

POLICY

POLICY TITLE: MICRO GRANT POLICY

POLICY #: R-004-003

EFFECTIVE DATE: January 9, 2024

ADOPTED BY COUNCIL ON: January 8, 2024

RESOLUTION #: 006-01-24

SUPERCEDES:

SIGNATURE:



POLICY STATEMENT:

The Town of Sylvan Lake is a vibrant, progressive community that recognizes the need to support local events and projects within the community. Local events and projects are an important strategic investment in Sylvan Lake. They provide opportunities for residents and visitors to connect, be active in the community, celebrate our heritage and diversity, and contribute to the local economy. Through the Recreation, Culture & Tourism Micro Grant Program the quality of life and well-being of residents of Sylvan Lake will be enhanced.

THE PURPOSE OF THIS POLICY IS TO:

Provide community groups/organizations with funding to support:

- a. Events and projects that occur within the Town of Sylvan Lake.
- b. Create a vibrant and diverse Recreation, Culture & Tourism Community.
- c. Events and projects focusing on arts, culture, heritage, community wellness, recreation, leisure and environmental initiatives.
- d. Create partnerships within the community.
- e. Increase economic impact in the community.
- f. Increase activity during the shoulder season (September – May).

1. DEFINITIONS:

- a. Town Policy: A statement of Town Council's commitment, position, or overall intention in specific areas of its responsibility, for guidance to Town administration when action is taken in those areas.



- b. Town Procedures: Procedures are instructions and/or normal steps to be followed in implementation of a Town Policy. These are developed and overseen by the Chief Administrative Officer.
- c. Coordinator: The person, designated by the Chief Administrative Officer, to maintain the Policy and Procedure Manual for the municipality.
- d. Applicant: The community group/organization submitting an application for funding.
- e. Committee: The Community Services Standing Committee.
- f. Community: The Town of Sylvan Lake.
- g. Council: The Council for the Town of Sylvan Lake.
- h. Town: The Town of Sylvan Lake and the departments designated by the Chief Administrative Officer (CAO) to implement this policy.

2. RESPONSIBILITIES:

- a. Council to:
 - i. set and approve Town policy.
- b. Chief Administrative Officer to:
 - i. review the final draft Policy and, when satisfied, present to Council for adoption;
 - ii. certify the original of a Town Policy after it has been adopted;
 - iii. oversee and approve the development and updating of procedures necessary for successful implementation of the policy;
 - iv. assign the role of Coordinator.
- c. Directors to:
 - i. direct the preparation of proposed Policy & Procedures, and amendments to existing Policies & Procedures when the need is recognized;
 - ii. circulate and co-ordinate proposed new, or amended Policies & Procedures, with all affected departments for their input and concurrence;
 - iii. review the final draft Policy and Procedures and present to the Chief Administrative Officer for review;
 - iv. periodically review Policies & Procedures for which their department is responsible and prepare amendments when the need is recognized;
 - v. circulate and ensure employees are aware of all Policies & Procedures and their amendments.
- d. Coordinator to:
 - i. maintain the Policy & Procedure Manual for the Town;
 - ii. establish, maintain, and control the numbering, indexing and distribution system for Town Policies & Procedures.



- e. Community Services Standing Committee to:
 - i. review and assess all Recreation, Culture & Tourism Micro Grant applications;
 - ii. determine which grant applications will be awarded, based on the application and evaluation criteria.

Approved on: Jan 8/24

Revised on: _____

Signature: 

PROCEDURES:

A. Criteria

- i. Recreation, Culture & Tourism Micro Grant funding is available to groups within the Town of Sylvan Lake.
- ii. Events or projects must take place during the calendar grant year.
- iii. The maximum grant is up to 50% of eligible expenses to a maximum of \$5,000.
- iv. Grant funding may only be used for the purpose outlined in the grant application.
- v. Organizations are eligible to apply once per calendar year. Organizations that produce multiple events over the course of the year should include all eligible events in the application. Only one micro grant will be awarded per organization.
- vi. There may be up to 2 application intakes in a calendar year, including a deadline on October 30. An additional deadline may be added to allocate any remaining funds.
- vii. Applicants who have received other funding from the Municipality will not be eligible.
- viii. Organizations would only be permitted to access the funding no more than 3 times.
- ix. The Town of Sylvan Lake has an allocated budget and may not be able to support every application. To improve your chances of success, please ensure that you have completed all sections of the application and added sufficient details including how you intend to use the funds.
- x. Funding decisions made by the Community Services Standing Committee are final and cannot be appealed.
- xi. Successful applicants must acknowledge the contribution of the Town of Sylvan Lake through flyers, posters, or other forms of media.
- xii. Funding to successful applicants will be in the form of a cheque or a contribution for gifts in kind. Cheques will be mailed to the address on the application.
- xiii. A final report must be submitted within 30 days of the completion of the event or project, outlining the outcomes and how the grant funding was used.
- xiv. Receipt of a completed report is a pre-condition for future eligibility for the Recreation, Culture & Tourism Micro Grant. Final reports will be considered as part of the assessment of any future applications by the organization.
- xv. The Town may change or clarify the grant criteria at any time to be responsive to the needs of the organizations. Updated information will be posted on the Grant page on the Town of Sylvan Lake's website.

B. Eligible Funding Requirements

Events

- i. Applicants must have a focus on arts, culture, heritage, community wellness, recreation, leisure, improving accessibility and inclusion, and/or environmental initiatives.
- ii. Must be in good standing with the Town of Sylvan Lake (grant reporting, taxes, utilities, business license, etc).
- iii. Events must be held within the Town of Sylvan Lake.
- iv. Events must contribute to a vibrant and diverse Recreation, Culture & Tourism community.

- v. Create partnerships within the community.
- vi. Increase activity during the shoulder season (September – May).
- vii. Applications must be submitted by a community group (non-profit or charitable).
- viii. Must have a minimum attendance of 100 people or more.
- ix. Must be open to public, not an event for members-only.
- x. Be insured with a minimum of \$2 million in general liability with the Town of Sylvan Lake as additional insured.
- xi. Events must be sustainable after the conclusion of the grant.

Projects

- i. Must be in good standing with the Town of Sylvan Lake (grant reporting, taxes, utilities, business license, etc).
- ii. Projects must be held within the Town of Sylvan Lake.
- iii. Projects must be able to demonstrate that they meet a community need and directly benefit Sylvan Lake residents.
- iv. Be insured with a minimum of \$2 million in general liability and may require the Town of Sylvan Lake as additional insured.
- v. Projects must be sustainable after the conclusion of the grant.

C. Ineligible Funding

- i. Events or projects that take place outside of Sylvan Lake.
- ii. Operating expenses.
- iii. Debt funding.
- iv. Duplicated services.
- v. Equipment (player's equipment, jerseys, team uniforms, etc).
- vi. Endowments, annual funding drives/events.
- vii. Research, development, and studies.
- viii. Grants primarily benefitting individuals (such as scholarships).
- ix. Any expenses incurred prior to the Town's decision date.
- x. Projects or services that are primarily the responsibility of another level of Government.
- xi. Fundraising activities and salaries.
- xii. Religious projects that focus on only one spiritual tradition or a facility that is not a public facility.
- xiii. Organizations with a religious or political mandate, or for events that promote self-interest.
i.e. membership drives, political events, rallies in support of a cause, religious events, trade unions and/or professional organizations.
- xiv. Applicants who have received other funding from the Municipality will not be eligible.

D. Process

- i. Organizations will be responsible for completing the Recreation, Culture & Tourism Micro Grant application form in full, which will be available on the Town of Sylvan Lake's website.
- ii. Applications must be received by the established deadline and relate to a event or project intended for the calendar year.
- iii. The Recreation, Culture & Tourism Director, or delegate will review all applications for eligibility and completeness of information.
- iv. Applications that have met the required eligibility criteria and include the required information will be forwarded to the Community Services Standing Committee for review.



- v. Applicants or organizations requesting Recreation, Culture & Tourism Micro Grant funding may be asked to make a brief presentation to the Community Services Standing Committee.
- vi. The Community Services Standing Committee will provide approval or denial of the application. All decisions are final and cannot be appealed.
- vii. The Recreation, Culture & Tourism Department will notify all applicants of the decision regarding their application for the Recreation, Culture & Tourism Micro Grant via phone call or email.
- viii. Funds will be distributed to the successful applicants upon the signing of a written "Letter of Agreement" by the applicant. The applicant also agrees to return any unused portion of the Recreation, Culture & Tourism Micro Grant funding with the final report on the event or project.

E. Evaluation Criteria

- i. Is the event or project scheduled during the shoulder season of the year (September – May)? **/15**
- ii. Demonstrates a high economic impact within the Town of Sylvan Lake. **/15**
- iii. Demonstrates a direct benefit to Sylvan Lake residents. How it enhances their quality of life, and an understanding of our community needs and existing services. **/15**
- iv. Demonstrates ability for the event or project to be sustainable over the long term. **/20**
- v. Demonstrates ability to enhance one of the Town of Sylvan Lake's strategic goals. **/20**
- vi. Demonstrates efficient use of funds requested. Leverage of financial and in-kind support.
ex. Matching funds, donations, sponsorships, gift-in-kind. Applicants demonstrate ability to complete event or project. **/15**

F. Funding Amounts

- i. The maximum grant is up to 50% of eligible expenses to a maximum of \$5,000.

