



## Economic Development Event Fund

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

Black Diamond Economic Development offers funding to businesses, 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;
- Increase Black Diamond brand awareness

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 that is managed by the Town's Economic Development Manager, in consultation with the Economic Development Committee.

### Who may apply?

Applications may be submitted by local organizations, businesses, groups, or individuals. Individuals submitting an application may be requested to provide extra detail.

### Criteria & Eligibility for funding:

Grants are awarded at the discretion of the Economic Development Committee, upon receipt of a complete application and recommendation from the Economic Development & Events Manager, based on the following criteria:

- Grant request does not exceed \$1500 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 20 kilometers away from the town;
- This grant will not reimburse funds for any expenditure that have occurred prior to receiving official notice of approval of an EDEF grant.



- Successful applicants may receive up to 50% of approved funds prior to their event to assist with costs; remaining funds will only be issued upon receipt and review of the applicants Post Event Report and proof of purchases via receipts and/or paid invoices.

**In-eligible 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
- Sports Tournaments

Requests for activities/events that do not fit the eligibility and criteria for EDEF can be presented to Town Council.

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

All applicants must show how they plan to promote the event beyond the 20km minimum distance from Black Diamond.

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

- Parade/Assembly 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.

## **Application Process**

Application forms should be submitted at least 90 days prior to your event date. Grant applications will be reviewed as received by the Economic Development & Events Manager.

The Economic Development & Events Manager (EDEM) will take the application and any recommendation(s) forward to the Economic Development Committee (EDC) for final decision, within 60 days of receipt of the complete application.

The EDEM will notify applicants of the Economic Development Committee's decision, within the 3 business days after their regularly scheduled meeting.



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

Please use the following information for addressing your application packages:

Black Diamond Economic Development Events Fund  
Attn: Quinn Page, Economic Development & Events Manager  
301 Centre Avenue West  
PO Box 10  
Black Diamond, AB T0L 0H0  
Fax: 403.933.5865  
Email: [QuinnP@town.blackdiamond.ab.ca](mailto:QuinnP@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, Economic Development at 403.933.4348.



## **APPLICATION FOR FUNDING**

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

Mailing address: \_\_\_\_\_

Contact person: \_\_\_\_\_ ph.: \_\_\_\_\_

Email address: \_\_\_\_\_ fax: \_\_\_\_\_

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

Funding Request: \$\_\_\_\_\_ (cannot exceed \$1500)

## **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 available (e.g. brochure):**

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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 trading area): \_\_\_\_\_ Outside of Trading 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 and 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. Swag, 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 Black Diamond's Economic Development Event 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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## Event Budget

Please attach a full event budget or use the form below.

### **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. 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 return all funds received from the Town of Black Diamond in full and may not be eligible to submit funding applications for any future events.
4. If the event is not undertaken, the grant monies will be returned.

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

**Attachments:**

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

If required:

- Parade/Assembly 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 Funds Dispersal Form submitted to Accounts Payable: \_\_\_\_\_

Funds Dispersal Form submitted by: \_\_\_\_\_

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