

	Sport Tourism Grant	
	Policy Type:	Governance Process
	Number:	CMD-F-2.3
	To be Reviewed:	May 30, 2025
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	Motion Number:	23.C.105
	Revised Date(s):	April 14, 2023 (CAO Revised)

Policy Statement:

The Town of Okotoks (Town) values the economic and social impacts sporting events have on the community. The funding committed through the Sport Tourism Grant supports events that contribute to the local economy outside of the normal sporting activities of the community. The grant provides a stimulus to assist with extraordinary sporting events that have economic spin-offs.

Objective:

Okotoks may provide:

- Limited assistance to organizations whose eligible sport events result in benefits to Okotoks; however, an applicant whose event is already financially viable without a grant may not be recommended for a grant.
- Limited financial assistance to organizations hosting provincial, national or international recreation in Okotoks.

Eligibility Criteria:

1. Applicants will not be considered from organizations that have received funds in the past and failed to fulfill requirements of the sport tourism development grant program.
2. The applicant has not received other Town funding/grants during the same calendar year, unless the applicant has clear and unique participant groups (e.g. Okotoks Minor Hockey teams). Applicants will only be eligible to receive funding support under this policy or the Fee Waiver Policy GP-F-2.3.
3. The applicant shall demonstrate initiative and success in generating diverse source of revenue.
4. Applicants may apply annually for the sport tourism development grant although;
 - a. Funding may be provided to an event for a maximum of three (3) consecutive years.
 - b. Applicants may continue to apply after the initial three (3) year period is complete however, preference for funding will be allocated to:
 - i. new sporting events;
 - ii. events demonstrating growth that are increasing the economic, social/cultural, and sustainability impacts; or
 - iii. events experiencing financial difficulty.
5. Applications must be received no less than two (2) months prior to the scheduled event date. Retroactive grants will not be awarded.
6. Okotoks is to be listed as a supporter in all advertising and promotional material relative to the sponsorship amount paid.
7. Not-for-profit, non-profit, and individuals are eligible to apply.
8. The event must be held in Okotoks. If an event is held outside of Okotoks, funding will only be considered if no facilities are available to host the event in Okotoks and if the organization can demonstrate the majority of services are being provided by Okotoks businesses. This should include an anticipated increase for hotel rooms in Okotoks.

Types of Events:

1. A sporting event that takes place over two (2) or more days.
 - a. Exceptions for one (1) day events may be made if the event criteria meet one (1) of the following:
 - i. it can be shown to generate a significant economic impact of over \$250,000 as determined by the use of the STEAM and STEAMPRO tools developed by Sport Tourism Canada; or
 - ii. it has over 1,000 participants; or
 - iii. it is a new or developing sport with the intention to grow into a multi-day event, to build hosting capacity, or to host a larger event in the future.
2. Eligible events include:
 - a. Provincial, western, national, or international sport events;
 - b. Major events and multi-sport games.

Evaluation Guidelines:

Each event will be evaluated using the Event Funding Model attached as Schedule A to this policy.

ATTACHMENTS:

Schedule "A" Sport Tourism Funding Model

SCHEDULE A

Sport Tourism Funding Model

Event Funding Categories

Type of Event	Funding
Provincials	\$2500-\$5000
Western	\$3000-\$5500
Nationals	\$6000-\$7500
Internationals	\$8000-\$15000
Major Event	\$8000-\$15000
Multi-sport Games	\$8000-\$15000