

Title: SPECIAL CULTURAL EVENTS ASSISTANCE POLICY		Number: 0123
Reference: Public Services Committee – March 24, 2014	Adopted by City Council: April 7, 2014	Supersedes: February 5, 2001 May 7, 2007 December 17, 2007
Prepared by: ARTS & HERITAGE ADVISORY BOARD (AHAB)		

STATEMENT:

THE CITY OF MEDICINE HAT BELIEVES CULTURAL PURSUITS ARE WORTHWHILE AND REFLECT THE PHILOSOPHY AS WELL AS THE CHARACTER OF THE CITY. THE CITY OF MEDICINE HAT RECOGNIZES THE VALUE OF SPECIAL CULTURAL EVENTS SUCH AS FESTIVALS, PERFORMANCES, EXHIBITIONS, AND COMPETITIONS AND THE CONTRIBUTION THEY MAKE TO THE SPIRIT AND VITALITY OF THE COMMUNITY. ALSO, THE CITY OF MEDICINE HAT RECOGNIZES THE VALUABLE CONTRIBUTION MADE BY THOSE GROUPS, ORGANIZATIONS AND INDIVIDUALS WHO ATTAIN PROVINCIAL, NATIONAL AND INTERNATIONAL RECOGNITION. THESE ARE IMPORTANT ELEMENTS, WHICH ASSIST IN BUILDING COMMUNITY CAPACITIES.

PRINCIPLES:

1. Encourage the active use of leisure time for the betterment of individuals and the community.
2. Encourage events and activities that benefit the cultural and artistic community as well as the community at large; stimulate appreciation of the creative arts, culture or heritage in the community; build community support, develop wider audiences or attract visitors; contribute to artistic or cultural achievement or heritage skills within the community; develop and recognize local talent.
3. Recognize and acknowledge the effort necessary for attaining excellence.
4. Promote Medicine Hat as a vibrant and healthy community.
5. Promote cultural opportunities vital to the well-being, quality of life and prevention of social problems.
6. May provide project or seed funding to cultural groups and organizations.
7. May provide assistance to groups, organizations and individuals that attain provincial, national and international recognition.
8. Provide assistance and/or encouragement to individuals, groups and organizations that sponsor special events, performances, exhibitions, or competitions of a cultural nature.

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9. Encourage participation by all members of the community.
10. Emphasize the community spirit of the residents of Medicine Hat.

1. DEFINITIONS

- 1.01 Culture – the totality of customs, knowledge, language and arts shared by a given group of people.
- 1.02 Special Cultural Event - a cultural activity that involves or influences local residents in a positive, worthwhile, or meaningful manner. It can be a single event or a series of events, performances, exhibitions or festivals. The event, exhibition, performance, or festival should accentuate and celebrate the spirit of community living. For the purposes of this document the terms “performance”, “exhibition”, “competition”, “festival” and “event” will all be subsumed under the term “special cultural event”.
- 1.03 Performance – a display of artistic talent or skill that takes place over time.
- 1.04 Exhibition – a display of artworks or objects for heritage or aesthetic purposes.
- 1.05 Festival – an event that is a special time of participatory celebration and may include performances, exhibitions and/or other related activities.
- 1.06 Competition – a cultural event that invites participants to develop and showcase their abilities in a competitive and challenging atmosphere

2. RESPONSIBILITIES

- 2.01 Public Services Division
 - (a) Through the Cultural Development Department, assist the Public Services Committee, City Council and the respective Advisory Board in the review of applications for assistance.
 - (b) Provide budgetary support (as approved by City Council) through the Cultural Development operating budget for the financial assistance portion of the program.
 - (c) Promote the policy to ensure public awareness.
 - (d) Provide a copy of the guidelines and application forms to interested parties.
 - (e) Provide other administrative assistance such as note-taking, mailing, scheduling meetings and following up on grant applications as deemed appropriate by the Cultural Development Manager.
 - (f) Inform all applicants as to the success or failure of their application and supply appropriate rationale for the decision.

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2.02 Arts and Heritage Advisory Board

- (a) Provide recommendations to City Council through the Public Services Committee for the disbursement of financial assistance to successful applicants.
- (b) Distribute guidelines and application forms to interested parties.

3. PROCEDURES

3.01 Special Cultural Events

- (a) The City may grant assistance to a SPECIAL CULTURAL EVENT that may make a major contribution to the community in terms of resident involvement, tourism generation, economic benefit, positive recognition and celebrating the culture or heritage associated with living in Medicine Hat.

3.02 Competitions

- (a) The City may grant support to groups, organizations or individuals that have achieved representative status or recognition at a provincial, national or international SPECIAL CULTURAL EVENT.
- (b) The City may grant support to groups or organizations, which are hosting a provincial, national or international SPECIAL CULTURAL EVENT.

3.03 Criteria

Special Cultural Events

- (a) Any support provided must be applied directly to activities specific to the SPECIAL CULTURAL EVENT.
- (b) An event, performance, exhibition or competition must involve a significant number, either directly or indirectly, of the City's population.
- (c) The applicant(s) must be a resident of the City of Medicine Hat for the past six months.
- (d) The SPECIAL CULTURAL EVENT must be open and accessible to the public regardless of age, creed, or religion. To strengthen the application, applicants are encouraged to include additional information (i.e. brochures, flyers, etc.)
- (e) Applicants must provide a budget statement of projected expenses and revenue as well as a final financial accounting statement.
- (f) Preference will be given to applications that have demonstrated community support. The following aspects may be considered: location, duration and/or interest in the SPECIAL CULTURAL EVENT, the number of people involved and any special needs that may be met by offering this SPECIAL CULTURAL EVENT.
- (g) Applicant should not rely on the City of Medicine Hat as the sole source of financial support and the SPECIAL CULTURAL EVENT may receive a lesser amount of support or no support in any given year.
- (h) For hosting a SPECIAL CULTURAL EVENT the maximum financial support may be limited to \$1,000.00.
- (i) For attending a SPECIAL CULTURAL EVENT the maximum financial support may be limited to \$500.00.
- (j) Consideration may also be given to groups/organizations that require seed funding for a SPECIAL CULTURAL EVENT. In addition, consideration may also be given to individuals that attain provincial, national, and international recognition.

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- (k) Funding from the City of Medicine Hat must be acknowledged in all items produced (programs, catalogues, press kits, videos, compact discs, etc.) and in all promotional and publicity material(s) prepared in relation to the approved grant application.

3.04 Funding Approvals & Restrictions

- (a) Funding assistance may be granted for the following budgetary items:
 - (1) Advertising
 - (2) Entry/Registration Fees
 - (3) Equipment Rentals
 - (4) Food and Non-Alcoholic Beverages for the purposes of hosting an event only
 - (5) Honorariums
 - (6) Insurance
 - (7) Materials & Supplies
 - (8) Royalties
 - (9) Salaries for the first year of application as seed funding only
 - (10) Travel and Accommodation
 - (11) Venue Rentals
- (b) Funding assistance will not be granted for the following budgetary items:
 - (1) Alcoholic beverages
 - (2) Sale of books, compact discs, art pieces, merchandise and other items where personal monetary gain may be realized
 - (3) Major capital expenditures

3.05 General

- (a) Budget allocations covered under this policy will be pro-rated to two semi-annual deadlines, January 15th and May 15th to ensure that funds are available for both pro-rated deadlines.
- (b) Normally funds will be allocated to successful applicants based upon the following formula:
50% of the approved amount once approved by City Council and up to the remaining 50% after the event has occurred if the funds are needed to cover a deficit and a completed financial statement has been received. The City must receive the completed financial statement within sixty (60) days of the SPECIAL CULTURAL EVENT to qualify for any balance of the funds.
Applicants who submit the final financial statement more than sixty (60) days after the SPECIAL CULTURAL EVENT occurred will not qualify for the balance of the funding assistance.
- (c) If funding is advanced to an applicant for a particular SPECIAL CULTURAL EVENT and that SPECIAL CULTURAL EVENT does not occur, or the individual, team, or group in charge of the SPECIAL CULTURAL EVENT does not attend it, then the applicant must immediately return to the City of Medicine Hat any and all funding it received for that SPECIAL CULTURAL EVENT without any deductions whatsoever.
- (d) Applications for assistance may be accepted in consecutive years; however, preference may be given to new SPECIAL CULTURAL EVENTS.
- (e) At all times, the City of Medicine Hat reserves the right, at its sole and unfettered discretion, to limit or refuse any funding assistance to any applicant.
- (f) Financial contribution from the City of Medicine Hat to any SPECIAL CULTURAL EVENT in no way obligates the City to participate in the SPECIAL CULTURAL EVENT beyond the terms set out by this policy.

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- (g) The City of Medicine Hat assumes no responsibility, legal or otherwise, for any SPECIAL CULTURAL EVENT unless specifically outlined under a separate agreement.
- (h) Applicants are not allowed to apply to more than one City Advisory Board for funding for the same SPECIAL CULTURAL EVENT.