



FLAGSTAFF COUNTY POLICY

Title: Tourism Assistance Grant Program	Policy: CP 018
Section: Corporate	

ACCOUNTABILITY TO VISION STATEMENT

Offering a Tourism Assistance Grant Program will allow Flagstaff County to work collaboratively with non-profit organizations in delivering effective tourism initiatives in a prudent and transparent fashion.

POLICY STATEMENT

Flagstaff County acknowledges that tourism plays a vital role as an economic driver for a community and exposes our community to visitors who may otherwise never experience it. Providing financial support to non-profit groups engaging in tourism activities allows Flagstaff County to enhance and encourage partnerships that draw visitors to the region.

GUIDELINES

1. Flagstaff County shall provide funding as determined by the annual budget for the purpose of supporting tourism initiatives spearheaded by local non-profit organizations. The funding shall be disbursed through the Tourism Assistance Grant Program.
2. Eligible organizations will subscribe to the funding by participating in a standardized application process with one annual deadline.
3. The following categories of guidelines will be established and adhered to ensure transparent and consistent administration of the grant:
 - a. Eligibility Criteria for Organizations;
 - b. Eligibility Criteria for Projects;
 - c. Reporting Requirements.

Eligibility Criteria for Organizations

4. In order for an organization to be deemed eligible for the Tourism Assistance Grant, they must meet the following criteria:
 - a. be based in Flagstaff County, the towns of Daysland, Hardisty, Killam, Sedgewick or the villages of Alliance, Forestburg, Heisler or Loughheed;
 - b. be a registered non-profit or registered charitable organization;
 - c. be able to demonstrate sustainability; and
 - d. have a primary mandate of drawing visitors to the Flagstaff County region.

Eligibility Criteria for Projects

5. The tourism initiative must qualify under one of the following streams:
 - a. Current or New On-going Initiatives
 - i. This funding is for ongoing initiatives that enhance the experience of tourists and/or increase tourism in the region;
 - ii. Funding is available for 1-year, 2-year or 3-year terms; and

- iii. An application form must be submitted to Flagstaff County by January 31st of the year the funding is required.
 - b. Event Enhancement
 - i. This funding is for one-time event; and
 - ii. Event Enhancement funding applications will be received throughout the year and if approved will be awarded dependent on remaining funding.
6. The project must achieve one or more of the following outcomes:
- a. Supports tourism development in the region that can be shown to benefit the local business community;
 - b. Enhances tourism deliverables that can reasonably expect to increase the number of visitors to Flagstaff County;
 - c. Supports events that can be proven to have true potential for bringing increased non-resident / tourist spending into the region;
 - d. Promotes and enhances the profile of Flagstaff County as a tourism, shopping or business destination;
 - e. Promotes and assists in the development of self-sustaining tourism in Flagstaff County.
7. Funding cannot be used for:
- a. Recreation or leisure activities;
 - b. Social or community services; or
 - c. Activities or events that receive other grant funding from Flagstaff County.
8. Degree of funding for Event Enhancement applications shall be determined by a scoring system based on participation, duration of event and distance visitors are travelling from:

Participation		Duration		Distance	
SCOPE	POINTS	SCOPE	POINTS	SCOPE	POINTS
1-49	1	6+ hours/day	1	Local	1
50-99	2	2 day event	2	Regional	2
100-199	3	3 day event	3	Provincial	3
200+	4	4+ day event	4	Inter-Provincial	4

Minimum Points	Grant
3	Up to \$500
5	Up to \$1000
7	Up to \$3000
10	Up to \$5000

Reporting Requirements

- 9. Grant recipients must complete and submit a financial and outcomes report to Flagstaff County prior to November 1st of the year for each year they receive funding. Organizations with outstanding outcomes reports will not be eligible for funding until this part of the process is completed.
- 10. Should the grant recipients project be cancelled or not completed within the year that funding is provided, all unexpended funding shall be returned to Flagstaff County unless the recipient receives an extension authorized by Flagstaff County Council.

Council Approved: December 13, 2023	Resolution #: 20231213.1013
Reference:	Signature: <i>A. Cunningham</i>
Review Cycle:	Next Review Year:
Every three (3) years	2026