



CITY OF ST. ALBERT ADMINISTRATIVE BACKGROUNDER

TITLE: ST. ALBERT PRIDE FESTIVAL

On June 12, 2017 Councillor Osborne provided notice in accordance with Section 23 of Procedure Bylaw 22/2016 that he intended to bring forward the proposed motion below.

In order for Council to debate the motion, the motion must be formally moved.

That City Policy C-CS-02, Community Events Grant Program be amended to add St. Albert Pride Festival as a recurring Community Celebration beginning in 2018 and that the budget be adjusted accordingly.

BACKGROUND:

Policy C-CS-02 Community Events Grant Program allows eligible groups to submit applications for events. There are three identified streams to receive grant funding within this policy:

1. Community Celebrations: long standing community-wide events including Family Day, StArts Fest, and Canada Day receiving specific on-going funding.
2. Recurring Community Events: groups apply and receive approval for two-year funding. These are also referred to as “grandfathered” events, due to their long history in the community.
3. Ad Hoc Community Events: groups apply each year for events that promote the development of a stronger community in St. Albert.

All applications in stream 2 and 3 listed above are reviewed by the Community Services Advisory Board with the recommendations forwarded to Council for final approval. The pre-approval of the “Community Celebrations” events is written into the policy. In the event the above motion is approved, the St. Albert Pride Festival will be added into the policy under the “Community Celebrations” category and will receive on-going funding without the need for application or review.

On June 17, 2017, the third annual St. Albert Pride Festival was held at Lions Park. The event involved a number of community partners, who together under the leadership of the local non-profit group Outloud, provided food and entertainment to over 400 participants with the goal of promoting an inclusive and welcoming community for all. For 2017, City Council provided a sponsorship of \$2500 for this event.

It would be beneficial to have the Community Services Advisory Board (CSAB) involved in the review of an application by the organizers of the St. Albert Pride Festival. This is a fairly new event in St. Albert, and the organizers have not applied for funding in the past. Administration has briefly discussed the Community Event Grant Program with the organizer, and has offered to provide assistance where needed.

Encouraging the group to apply for a Community Events Grant through the process as outlined in the policy would allow review of the application including the project budget. This would be in-line with other similar community celebrations receiving funding from Council. The criteria for this grant includes that the applicant is a St. Albert registered not-for-profit organization.

If this motion is approved, this event will become one of the on-going Community Celebrations and will not be required to submit a grant application. A dollar amount for the grant will need to be identified and approved by Council. Policy C-CS-02 would then be amended to include the St. Albert Pride Festival with the approved on-going annual grant amount.

An additional outcome of including the St. Albert Pride Festival in the “Community Celebrations” category of this policy, is that in the event a not-for-profit community group does not come forward to run this event, City staff would be required to plan, manage, and staff the event. This would require additional staffing and financial resources.

Report Date: July 4, 2017
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