

Festivals and Events COVID-19 Recovery Grant Program - Eligibility Criteria

In order to be eligible for the 2021 grant, the festival or event must be:

- Held before March 31, 2022 (to allow for winter festivals)
- Held in-person with an attendance of 50 people or more
- Open to the public to attend (free entry or participation fee / charitable donation) or a not-for-profit, ticketed, spectator event (such as concerts or performances)
- Produced by an organization (not an individual) that:
 - undertakes its work primarily in Edmonton or has a history of significant activity in Edmonton
 - is in good standing and not in arrears with the City of Edmonton
- Insured with a minimum of \$2 million in general liability
- Held in compliance with all public health requirements, including Alberta Health Service and Alberta Health orders, restrictions and guidance
- Held in compliance with all other permitting or licensing requirements as necessary

Eligible festivals/events and organizations include:

- Current signature, foundation, niche festivals and events (outdoors)
- Arts and performance events (indoor)
 - This portion of the grant would be administered and distributed by the Edmonton Arts Council who will develop specific criteria for events that are indoors and do not typically require City services
 - funding agreements and final reporting will be required
- Sport and active recreation events (indoor and outdoor)
 - sport and active recreation and active living events.

Ineligible festivals/events and organizations include:

- Private Events, including, but not limited to weddings, graduations, showers, celebrations of life, potlucks, awards ceremonies, roasts, sports tournaments or meets
- Virtual events
- For-profit, ticketed spectator events (concerts or professional sporting events)
- Events intended to raise funds for specific individuals
- Film productions
- Protests / rallies / demonstrations / marches
- Markets (including farmers and seasonal markets)
- Block parties or play streets
- Promotional or marketing activities (product demonstrations, merchandise sales, launches, etc.)

- Events that require membership to observe or participate in
- Services / activities of faith organizations
- Government or government agency, post-secondary institutions, or political parties
- Political campaigning
- Capital projects (purchasing equipment or making an addition to a building)
- Performances, exhibitions or activities that promote or incite racism, hatred or violence

Grant funding awards will be considered based on an established formula and criteria such as:

- Event size, scope, and scale (including expected attendance and location capacity)
- Number of events proposed
- History of event in Edmonton
- Benefit to the public (cultural, recreational, charitable significance and / or supports engagement and representation of communities who have historically been marginalized and underrepresented)
- Public access (free versus charged/cost to participate)
- Non-profit, charitable, or for-profit organization status
- Funding need (those organizations with sufficient funds to host the event without municipal support)
- Receipt of funding from other City of Edmonton sources
- Total number and location of events, to distribute around wards
- Order of application