| POLICY TITLE<br>*Value-in-Kind for Major Special Events* | ADOPTED BY<br>*City Council* | EFFECTIVE DATE<br>*XXXXXXXX* |
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| ORIGIN / AUTHORITY | CITY POLICY NO | MOST RECENT CONSOLIDATION<br>*XXX-XXX* |

**Purpose:**

The Value-in-Kind for Major Special Events Policy provides guidance for the review, recommendation and approval of requests for value-in-kind contributions in support of Major Special Events hosted in the City of Winnipeg.

**1. Definitions:**

1.1 **"CAO"** means the Chief Administrative Officer of the City of Winnipeg.

1.2 **"Economic Impact Analysis"** means an analysis undertaken by the organization hosting the Major Special Event in consultation with Economic Development Winnipeg that quantifies the economic benefit of the Major Special Event including the number of jobs supported by the event, the increase to local tax revenue, the number of hotel room nights and the projected direct spending on local goods and services by participants, spectators and the external organization hosting the event.

1.3 **"VIK"** means value-in-kind.

1.4 **"VIK Goods and Services"** are goods or services to be provided to an external organization by the City for free or at a reduced rate.

1.5 **"VIK Grant"** means a grant in a specific amount for a Major Special Event, which is not issued in cash but rather against the value of VIK Goods and Services approved for the Major Special Event.

1.6 **"VIK Grant Representative"** means a City of Winnipeg employee appointed by the CAO under this Policy.

1.7 **"Major Special Event"** means a sports, cultural or arts event to be held in Winnipeg on a non-annual basis that is of national or international significance, hosted by an organization other than the City of Winnipeg and that has secured financial support for the event from the provincial and/or federal government.

1.8 **"Local Special Event"** means a one-time, annual or regular event in Winnipeg hosted by a local organization and may include but is not limited to events such as the Winnipeg Fringe Festival, the Winnipeg International Children's Festival, and the Festival du Voyageur.

## 2. Value-In-Kind Policy

### 2.1 Policy Application

This Policy applies to all requests for VIK Goods and Services for a Major Special Event. This Policy does not apply to requests for VIK Goods and Services for a Local Special Event and does not change any authority to waive or reduce City fees or charges provided under any existing Council approved policies or delegations.

### 2.2 Eligibility

To be eligible for a VIK Grant for a Major Special Event under this Policy, external organizations must submit a request in the appropriate form, as determined by the VIK Grant Representative, which includes:

a. A description of the Major Special Event;
b. an Economic Impact Analysis;
c. a description of the VIK Goods and Services to be provided; and
d. any other information that the CAO or VIK Grant Representative determines is required.

VIK Goods and Services must be relevant to the operation or execution of the Major Special Event and fall into one of two categories:

a. **Type 'A' VIK Goods and Services:** includes City goods or services that the City regularly provides to the public for a fee that has been approved by Council or a City employee with the delegated authority to do so. Examples include but are not limited to:

    i. Rental of recreational facilities (baseball diamonds, soccer pitches, picnic sites, hockey rinks, swimming pools, etc.)
    ii. Water and wastewater services (hauled water, wastewater discharge fees, etc.)
    iii. Parking (on-street and in City-owned lots)
    iv. Traffic services (road and lane closures, parking removal, traffic control signage, etc.)
    v. Permits (use of street permits, temporary building permits, development permits, etc.)
    vi. Public transit (bus tickets, passes, charters, etc.)

vii. Police services incremental to those identified in 2.2(b) (e.g. traffic control, parade escorts, crowd management, etc.)
viii. Fire Paramedic services incremental to those identified in 2.2(b) (e.g. stand-by fire and paramedic services and equipment)

b. **Type 'B' VIK Goods and Services:** includes City goods or services that the City does not provide to the public at large but provides to external individuals or organizations on a case-by-case basis, and where the City has the authority and capacity to provide the goods or services. Examples include but are not limited to:

i. Office and warehouse space leasing
ii. Land and open space leasing
iii. Other costs directly related to (i) and (ii) (e.g. legal costs associated with creating a lease); and
iv. City staff secondments

The following goods or services provided exclusively to City Departments, Special Operating Agencies, and related entities are not eligible as VIK Goods or Services:

- Fleet management services
- Data services
- Furniture
- Legal services
- Financial or credit guarantees

Any goods or services that the City provides to the general public at large are not eligible as VIK Goods or Services, including:

- Services identified by the Winnipeg Police Service and Fire Paramedic Service as required to ensure the health, wellbeing, safety and security of the public.

## 2.3 Contribution value

The VIK Grant contribution amount will include the total value of all Type A and Type B VIK Goods and Services recommended and approved pursuant to this Policy.

The value of Type A Goods and Services will be determined using the fees or rates established by Council or established under delegated authority from Council.

The value of Type B VIK Goods and Services will be determined using:

i. a comparative market rate for the good or service as determined by the VIK Grant Representative in consultation with City staff; or

ii. if the VIK Good or Service is a secondment, the current salary and benefit level for the individual to be seconded.

The total contribution amount for a VIK Grant for a Major Special Event from all City sources will be limited to up to 10% of the projected direct spending on local goods and services by participants, spectators and the external organization hosting the event as determined by the Economic Impact Analysis.

In determining the contribution value of the VIK Grant for a Major Special Event, the City may also take into consideration additional factors including but not limited to:

i. The organization's business plan for the event and the VIK request to the City contained therein;
ii. The projected number of participants and spectators (including those from out of town) attending the event;
iii. Duration of the event;
iv. Projected number of hotel room nights generated by the event;
v. Level of financial and/or VIK support for the event from other levels of government and other sources, and;
vi. The City's projected national and/or international earned media exposure from the event.

## 2.4 **Approval Process**

The process for recommending and approving a request for a VIK Grant for a Major Special Event is as follows:

a. The external organization submits a request for the VIK Grant in accordance with this Policy to the VIK Grant Representative.
b. The request is reviewed by the VIK Grant Representative who will consult with all relevant City departments to ensure that all applicable legislation, policies, approvals and procedures are being considered.
c. The VIK Grant Representative may:
    - determine that the request be denied due to ineligibility under this Policy; or
    - determine that the request be amended in consultation with the external organization; and/or
    - determine that the request be recommended for Council approval in accordance with this Policy.
d. Following its review, the VIK Grant Representative may submit a recommendation to Council to approve the request (or a version thereof) which will include a funding strategy, if applicable.
e. If Council approves the recommendation, the City and the external organization must enter into a formal grant agreement and/or any other agreements as

determined necessary by the City Solicitor/Director of Legal Services to protect the interests of the City.

Following Council approval of a VIK Grant for a Major Special Event and the execution of the formal grant agreement, the VIK Grant Representative will:

a. Assist the external organization to obtain the goods or services contained in the VIK Grant;
b. Apply departmental invoices in respect of goods or services provided to the external organization against the VIK Grant approved by Council; and
c. Ensure continued communication between the external organization and the City in respect of the VIK Grant.

## 3. Responsibilities

### 3.1 Council

Council approval is required for VIK Grants for Major Special Events recommended pursuant to this Policy.

### 3.2 Chief Administrative Officer (CAO)

The CAO must appoint a City employee as a VIK Grant Representative as provided for in this Policy.

### 3.3 VIK Grant Representative

The VIK Grant Representative appointed by the CAO will carry out the following functions:

- Develop an application form for external organizations to complete in order to apply to the City for VIK grants for a Major Special Event;
- Work with external organizations requesting VIK grants for Major Special Events;
- Develop recommendations to Council for VIK grants that are eligible under this Policy;
- Develop and administer VIK Grant agreements for Major Special Events that are approved by Council under this Policy; and
- Report to Council on all VIK grants issued by Council under this Policy via the annual financial report. This report will set out the total of all VIK grants and a breakdown of the goods and services that were supplied and applied against those grants.