

Proposed Policy Amendments – Special Events Policy

CURRENT ARTICLE	PROPOSED ARTICLE	ADMINISTRATIVE COMMENT
2.2 Profile Saskatoon Event	Revision: Profile Saskatoon Event—An event held in Saskatoon occurring with a frequency no greater than once every two years, lasting a minimum of two consecutive days that puts the city in a position of prominence as a destination location, provides exposure within a specific industry to the city and/or region, and attracts industry-specific attention through national or international media forms. Examples of events that may be eligible include conferences and tradeshow.	The exposure recognized through these types of events is of equitable value in showcasing all our city has to offer as a destination location to attendees of the event. Although the community involvement in such events is limited, the economic impact for the city and/or region is of equitable value, as is the national or international media exposure generated through media tools such as industry-specific publications, websites and such.
2.1.2 Defined Term Events	New: Special Events and Profile Events that occur for a defined term of no greater than 3 years may be eligible for funding if the defined term is identified in advance as part of the negotiations or bid to host the event.	Defined term agreements are becoming more common in the event hosting arena and as such, a policy revision is required to address those events that have a definitive time frame in which they will be hosted in consecutive years in the same location. The typical event defined-term is either a 2 or 3 year term.
2.5 Business Plan	Revision: Application Package: A comprehensive application package is required to be submitted by the pre-determined intake dates as application for funding.	A business plan is no longer the tool used for applying for this grant. A comprehensive application package has been developed.
2.6	Deletion: Confidential Event: An event that if revealed or be made public, would jeopardize or otherwise put at risk an organization's bid proposal and submission.	As all funding requests are to be considered in the public forum, this Article is no longer required.
3.1.1	Revision: Organizations or groups requesting seed money to host recurring events for the first time would be eligible to apply for funding on a one-time basis, with the exception of Defined Term Events.	This revision relates to the new Article 2.1.2 above.
3.1.4	Revision: Funds provided must be used for event operating expenses and event capital expenditures.	This revision provides clarity that funding must be used for these purposes.

CURRENT ARTICLE	PROPOSED ARTICLE	ADMINISTRATIVE COMMENT
3.4 Amount of Assistance	Revision: 3.4.1 For Special Events, the maximum grant payable shall be based on the event evaluation rating tools score assessment and to a maximum of 25% of total gross operating expenses. 3.4.2 For Profile Saskatoon Events, the maximum grant payable shall be based on the event evaluation rating tools score assessment and to a maximum of 25% of total gross operating expenses. The maximum amount of funding a Profile Saskatoon Event may be eligible for is \$50,000.	The event evaluation rating tools score assessment identifies the maximum grant payable based on the score scale; however, it should also be identified in the policy itself.
3.8 b) Approval	Revision: Standing Policy Committee on Planning, Development and Community Services approval is required for Special Event funding requests in excess of \$100,000.	As the Profile Saskatoon Event has a maximum grant amount of \$50,000, the policy should reflect it is only Special Events that have a funding request in excess of \$100,000 that require Standing Policy Committee approval.
4.2 f) Special Event Adjudication Committee	Revision: Recommend for approval to the Standing Policy Committee on Planning, Development and Community Services any grant application in excess of \$100,000 through public forum.	All grant funding approvals are to be made in the public forum.

APPENDIX A
CITY OF SASKATOON COUNCIL POLICY C03-007 – SPECIAL
EVENTS

SPECIAL EVENT AND PROFILE SASKATOON EVENT

APPLICATION PROCESS

Process for Events that are Non-confidential in Nature:

- Step One: **NEW:** *The host organization must contact the Community Services Department, Customer Service Section Manager to discuss their organization's desire to host an event in advance of submitting an application package.*
- Step Two: ~~For those events that are non-confidential in nature,~~ The host organization must submit a written request in the form of an application package to the Community Services Department by the pre-determined intake dates. ~~outlining the organization's desire to host an event.~~
- Step Two **Three:** The Special Events Adjudication Committee will review the application package based on current City of Saskatoon Policy No. C03-007, Special Events Policy and will determine approval of funding requests and determine any conditions that may be imposed on the event.
- Step Three **Four:** The Administration will inform the host organization, in writing, of the Special Events Adjudication Committee's decision and of any conditions imposed on the event.
- Step Four **Five** The host organization submits a post-event evaluation report to the Administration within 180 days of the completion of the event. The Administration will assess the post event evaluation report based on current City of Saskatoon Policy No. C03-007, Special Events Policy, and will determine if any adjustment to the amount of grant payment is required. The Special Events Adjudication Committee will review and approve any situations where an adjustment to the amount of grant payment may be required.

Payment of the approved funding is provided to the host organization upon the Administration's satisfactory assessment of the post event evaluation report.

Process for Events that are Confidential in Nature:

- Step One: ~~For those events that are being bid on and/or are confidential in nature, the host organization must submit a written request in the form of a preliminary application package or event bid proposal document to the Community Services Department by the pre-determined intake dates, whenever possible, outlining the organization's desire to host an event. The preliminary information submitted to the Administration~~

will be as follows:

- A description of the event;
- When the event will occur;
- What event organizers hope to achieve by hosting the event in Saskatoon and a description of which of the City's strategic goals and service outcomes the event will meet;
- Preliminary economic impact to Saskatoon and tourism region;
- Anticipated support from the Provincial and Federal governments; and
- Estimated financial support being requested from the City of Saskatoon.

The preliminary application package or bid proposal document should provide adequate information for the Special Events Adjudication Committee to make informed decisions based on sound business reasons and with the necessary justification that the event will have economic and lasting community benefit to Saskatoon.

Note: Where new infrastructure will be developed in order to host an event, future use and operating agreements must be established prior to submission of the bid.

Step Two: The Special Events Adjudication Committee will review the bid proposal document and/or application package based on current City of Saskatoon Policy C03-007 (Special Events) and will determine approval, in principle, of funding requests and any conditions that may be imposed on the event.

Step Three: For events being bid on, the host organization will provide the Administration with regular updates on key milestones and important checkpoints as they work through the bid process.

Step Four: If an event bid is successful, the host organization will submit a final and complete application package, which will be reviewed by the Special Events Adjudication Committee based on the current City of Saskatoon Policy C03-007 (Special Events) and will determine approval of funding request and any conditions that may be imposed on the event.

If an event bid is not successful, the host organization will submit a brief report to the Administration outlining the main reasons why the bid was not successful.

Step Five: The host organization submits a post event evaluation report to the Administration within 180 days of the completion of the event. The Administration will assess the post event evaluation report based on current City of Saskatoon Policy C03-007 (Special Events) and will determine if any adjustment to the amount of grant payment may be required. The Special Events Adjudication Committee will review and approve situations in which an adjustment to the amount of grant payment may be required.

Payment of the approved funding is provided to the host organization upon the Administration's assessment of the post event evaluation report.