

**TOWN OF ANNAPOLIS ROYAL
POLICY**

TITLE: Grants for Encouraging New and Interesting Events (GENIE) Policy	
POLICY NO.: #2023-05	SUPERSEDES: #2021-03
EFFECTIVE DATE: March 16, 2023	APPROVED BY COUNCIL MOTION NO.: MOTION # C2023-03-15-04

Purpose:

1. This policy has been developed to assist the Town in administering its annual grants budget as well as providing guidance on the allocation of funds to applicants. This program is discretionary and contingent upon available funds. Each year, during the budgetary process, Town Council will determine whether the program will be funded for the upcoming fiscal year.

Objectives:

2. The objectives of this policy are:
 1. To encourage new events within the Town that align with the Strategic Plan, promote equity, diversity, and inclusion, especially during the months other than July, August, and September.
 2. To provide Town Council with a consistent response to appropriate requests for grants.
 3. To provide clear procedures for staff when responding to requests for grants
 4. To ensure grants are administered in accordance with the Municipal Government Act (MGA)
 5. To align Town financial support of various activities with the Strategic Plan and streamline the budgetary process.

Definitions

3. In this policy all words shall have their meanings as described in Standard English dictionaries except for the following:
 1. **Council** refers to the Town Council of Annapolis Royal
 2. **Event:** a structured/organized occurrence which takes place at specific places and time/s and at which attendees are primarily intended to be an audience.
 3. **Grant:** means Any direct monetary contribution to a registered non-profit organization, usually for a specific purpose, or special project, and requires some level of compliance reporting to Council.

4. **Staff** refers to Town of Annapolis Royal staff responsible for administration of the grants program.
5. **Town:** shall refer to the Town of Annapolis Royal.

Interpretation

4. The following shall apply:
 1. Requests for grants shall be filed using Appendix A of this policy.
 2. To be considered, all requests will be received by May 31st of each year or by the last business day of May.
 3. The Town, at its discretion, may or may not agree to a request for a grant for a single event or number of events relating to the same cause.
 4. All applications shall be reviewed by Staff.
 5. Final reports must be submitted to Staff within 60 days of completing the event. If the final report is not submitted, the applicant/organization may not be eligible for future grants (appendix B)

Criteria

5. To be considered eligible for a grant, an individual, group, or organization the following criteria apply:
 1. The applicant must be based in and affiliated with the Town or be deemed by Staff to be based in a location such that is appropriate for the Town to provide support.
 2. The applicant must agree to acknowledge the Town's contribution in all publicity and advertising for the events to which the grant applies. The Town can provide a copy of its logo (free of charge) to be used within guidelines.
 3. Applications for grants should be for new events. Applications will be evaluated, in part, by the Self- Assessment Matrix found in schedule A.
 4. Events must occur within the Town of Annapolis Royal.
 5. Events that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation will not be permitted.

Other

6. The following shall apply:
 1. Donations and grants can only be given for purposes and/or organizations

authorized under Section 65 of the MGA.

2. Pursuant to Section 65 of the MGA, the Town shall annually publish a list of the organizations and any grants received in a newspaper circulating in the municipality.
3. In memoriam donations, which the Town provides from time-to-time, are excluded from requirements of this policy.

Repeal

1. All former policies with respect to Donations and Grants are hereby repealed and this policy is substituted therefore.

THIS IS TO CERTIFY that this policy was duly passed by a majority vote of the whole Council at a duly called Council meeting held on the 15th day of March 2023.

GIVEN under the hand of the CAO and under the seal of the Town of Annapolis Royal the 16th day of March 2023.

Sandi Millett-Campbell, Chief Administrative Officer

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**Appendix A
Application for Grant**

(Please complete and return to the Community Development Coordinator, Town of Annapolis Royal)

Applicant Information

Name of Organization: _____

Name of Event: _____

Mailing Address: _____

Point of Contact: _____

Phone/Email: _____

Dates of Event: _____

Self-Assessment Matrix		
Criteria	Points	
Is this a new event? (defined as having occurred fewer than 3 times)	Yes (4 pts)	No (0 pts)
Does this event occur in a month OTHER THAN July, August, or September?	Yes (4 pts)	No (0 pts)
Will the event take place over a minimum of 2 consecutive days?	Yes (4 pts)	No (0 pts)
Will this event appeal to a broad cross-section of the population? (promoting Equity, Diversity, and Inclusion) (give details below)	Yes (3 pts)	No (0 pts)
Will this event be free to attend?	Yes (3 pts)	No (0 pts)
Has this organization received a previous Town grant?	Yes (0 pts)	No (2 pts)
	TOTAL	/20

Amount Requested \$ _____ (\$2000 max)

Details of how funds will be expended: (Attach additional pages if necessary)

How will you organization acknowledge the Town's donation/grant?

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Appendix B: Final Report (attach additional documentation as necessary)

1. Confirmation the event was free to attend
2. Sample of advertising which includes the Acknowledgement of Town funding (attach)
3. Breakdown of spending
4. Dates of the event
5. Estimated daily attendance
6. Will this event be recurring?