

# CITY OF SASKATOON COUNCIL POLICY

NUMBER

C01-005

<b>POLICY TITLE</b> <i>Civic Hospitality to Conventions</i>	<b>ADOPTED BY:</b> <i>City Council</i>	<b>EFFECTIVE DATE</b> <i>July 10, 1978</i>
		<b>UPDATED TO</b> <i>April 24, 2006</i>
<b>ORIGIN/AUTHORITY</b> <i>Legislation and Finance Committee Report No. 21-1978; Executive Committee Report No. 4-2006 and Budget Committee Report No. 1-2006</i>	<b>CITY FILE NO.</b> <i>CK. 1870-1</i>	<b>PAGE NUMBER</b> <i>1 of 5</i>

## 1. PURPOSE

- To attract conventions to Saskatoon that will provide an economic benefit from outside the city and province;
- To attract conventions to Saskatoon for the benefit of publicity, future opportunities, and to enhance our city's image;
- To enhance Saskatoon's profile as a true convention destination;
- To develop a hospitality program that assists conventions within a structured framework that is fair to all levels of applicants; and
- To facilitate, enhance and showcase Saskatoon and its hospitality.

## 2. DEFINITIONS

- 2.1 Conventions Saskatoon! – Conventions Saskatoon! is a working committee of Tourism Saskatoon made up of convention industry partners that invest in, plan and execute strategic initiatives designed to bring targeted convention business to Saskatoon.

## 3. POLICY

- 3.1 The City may sponsor or participate in the sponsoring of civic hospitality to:
- a) National or International conventions held in Saskatoon;
  - b) Other conventions under special circumstances to promote the interests of the City.
- 3.2 The City may enter into arrangements for sponsorship of convention hospitality with other registered organizations on a cost-sharing basis provided:

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- a) The City's share of the costs falls within the amount budgeted by the City and the costs are deemed reasonable by the Mayor.
- b) The City does not assume any obligations financial or otherwise except to provide its agreed upon share of the cost of hospitality.

3.3 Guidelines- All applications and requests to the Civic Hospitality Fund will go to Convention Saskatoon! where they will be processed applying the criteria in this policy. Applications will be accepted based on the following guidelines:

- a) Civic Hospitality Fund applications will be accepted for future years conventions by November 1<sup>st</sup> of each year (convention must be a minimum of 14 months out). They will be adjudicated and processed by February 1<sup>st</sup> of the following year.
- b) Applications will be accepted up to a maximum of five years from their actual date.
- c) A small discretionary amount will be set aside each year for conventions applying to the fund under special circumstances (i.e. late applications).
- d) Applications are for conventions to be held in Saskatoon only.
- e) Civic Hospitality contributions are based on the evaluation of the application by Conventions Saskatoon! and vary according to the criteria in this policy to a maximum of \$5,000.00 to any one organization.
- f) When special circumstances occur, a convention or registered organization has the right to directly apply to City Council for funding; however, in doing so, they forfeit access to the Civic Hospitality Fund.
- g) Grandfather clause may apply to specific conferences that have traditionally received funding support under the previous policy.

3.4 Civic Hospitality Fund – City Council shall annually provide a sum for the Civic Hospitality Fund from its operating budget, based on the recommendations from Conventions Saskatoon!

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3.5 Civic Hospitality Reserve – City Council shall establish a Civic Hospitality Reserve in order to allow funding over a five-year rolling basis, and that unused balanced in current years be rolled over to the next year;

a) Source of Funds

The provision shall be a yearly balancing item which will equal any positive amount arising from that year's operating expenditures for the Civic Hospitality Fund.

b) Application of Funds

The Reserve may be used to finance any balancing requirements arising when current budgeted or current operating expenditures are exceeded for the Civic Hospitality Fund.

3.6 Process – The following process has been established for applications for funding under this policy:

a) All requests are to be directed to Conventions Saskatoon! for processing.

b) All applications will be evaluated by Conventions Saskatoon!'s Executive Committee based on the principles and criteria outlined in this policy.

c) Conventions Saskatoon! will notify the Mayor's Office of the results of the evaluation, recommending approval or denial of the application. If approved, the dollar amount will be recommended to the Mayor's Office.

d) On approved applications, the Mayor's Office will issue an official letter confirming the dollar amount to be awarded. On non-approved applications, Conventions Saskatoon! will advise the applicant. Challenges are to be brought forward to Conventions Saskatoon! in writing.

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3.7 Criteria Requirements for Processing Applications – Conventions Saskatoon! will evaluate the applications based on the following criteria requirements:

- a) Check List
  - National or International Conference;
  - Registered with Tourism Saskatoon;
  - Not applying to the City of Saskatoon for other funds (cash or in-kind);
  - Application received by November 1<sup>st</sup> deadline for conventions occurring 14+ months out;
  - Conference is no more than five years out;
  - 3 years of conference history has been provided;
  - Must commit to filling out follow up survey, or funding will not be processed.
  
- b) Funding Level Evaluation Model
  1. Annual/one time
  2. Level of Conference
    - a) National (30% outside Western Canada)
    - b) International (20% outside Canada)
  3. Falls within Conventions Saskatoon! target markets
  4. Number of Delegates x Number of convention days
  5. Number of Companions
  6. Confirmed vs. Unconfirmed for Saskatoon
  7. Identification of what the funds will be used to offset the costs for
  
- c) Bonus Considerations
  - Viable Economic Impact Study of conference has been provided
  - Time of Year
  - Special Circumstances

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## 4. RESPONSIBILITIES

- 4.1 Conventions! Saskatoon – Conventions Saskatoon! will be responsible for administering this policy and for reviewing the fund and policy periodically with recommendations to the Mayor’s Office and City Council.
- 4.2 Mayor’s Office - The Mayor’s Office will be responsible for approving or denying the applications for funding under this policy, based on the recommendations from Conventions Saskatoon!, and for forwarding recommendations to City Council on any updates to this policy.
- 4.3 City Council- City Council shall be responsible for approving any updates to this policy and for approving an annual sum for the Civic Hospitality Fund.