



POLICY

Effective Date: January 27, 2020

POLICY TITLE: Sports Hosting Program

POLICY NUMBER: 12-026

POLICY PURPOSE:

To establish terms of reference for the Whitecourt Sports Hosting Program.

POLICY:

1. The Sports Hosting Program was established to support and grow the economic impact that is experienced through hosting sporting activities in the community. Through a collaborative partnership between the Town of Whitecourt and sporting organizations, this hosting incentive program will provide opportunities for direct assistance to the sport community to host provincial or higher caliber events in Whitecourt.
2. Local non-profit sporting organizations hosting a provincial or higher caliber championship event in the community are eligible to apply for funding. A provincial event includes tournament/championship competition between teams/individuals from around the province of Alberta. Higher caliber events include national events (across Canada) or Western Canadian events (western provinces/territories). The program is intended to provide financial assistance to support hosting of sporting events that have a positive economic impact on the community.
3. Applications for funding must be submitted using Schedule "A" Sport Hosting Program Application Form and provide all required information.
4. Applications to the Sports Hosting Program will be considered on a case-by-case basis. The Whitecourt Economic Development Committee (herein referred to as the "Committee") reserves the right to refuse any application. The Committee also reserves the right to impose conditions of whatever nature or kind that they deem appropriate. Grants should not be required to host an event.
5. In considering an application, the Committee will have general regard for, but not be bound by, the following considerations:
 - a) the economic impact on the community;
 - b) the feasibility of the event, and;
 - c) the Committee's existing budget.



Town of Whitecourt

Policy Manual
Section: **Administrative**

6. Funds may be used for expenses related to the sport hosting event including, but not limited to: facility rental, marketing, communications, transportation, security, accommodations and officials.
7. In consideration of the Sports Hosting Program the following are not eligible:
 - a) Events with less than 50 **total** room nights in Whitecourt.
 - b) The event venue and hotel are not located in the Town of Whitecourt.
 - c) Professional events hosted by for-profit organizations.
 - d) Funding for recreational activities (i.e. golf weekend).
 - e) Funding for jamborees, playoffs and league games are not eligible for funding.
8. Grants cannot be used for the internal operations of a non-profit organization.
9. All advertising must include the Town of Whitecourt logo recognizing the grant contribution from the municipality. An electronic file which includes the Whitecourt logo will be provided to approved recipients that is to be used on promotions to meet this requirement.
10. The Committee reserves the right to limit financial support based on project benefits and outstanding program commitments already approved.
11. The Committee reserves the right to assess the reasonableness of costs and which costs are eligible under the terms of the program.
12. All submissions must be completed in writing and include all required supplementary documentation, including a budget. The Committee may request additional information in support of the project.
13. Organizations that receive funding through the Sports Hosting Program agree to submit a final report to the Committee within 90 days of the event or project.
14. All grants are at the discretion of Town Council, and may be refused for any reason. The Committee and Council may also impose conditions it thinks appropriate with the granting of funds.
15. Organizations that have overdue or incomplete reporting relating to a previously approved Town of Whitecourt grant project will be considered ineligible.

REFERENCE:

- Schedule "A" Sports Hosting Program Application Form
- Schedule "B" Sports Hosting Program Application Rating Sheet
- Schedule "C" Sports Hosting Program Final Reporting Document