



City of Port Moody

Report/Recommendation to Council

Date: November 13, 2019
Submitted by: Community Services – Cultural Services Division
Subject: Proposed Changes to the Festival and Special Event Assistance Program

Purpose

To propose changes to the Festival and Special Event Assistance Program in order to provide a more efficient and fair process.

Recommended Resolution(s)

THAT staff update the Festival and Special Event Assistance Program by allocating up to \$5,000 of the program funds for disbursement by staff as detailed and recommended in the report dated November 13, 2019 from the Community Services — Cultural Services Division regarding Proposed Changes to the Festival and Special Event Assistance Program;

AND THAT staff update the Festival and Special Event Assistance Program by creating an annual intake period with a deadline in February with up to 100% of available funds allocated to applications received within the intake period;

AND THAT staff develop an application summary grid with recommendations on the evaluation and disbursement of funds for Council consideration.

Background

In 2016 Council established the Festival and Special Event Assistance Program to support community led events in Port Moody. The program has become very popular and was oversubscribed for the first time in 2019.

Discussion

Staff are proposing some changes to the program to further ensure its success and fairness to those applying. This report recommends two key changes:

- delegating authority to staff to approve applications that are only requesting fee waivers and/or in-kind support only; and
- creating an intake period.

Currently all applications received for the Festival and Special Event Assistance Program are reviewed in the order they are received. In addition, all applicants are required to appear a delegation to Council, regardless of the value of the request.

With the goal of creating a more efficient and expedient process for staff and Council, staff propose allocating a portion of the program funds to be administered and approved for disbursement by staff. The parameters would be:

- up to \$5,000 of the Festival and Special Event Assistance Program would be allocated to staff for approval;
- staff approval would be limited to fee waivers and/or in-kind support only; and
- a \$1,000 cap would apply to anyone single application.

Any application exceeding the cap or including a financial grant component would not be eligible for approval by staff. A similar process is already in place for facility fee waivers (\$500 maximum) and Community Association event grants (\$750 maximum). In these cases, authority is delegated to the General Manager of Community Services. Should Council support this recommendation, it is further recommended that authority to award fee waivers and/or in-kind support would also be delegated to the general Manager of Community Services. This maintains a two level approval process whereby staff that support the applicants through the application process are not the staff that award the support.

As the demand on the program exceeded the available funds in 2019, staff recommend establishing an intake period so that all applications can be reviewed and evaluated as a group. With this process staff would prepare a summary matrix of all applications and if desired, could include disbursement recommendations for Council consideration. The goals of the intake period are:

- to eliminate the requirement for each applicant to appear as a delegation to Council, thereby providing a more efficient process; and
- creating a level playing field where the merits of each application can be considered simultaneously.

Even though a strong event applications may come forward after the close of the intake period, staff does not recommend a portion of funding be held back for this purpose. The reason for this recommendation is that funding may be held back and then no additional applications come forward resulting in funding going unused, or it may create an inequity in the distribution of funds, by only partially funding applications received during the intake period and then fully funding applications that come in later in the year. To avoid this particular situation, staff recommend allocating up to 100% of available funds during the intake period. If funds are remaining after the intake period, they could be made available to applications received later in the year on a first come basis.

Annual funds available for the intake period would follow the following formula:

$$\begin{array}{rclcl} \text{total} & & \text{monies allocated} & & \text{monies allocated to} \\ \text{program} & - & \text{to multi-year} & - & \text{staff for fee waivers} \\ \text{budget} & & \text{agreements} & & \text{and in-kind support} \\ & & & = & \text{available funds for intake period} \end{array}$$

Staff recommends beginning the proposed intake process for the Festival and Special Events Assistance Program in 2020 with a 2020 intake deadline of February 16. If approved, staff will begin advertising this new process for the Festival and Special Events and Assistance Program in early December. To facilitate this process transition, staff will contact all applicants to the Festival and Special Events Assistance Program over the past three years to alert them of this process change.

Staff will be making some additional changes to the application process based on feedback received from Council and event organizers over the past year. The changes include:

- Additional questions in the event expenditure table. This will allow Council to better understand the overall expenses of the event and the proposed breakdown for use of grant funds.
- A post event summary form. This will allow Council to see the actual budget breakdown, event attendance and a post event summary.
- Housekeeping of the application to provide further clarity and address commonly asked questions.

Other Option(s)

Council may wish to provide additional direction to staff on changes desired in the Festival and Special Event Assistance Program.

Financial Implications

There are no financial implications associated with this report. Funding for the Festival and Special Event Assistance Program is within Cultural Services operating budget and no additional funding is requested.

Communications and Civic Engagement Initiatives

The City website and special event documentation will be updated with changes approved by Council. Past applicants will be notified of program changes.

Council Strategic Plan Objectives

State how your recommendation(s) align with the Council Strategic Plan Objectives.

Report Author

Devin Jain

Manager of Cultural Services

Report Approval Details

Document Title:	Review of Festival and Special Event Assistance Program.docx
Attachments:	
Final Approval Date:	Nov 19, 2019

This report and all of its attachments were approved and signed as outlined below:

Rosemary Lodge, Manager of Communications and Engagement - Nov 18, 2019 - 10:48 AM

Paul Rockwood, General Manager of Finance and Technology - Nov 18, 2019 - 1:41 PM

Kate Zanon, General Manager of Community Services - Nov 18, 2019 - 3:24 PM

Tim Savoie, City Manager - Nov 19, 2019 - 12:58 PM