



TOWN POLICY

POLICY NUMBER: 1208

REFERENCE:

309.08.15

ADOPTED BY:

Town Council
19.08.2015

PREPARED BY: Legislative Services/Community Services

DATE: August 19, 2015

TITLE: Community Investment Funds Policy

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PURPOSE:

The purpose of this policy is to establish a set of guiding principles that will facilitate strong partnerships between Council and community not-for-profit organizations in nurturing, supporting and celebrating Strathmore's artistic, cultural, sports and recreational attributes that enhance Strathmore's overall identity, sense of place and quality of life.

The foundation of this policy is grounded in Strathmore's vision of unique arts, cultural and recreational aspects of Strathmore contributing to its overall identity, sense of place and quality of life. It is supported by the following sustainability objectives:

- Strathmore fosters safe and caring neighbourhoods.
- Strathmore supports a strong sense of identity in communities.
- Strathmore enhances arts, culture, sports and recreational prosperity.

SCOPE:

This policy applies to:

- Eligible community not-for-profit organizations requesting funds from the Town of Strathmore to hold festivals and events that enhance Strathmore's community.

DEFINITIONS:

Council means the Council of the Town of Strathmore, in the Province of Alberta.

Community Services is the administrative Business Unit who is responsible for the facilitation of the Community Investment Funds guidelines and application process in support of Council for the allocation of the Community Investment Funds.

Chief Administrative Officer is the person appointed by Council to carry out the powers, duties and functions of the position of Chief Administrative Officer, or the person appointed to act as his designate.

Community Development Model

The Community Development Model refers to the “grassroots” approach to supporting and encouraging recreation, leisure and cultural opportunities for Strathmore’s residents. The premise of the Community Development model revolves around the philosophy that personal well-being, improved quality of life, and a vibrant sense of place are best achieved when existing local strengths, assets and capacities are used to mobilize the community.

Community Not-For-Profit Organizations

Community not-for-profit organizations have the legal capacity to engage multiple partners to invest in a project, festival or event. They are legal entities who have a board of directors. They are registered with at least one of the following bodies:

- Service Alberta as a public not-for-profit organization regulated by the *Companies Act*.
- Canada Revenue Agency as a registered charitable organization.
- Service Alberta as a society regulated by the *Societies Act*.

Events

An event (also referred to as ‘special event’) may have very similar characteristics to a festival but is generally offered as a one-time or infrequent event. An example of a special event would be a celebration of an important anniversary year or a regional, national or international hosting of a sporting event.

Festivals

A festival is a temporary gathering of people for the purposes of recognizing and celebrating arts, culture and recreational attributes of Strathmore, a festival must have the following characteristics:

- Unique or special from everyday occurrences;
- Reoccurs at a specific place, time and duration;
- Organized and hosted by a community not-for-profit organization;
- Open to the public and be free of charge or charge a nominal fee; and
- Attracts a significant audience.

Funds/Funding Program/Community Investment Funds

Refer to the Community Matching Funds, Festivals and Event Funds – Small Scale, Festivals and Event Funds – Large Scale contained within this Community Investment Funds Policy. Collectively these Funds may be referred to as Community Investment Funds.

Gifts In Kind

Refers to supports provided by the Town to community not-for-profit organizations such as products and services that can only be provided by the Town, for example: promotional materials, police assistance, fire and rescue assistance, public works assistance, facilities, advertising.

Partners/Partnerships

From a Community Development perspective, a partnership is a relationship where two or more parties, having compatible goals, form an agreement to work together in a mutually beneficial manner, often doing things together that might not be possible alone. In addition, there are four common elements which further distinguish and define a partnership:

- Common objectives and goals among partners;
- Shared risk and mutual benefits;
- Contributions from all partners; and
- Shared authority, responsibility and accountability.

Residents

Residents are people who live in a community. Every resident has gifts, skills and capacities to help build the community.

POLICY:

Guiding Principles

The focus of this policy is to build capacity in the community by enhancing the unique arts, cultural, sports and recreational aspects of Strathmore through festivals, events and community projects.

Arts, Culture, Sports and Recreational festivals, events, and community projects are vital to making social connections between various groups in the community and contribute to Strathmore's sense of identity, place and community.

SUSTAINABLE OBJECTIVES:

Safe and Caring Community

The Town of Strathmore supports social sustainability by retaining Strathmore's small town feel even as it continues to grow.

Strategy

The *Community Matching Funds* retains Strathmore's small town feel by supporting residents in collaboratively addressing the needs of their community. The Community Matching Funds accomplishes this by providing one-to-one matching funds and/or gifts in kind of up to Five Hundred (\$500.00) Dollars to community groups to assist in the development of sustainable initiatives that will bring residents together.

Community Development Model

The Town of Strathmore builds capacity in the community by supporting local initiatives that:

- Promote pride and ownership of the community;
- Foster and sustain positive community relationships;
- Develop or enhance a publicly available community amenity;
- Create awareness of community amenities and resources;
- Are collaborative in nature and sustained by the community.

Progress Indicators

To achieve Strathmore's vision of a vibrant, caring community rich in urban amenities and opportunities for everyone, results of investments made in community projects will indicate:

- **Neighbourhood Liveability:** Increase in the proportion of community members who know their neighbours.
- **Safety:** Increase in the proportion of community members who rate their community as safe.

Strong Sense of Identity

The Town of Strathmore enhances arts, cultural, sporting and recreational sustainability by protecting the characteristics that make Strathmore unique.

Strategy

The *Festivals and Events Funds – Small Scale* enhances arts, culture, sports and recreational sustainability by protecting the characteristics that make Strathmore unique through the provision of matching seed funding and/or gifts in kind of up to Five Thousand (\$5000.00) Dollars to newly formed organizations or to revitalize smaller existing community non-for-profit organizations while encouraging them to become self-sustainable. The Festivals and Events Funds – Small Scale accomplishes this by incubating innovative arts, recreational, sports and creative expressions that further strengthen Strathmore's reputation as a vibrant community with a heightened sense of identity, place and community.

Community Development Model

The Town of Strathmore builds capacity in community not-for-profit organizations to be able to organize and host festivals and events that:

- Promote pride and ownership in the community by showcasing local recreational achievements, arts, heritage and culture;
- Encourage the development of new partnerships through local public and private sector groups working together;
- Strengthen volunteerism; and
- Are accessible to all community members.

Progress Indicators

To achieve Strathmore's vision of a vibrant, caring community rich in urban amenities and opportunities for everyone, results of investments made in community not-for-profit organizations will indicate:

- **Volunteer Participation:** Increase in the proportion of residents who have volunteered over ten (10) hours per month within the course of one (1) year to help organize and host festivals and events.
- **Diversity:** Increase in the proportion of residents of different ages, gender, ethnicity, and arts, sports and cultural interests attending festivals and events.
- **Quality of Life (Community):** Number of residents who believe they live in a great community.

Arts Culture and Recreational Prosperity

The Town of Strathmore enhances economic sustainability by recognizing arts, cultural festivals and events, sporting events, and recreational events as key contributors to the prosperity in Strathmore.

Strategy

The Festivals and Events Funds – Large Scale enhance Strathmore’s economic sustainability by providing matching funding and/or gifts in kind support of up to Fifteen Thousand (\$15,000.00) Dollars to community not-for-profit organizations that have a demonstrable track history of organizing and hosting large scale festivals and events capable of attracting tourism. Preference for funding will be awarded to community not-for-profit organizations that can organize and host festivals and events that are multi-faceted, have established or potential audience support, and have the capacity to strengthen local economies.

Community Development Model

The Town of Strathmore builds capacity in community not-for-profit organizations to be able to organize and host festivals and events that:

- Promote pride and ownership in the community by showcasing broadly recognized arts, culture, and heritage achievements;
- Enhance Strathmore’s reputation as a recreational destination;
- Strengthen already existing partnerships through local public and private sector groups working together;
- Enhance Strathmore’s reputation as an “eventful” Town;
- Strengthen volunteerism;
- Are accessible to all community members;
- Attract people locally, town-wide or regionally;
- Positively impact local economies; and
- Celebrate a significant landmark in the Strathmore environment, history, culture, identity and diversity.

Progress Indicators

To achieve Strathmore’s vision of a vibrant, caring community rich in urban amenities and opportunities for everyone, results of investments made in community not-for-profit organizations will indicate:

- **Volunteer Participation:** Increase in the proportion of residents who have volunteered over (15) hours or more per month within the course of one (1) year

to help organize and host festivals and events.

- **Diversity:** Increase in the proportion of residents of different ages, gender, ethnicity, and arts, sports and cultural interests attending festivals and events.
- **Quality of Life (Town):** Number of residents who believe they live in a great Town.
- **Economic Impact:** Number of local businesses reporting increased economic activities as an effect of festivals and events.

END OF POLICY