.4 Civic Hospitality Account: means the annual funding approved by City Council in the City of Saskatoon's operating budget for the purposes of offering grant funding to attract Business Events to Saskatoon under this Policy.
- 2.5 Target Markets: includes a range of national and international segments identified for their potential to bring Business Events and visitors to the city. Key audiences include third-party event planners, business associations, sector-specific partners, and influential decision-makers within industries aligned with Saskatoon's economic strengths. Geographic focus areas prioritize Canada as the primary market, while also actively engaging in international markets where Business Events present viable opportunities for hosting in Saskatoon. These markets represent industries poised for growth, cultural alignment, and long-term partnerships with Saskatoon.
- 2.6 Eligible Expenses: includes facility rentals, equipment rentals and audio-visual equipment fees, guest speaker/presenter fees, transportation and food costs, expenses related to territorial protocol and economic reconciliation, or Indigenous Inclusion related to TRC Call to Action No. 92.
- 2.7 Funding Level Evaluation Model: means the criteria used to determine the amount of grant funding that the Business Event may be eligible to receive.
- 2.8 Ineligible Expenses: include alcohol, cannabis, and staff costs.

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### 3. POLICY

- 3.1 The City of Saskatoon (City) may extend assistance in the form of grant funding from the Civic Hospitality Account to organizations to host Business Events in Saskatoon subject to compliance with the criteria and conditions set out in this Policy.
- 3.2 The City does not assume any obligations, financial or otherwise, except to provide the agreed upon grant funding.
- 3.3. General Eligibility Criteria:
- a) To be eligible for grant funding under the Civic Hospitality Account the applicant must meet the following criteria:
    - i) The event must meet the definition of a Business Event;
    - ii) The Business Event must be held within the corporate limits of the city of Saskatoon;
    - iii) The Application Package must be fully completed and submitted at a minimum 12 months in advance of the first scheduled day of the Business Event and at a maximum of 5 years from the first scheduled day;
    - iv) The applicant or partner organization hosting the business event must not have applied for or received assistance for the same Business Event under any other grant program or policy of the City;
    - v) The applicant must be a nonprofit organization; and
    - vi) The applicant must commit to completing a post-event follow-up evaluation report.

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- b) Notwithstanding Clause 3.3. a) iii), the Application Packages submitted for a Business Event scheduled to commence less than 12 months in advance of the first scheduled day of the Business Event may be considered under special circumstances. The applicant must provide a detailed written explanation of any special or extenuating circumstances.

### 3.4 Application Process

- a) Application Packages will be accepted for future years Business Events in accordance with Clause 3.3. a) iii).
- b) Timing of applications:
- i) Application Packages shall be submitted a minimum of 12 months in advance of the first scheduled day of the Business Event, unless otherwise approved; such approval to be within the sole discretion of the City;
  - ii) Application Packages will be evaluated in batches four times per year for applications received prior to the following dates: January 1, March 1, June 1, and October 1;
  - iii) The evaluation and processing of Application Packages received shall be concluded within three months of the evaluation date; and
  - iv) All applicants will be notified of the outcome of the evaluation process.

### 3.5 Payment

Grant funding to successful applicants will be provided from the City after conclusion of the Business Event and all post-event reporting and information has been completed to the satisfaction of the City.

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## 3.6 Amount of Assistance

- a) The amount of grant funding awarded to a successful applicant shall be based on consideration of the Funding Level Evaluation Model, including consideration of the following criteria:
  - i) Whether the Business Event is a one time, annual or otherwise recurring event;
  - ii) Whether the Business Event falls within Target Markets;
  - iii) The number of delegates anticipated to attend the Business Event;
  - iv) Whether the Business Event attracts delegates from outside the city and the number of such delegates;
  - v) The number of days over which the Business Event is scheduled; and
  - vi) What costs for the Business Event the grant funding is intended to offset.
- b) The amount of grant funding will vary, with the maximum amount available to any one organization being \$7,500.00 (seven thousand five hundred dollars) in a calendar year.
- c) Release of grant funding shall be subject to compliance with the commitments made by the applicant following review of the post-event evaluation report.

## 3.7 Use of Grant Funding

- a) Grant funding provided under the Civic Hospitality Account may only be used for Eligible Costs.
- b) Ineligible Costs shall not be reimbursed.

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## 3.8 City Acknowledgement

Recipients of grant funding must acknowledge the financial support provided by the City in the marketing and promotional tools developed for the Business Event. City logos shall be provided to recipients for this purpose.

## 3.9 Post-Event Reporting and Information

- a) Following the Business Event, the organization shall submit a post-event follow-up evaluation report including the following information:
  - i) An accounting of the number of people in attendance at the Business Event;
  - ii) Of the people in attendance, a breakdown of the province or country in which they reside and the duration of their stay in Saskatoon;
  - iii) Written documentation confirming that the Business Event was held in Saskatoon (example rental contract);
  - iv) A detailed listing of all revenue and expenses for the Business Event approved by the organization hosting the Business Event, including an accounting of how the grant funding provided by the City was allocated; and
  - v) Copies of the event marketing and promotional tools acknowledging the financial support of the City.
- b) The post-event evaluation report shall be reviewed for compliance with this Policy and the final grant amount will be confirmed following a review of the post-event evaluation report. Grant funding shall only be released upon confirmation of compliance with this Policy and the applicant's commitments.

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## 4. RESPONSIBILITIES

### 4.1 City Administration

- a) Establish the format of the Application Package and the minimum documentation required to be submitted by applicants.
- b) Establish the format of the Funding Level Evaluation Model.
- c) Establish the format of post-event follow up reporting and the minimum documentation required to be submitted by applicants.
- d) Receive Application Packages and evaluate Application Packages in batches four times each year in accordance with the principles and criteria in this Policy.
- e) Request additional information from applicants as required.
- f) Apply the Funding Level Evaluation Model to determine the appropriate amount of grant funding, up to the maximum for each Business Event.
- g) Advise all applicants, in writing, of the outcome of the evaluation process with successful applicants including confirmation of the dollar amount to be awarded, subject to compliance with the requirements of this Policy and the applicant's commitments.
- h) Review post-event reporting, information to ensure compliance with the requirements of this Policy, provide final approval of grant funding and release grant funding to the organization hosting the Business Event following this review.
- i) Administer this Policy and review the Civic Hospitality Account and this Policy periodically and recommend changes to City Council through the Standing Policy Committee on Planning Development and Community Services.
- j) Report to City Council annually on approved grant funding Application Packages.

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4.3 Standing Policy Committee on Planning Development and Community Services

Review and recommend changes to this Policy.

4.4 City Council:

- a) Approve changes to this Policy.
- b) Approve an annual operating budget for the Civic Hospitality Account.