



## Economic Development Event Fund

### What is Black Diamond's Economic Development Event Fund (EDEF)?

Black Diamond Economic Development Event Fund offers funding to community groups, organizations, or individuals staging an event or activity that will encourage positive economic activity in our community.

#### The purpose of this grant is to:

- Enhance awareness of Black Diamond and encourage visitation;
- Draw tourism revenue for local businesses;
- Showcase to visitors the quality of life and small-town charm in Black Diamond;
- Reinforce health, culture, arts, and amenities within the Black Diamond area;
- Promote our area as a destination location and a place to live, work, and invest in.

This grant seeks to achieve these goals by supporting activities, events, and festivals that:

1. Show strong potential to contribute to Black Diamond's culture (as described above);
2. Encourage community participation, volunteerism, and involvement in planning and implementing such events;
3. Assist event organizers in attracting visitors from a minimum distance of over 20km away from Town.

The funding is allocated via the enclosed grant application process.

#### Who may apply?

Applications may be submitted by organizations, businesses, groups, or individuals. Applicants may be requested to provide extra detail.

#### Criteria & Eligibility for funding:

Grants are awarded at the discretion of the CAO, upon receipt of a complete application and are based on the following criteria:

- Grants will not exceed \$1,000.00 per event;
- Events MUST be open to the general public and intend to have at least 25% of total attendees be visitors from a minimum of 20km outside of Black Diamond;
- Event marketing and advertising must reach and encourage audiences and visitors from a minimum of 20km away from the Town;
- Applicants must show how they plan to promote the event beyond the 20km minimum distance from Black Diamond;
- The Town is not responsible for any expenditures made or losses incurred prior to approval or in the case of an unapproved application.



### **Ineligible Projects:**

- Events that are staged primarily for the local community audience;
- Events which are not promoted beyond 20km from Black Diamond;
- Events that are not open to the public (invitational);
- Sports Tournaments.

If the Application indicates that an EDEF funding request does not meet the specified criteria, the CAO will determine if the request should be considered for an FCSS grant or referred to a Council Agenda as a request for a donation.

Events, programs, or activities that qualify for FCSS Funding are not eligible to apply for funding from EDEF.

Other documents that may be required (dependent on type and location of the event):

- Special Event Permit may be required;
- Business license, if your event is, in part or in whole, a farmer's market, flea market, craft market or tradeshow, or other events, as required by the Town's Business License Bylaw.

### **Application Process**

Application forms should be submitted at least 30 days prior to your event date. Grant applications will be reviewed, as received by the CAO.

The CAO will issue a final decision within 20 days of receipt of the complete Application.

Applications can be submitted to the Town of Black Diamond in person, via email or by mail.

Black Diamond Economic Development Events Fund  
301 Centre Avenue West  
PO Box 10  
Black Diamond, AB T0L 0H0  
Email: [info@town.blackdiamond.ab.ca](mailto:info@town.blackdiamond.ab.ca)

*If you need assistance in filling in this Application, have any questions about the EDEF, or would like to review your event plan to ensure eligibility prior to starting the application process, please call the Town of Black Diamond's Events Coordinator at 403.933.4348.*



## APPLICATION FOR FUNDING

Name of Applicant/ Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Ph.: \_\_\_\_\_

Email Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Date of Application: \_\_\_\_\_

**Funding Request:** \$ \_\_\_\_\_ (maximum of \$1,000.00)

## EVENT DESCRIPTION

Name of event/activity: \_\_\_\_\_

Date of event/activity: \_\_\_\_\_

Length of event/activity: \_\_\_\_\_

Is this event/activity annual or one time only: \_\_\_\_\_

**Please provide a description of the event and attach any supporting documentation (Ex. brochure) available:**

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**Please list any other businesses, community groups, organizations, or individuals that you are partnering with for this event? Please provide detail:**

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**Please provide an estimate of how many attendees you expect to draw.**

Local (within 20km): \_\_\_\_\_ Outside of 20km Area: \_\_\_\_\_



**How will this event generate economic activity within the Town of Black Diamond?**

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**Explain why you feel this event will draw visitors from outside of Black Diamond's normal trading area?**

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**How will you promote this event outside of Black Diamond - beyond 20km away?** Please include types of media and scheduled dates.

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**How will you track attendance and the origin of visitors at your event?**

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**Other than financial support, what are the main resources required that will help you stage a successful event? Will your event require/are you requesting additional municipal resources?** (Ex. Barricades, traffic control personnel, equipment/staff - Include times and locations for each item, where necessary).

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**If approved, how will the EDEF grant contribution be used?**

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**If approved, how will the Town of Black Diamond Fund be acknowledged?**

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**Will your event move forward if you are not granted the full amount of your request from EDEF?**

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EDEV-006 Economic Development Events Fund Policy  
APPENDIX A  
Application for Funding



Are the organizers requesting funds or other in-kind support from any of the following? (tick boxes)

Town of Black Diamond

- Swag \_\_\_\_\_
- Funding \_\_\_\_\_
- Council attendance \_\_\_\_\_
- FCSS (any of the Foothills' Municipalities) \_\_\_\_\_
- Town of TV \_\_\_\_\_
- County of Foothills \_\_\_\_\_
- Other \_\_\_\_\_



## Event Budget

*Please attach a full event budget or use the form below. Applications raising financial questions will require clarification before processing.*

### **Project Revenue**

List all project income/grants/sponsorships/donation - use additional sheet if required.

<b>EDEF Grant Request</b>	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

**Total Revenue** \$ \_\_\_\_\_

### **Project Expenditures**

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

**Total Expenditures** \$ \_\_\_\_\_

**Name in which a cheque can be made out to, should your application for funding be approved:**

\_\_\_\_\_



**Applicant Declaration:**

I, the undersigned, hereby declare that:

1. I am a duly authorized representative having legal and/or financial signing authority for the following organization: \_\_\_\_\_  
OR  
I am an individual working alone and/or with a group of interested individuals, and I am the lead representative of this group, and I confirm that the information contained within this Application is true and accurate to the best of my knowledge.
2. The information contained in this Application is true and accurate and endorsed by the above-noted organization.
3. Any grant awarded shall be used solely for the purpose and event stated in this Application.
4. If funding is not used as specifically intended, or if no post-event report is submitted, I/our group understand(s) that I/our group will not be eligible to submit funding applications for any future events.
5. If the event is not undertaken, the grant monies must be returned.

\_\_\_\_\_  
Signature    Please Print Name    Date

**Attachments:**

- Event budget (if not using the form above)
- Supporting documents ex. posters, brochures, advertisements, marketing/advertising plan etc.

If required:

- Special Event Permit
- Business License - for farmers markets, flea markets, craft markets, and trade shows.

**OFFICE USE ONLY**

Date Application Received: \_\_\_\_\_ Date Approved: \_\_\_\_\_

Amount Requested: \_\_\_\_\_ Amount Allocated: \$\_\_\_\_\_

Date Cheque Requisition Form Submitted to Accounts Payable: \_\_\_\_\_

Cheque Requisition Form Submitted By: \_\_\_\_\_

Town Logos Supplied: YES / NO     Date Post Event Report Received: \_\_\_\_\_