

Policy Title:	Applies to:	Reference #
Events Conventions and Tradeshow (ECT) Policy	All Departments	001-ECT-20
Approved by:	Dates:	Total # of Pages
City Council	Effective:	5
	Last Review:	
	Next Review:	
Authority:	City Manager	

1.0 Purpose

Events Conventions and Tradeshow (ECT) are important drivers of the of the local, provincial and national economy, contributing to trade and investment outcomes, innovation, job creation and tourist visitation. Hosting ECT events contributes to a community’s economic prosperity by:

- boosting the visitor economy through domestic and international visitation (such as transport, hotels, retail and restaurants),
- facilitating small business growth by connecting buyers and sellers,
- enabling knowledge sharing leading to innovation and business collaboration (both locally and globally) and
- providing a platform for international trade and investment.

Attracting ECT to Regina is also plays a significant role in supporting the City of Regina’s vision to become to be Canada’s most vibrant, inclusive, attractive, sustainable community, where people live in harmony and thrive in opportunity by building the community’s reputation as a destination of choice and an attractive place to visit, live, work & play.

This Policy sets out the eligibility criteria and evaluation processes for determining the level of City support for Major and Significant Events.

2.0 Scope

This policy applies to Major and Significant Events. A Major Event is defined as an event open to the public, hosted in Regina, which provides a high profile and significant economic, social and cultural benefits for the community through the large number of estimated spectators/participants/audience and through the expected extent of publicity generated. A Significant Event is an event that either attracts high-level decision-makers with the authority to influence future event hosting decisions, creating long-term economic impact for the City, and/or generates substantial economic benefits through a large number of participants contributing to overnight stays, even if it does not receive the same level of publicity as a Major Event.

3.0 Definitions

Major Event: an event open to the public, hosted in Regina, which provides a high profile and significant economic, social and cultural benefits for the community through the large number of estimated spectators/participants/audience and through the expected extent of publicity generated. These characteristics are measured by the Major Event Evaluation Framework.

Significant Event: an event that either attracts high-level decision-makers with the authority to influence future event hosting decisions, creating long-term economic impact for the City, and/or generates substantial economic benefits through a large number of participants contributing to overnight stays, even if it does not receive the same level of publicity as a Major Event.

Major Events Governance & Evaluation Committee: Tourism Regina staff responsible for the oversight and implementation of this policy and of an open and transparent process to evaluate event applications, and recommend to the City Manager the level of City support to be provided to the event

Event Briefing Note: A planning document prepared by the applicant that describes the event's objectives, facility requirements and resources needed, the cost to stage the event, the social, cultural and/or economic impact.

Accessible: A general term used to describe the degree to which an activity, service, or physical environment is available to as many people as possible, regardless of their physical abilities or socio-economic background. Accessibility can be viewed as outreach activities, the "ability to access" and benefit from the activity, service, or physical space. Improving accessibility involves removing economic, physical, cultural, and transportation barriers to participation in programs, projects, and facilities.

Confidential Event: An event that, if revealed or made public, would jeopardize or otherwise place at-risk an organization's bid proposal and submission.

City Services: Services the City provides to support the event at no charge to the event organizer. City Services provided "in-kind" are typically not free but come at a cost to the City that is over and above the levels of service planned for in the current year's budget(s). City Services are valued at the cost of delivering them.

4.0

Policy

The City may extend support via the provision of cash grants and/or City Services to organizations planning to host a major event as defined in this policy.

4.1 General Eligibility Criteria

To be eligible to apply, the event must be hosted in Regina, and the applicant must:

- 4.1.1 not exclude anyone because of religion, national or ethnic origin, colour, sex, sexual orientation, gender or gender identification, age, or mental or physical disability. This does not preclude those organizations that restrict services to a particular sector of the community for reasons of improving the conditions of disadvantaged individuals or groups according to Section 15 (1) (2) of the Charter of Rights;

- 4.1.2 be considered in good standing by the City of Regina (e.g., no outstanding accounts such as unpaid taxes, utilities, tickets, permits, etc. or outstanding follow-up reports from previous contributions);
- 4.1.3 have not received assistance for the same purpose under any other program or policy of the City.
- 4.1.4 Unless otherwise stated in this policy, funds provided may be used for operating expenses and capital expenditures associated with hosting the event.

4.2 Types of Support

Assistance provided will be in the form of a cash grant, City Services, or both. There is no guarantee of funding. Applications may result in full, partial, or no funding. Where City Services are requested of the City, their value must be included in the event budget.

4.3 Maximum Level of Support

The maximum contribution payable shall not exceed 40% of the budget of the event for the total value of City Services and financial contributions.

4.4 Evaluation, Decision Making and Approval

- 4.4.1 Event applications will be evaluated by the Major Events Governance and Evaluation Committee using the Major Event Evaluation Framework Appendix A to recommend an appropriate level of support.
- 4.4.2 The Major Events Governance and Evaluation Committee shall have the authority to revise the Major Event Evaluation Framework to ensure alignment with City of Regina policies and objectives.

4.5 Recognition of Support

Recipients must acknowledge the financial support provided by the City of Regina in the marketing and promotional tools developed for the event. City of Regina and/or Tourism Regina logos will be provided to the recipients to be used in these tools.

4.6 Funding

Support will be provided through the annual budget established for this purpose. The unspent portion of this ongoing, annual budget will be closed to the ECT portion of the Regina Grants Reserve. The recommended maximum balance in the ECT portion of the Regina Grants reserve is \$500,000. Investments greater than the annual budget must be supported by a withdrawal from the ECT portion of the Regina Grants Reserve provided that withdrawal does not put the reserve in a deficit position. Support will not be provided until a signed contribution agreement is in place.

4.7 Post-Event Information

Recipients may be required to submit a report with performance information within 180 days of the end of their supported event.

Administration may also undertake, through its own resources or by engaging qualified consultants, a post event economic impact analysis for select events. The cost to complete this analysis will be funded by the annual budget referred to in 4.6 above.

4.8 Reporting

Administration will submit a report to City Council annually, regarding those investments approved by the City Manager including any post event economic impact assessments.

5.0 **Roles & Responsibilities**

5.1 Major Events Governance & Evaluation Committee

Tourism Regina Department staff assigned to this committee are responsible for:

- The oversight and implementation of this policy,
- The oversight and implementation of an open and transparent process to evaluate event applications,
- The engagement of the RHA (Regina Hotels Association) and Tourism Saskatchewan in the adjudication of event applications,
- Providing a recommendation to the City Manager regarding the level of City support to be provided to an event
- Preparation of the annual report City Council regarding ECT investments

5.2 City Manager

- Final approval of any ECT investments valued up to \$50,000 made under this policy
- Apprising members of City Council of any Major Events in which the City is participating to ensure proper Council representation at each event

5.3 City Council

- Final approval of any ECT investments valued over \$50,000 made under this policy

6.0 Related Forms

None.

7.0 Reference Material

Major Event Evaluation Framework

8.0 Revision History

Date	Description of Change	(Re)-Approval Required (y/n)
29-Jul-2020	Initial Release.	Yes
11-Feb-2025	Revised	