

**CITY OF AIRDRIE**  
**Community Investment Funds Policy**

**Effective Date:** March 4, 2013

**Revision Date:** \_\_\_\_\_

**Approved By:** City Council

**Approved On:** March 4, 2013

**Resolution #:** 2013-C-072

**PURPOSE:**

The purpose of this policy is to establish a set of guiding principles that will facilitate strong partnerships between Council and community not-for-profit organizations and neighbourhood associations in nurturing, enhancing and celebrating Airdrie's artistic, cultural and recreational attributes that enhance Airdrie's overall identity, sense of place and quality of life.

The foundation of this policy is grounded in AirdrieONE's vision of unique arts, cultural and recreational aspects of Airdrie contributing to its overall identity, sense of place and quality of life. It is supported by the following sustainability objectives:

- Airdrie fosters safe and caring neighbourhoods.
- Airdrie supports a strong sense of identity in communities.
- Airdrie enhances arts, culture and recreational prosperity.

**SCOPE:**

This policy applies to:

- Eligible community not-for-profit organizations requesting funds from the City of Airdrie to host festivals and events; and
- Eligible neighbourhood associations requesting funds for neighbourhood capacity building initiatives.

**DEFINITIONS:**

**Community Development**

- Community Development is the administrative Business Unit who is responsible for the facilitation of the Community Investment Funds guidelines and application process in support of Council for the allocation of the Community Investment Funds.

## Community Development Model

The Community Development Model refers to the “grassroots” approach to supporting and encouraging recreation, leisure and cultural opportunities for Airdrie residents. The premise of the Community Development model revolves around the philosophy that personal well-being, improved quality of life, and a vibrant sense of place are best achieved when existing local strengths, assets and capacities are used to mobilize the community.

## Community not-for-profit organizations

Community not-for-profit organizations are much like neighbourhood associations but generally have legal capacity to engage multiple partners to invest in a project, festival or event. They are legal entities who have a board of directors. They are registered with at least one of the following bodies:

- Service Alberta as a public not-for-profit organization regulated by the *Companies Act*.
- Canada Revenue Agency as a registered charitable organization.
- Service Alberta as a society regulated by the *Societies Act*.

## Events

An event (also referred to as ‘special event’) may have very similar characteristics to a festival but is generally offered as a one-time or infrequent event. An example of a special event would be a celebration of an important anniversary year or a regional, national or international hosting of a sporting event.

## Festivals

A festival is a temporary gathering of people for the purposes of recognizing and celebrating arts, culture and recreational attributes of Airdrie. A festival must have the following characteristics:

- Unique or special from everyday occurrences;
- Reoccurs at a specific place, time and duration;
- Organized and hosted by a community not-for-profit organization;
- Open to the public and be free of charge or charge a nominal fee; and
- Attracts a significant audience.

## Funds/Funding Program/Community Investment Funds

Refer to the Neighbourhood Matching Funds, Festivals and Events Funds – Small Scale, Festivals and Events Funds – Large Scale contained within this Community Investment Funds Policy. Collectively these Funds may be referred to as Community Investment Funds.

## **Gifts in Kind**

Refers to supports provided by the City to community not-for-profit organizations such as products and services that can only be provided by the City, for example: police assistance, fire and rescue.

## **Neighbourhood Associations**

Neighbourhood associations are groups of residents who organize around common cultural values, shared social problems, physical proximity, social movements, and specific tasks. They could be either informal groups of residents or groups created through a formal process such as those created by developers or through a registration with Service Alberta (see community not-for-profit organizations).

## **Partners/Partnerships**

From a Community Development perspective, a partnership is a relationship where two or more parties, having compatible goals, form an agreement to work together in a mutually beneficial manner, often doing things together that might not be possible alone. In addition, there are four common elements which further distinguish and define a partnership<sup>1</sup>:

- common objectives and goals among partners;
- shared risk and mutual benefits;
- contributions from all partners; and
- shared authority, responsibility and accountability.

## **Residents**

Residents are people who live in a neighbourhood. Every resident has gifts, skills and capacities to help build neighbourhoods.

## **POLICY:**

### **Guiding Principles**

- The focus of this policy is to build capacity in the community by enhancing the unique arts, cultural and recreational aspects of Airdrie through festivals, events and neighbourhood projects.
- Arts, culture and recreational festivals, events, and neighbourhood projects are vital to making social connections between various groups in the community and contribute to Airdrie's sense of identity, place and community.

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<sup>1</sup> Nicholls, C. Promising Practice in Community Partnerships, *Government of Canada*, 1995.

## SUSTAINABLE OBJECTIVES:

### Safe and Caring Neighbourhoods

The City of Airdrie supports social sustainability by retaining Airdrie's small town feel even as it continues to grow.

#### Strategy

The *Neighbourhood Matching Funds* retains Airdrie's small town feel by supporting residents in collaboratively addressing the needs of their neighbourhood. The Neighbourhood Matching Funds accomplishes this by providing one-to-one matching funds of up to Five Hundred (\$500.00) Dollars to neighbourhoods to assist in the development of sustainable initiatives that will bring neighbours together.

#### Community Development Model

The City of Airdrie builds capacity in neighbourhoods by supporting local initiatives that:

- Promote pride and ownership of the neighbourhood;
- Foster and sustain positive community relationships;
- Develop or enhance a publicly available neighbourhood amenity;
- Create awareness of neighbourhood amenities and resources;
- Are geographically defined within a neighbourhood such as cul-de-sac, street, or park; and
- Are collaborative in nature and sustained by the neighbourhood.

#### Progress Indicators

To achieve Airdrie's vision of a vibrant, caring community rich in urban amenities and opportunities for everyone, results of investments made in neighbourhood projects will indicate:

- Neighbourhood liveability: Increase in the proportion of community members who know their neighbours.
- Safety: Increase in the proportion of community members who rate their neighbourhood as safe.

## Strong Sense of Identity

The City of Airdrie enhances arts, culture and recreational sustainability by protecting the characteristics that make Airdrie unique.

### Strategy

The *Festivals and Events Fund – Small Scale* enhances arts, culture and recreational sustainability by protecting the characteristics that make Airdrie unique through the provision of matching seed funding of up to Five Thousand (\$5,000.00) Dollars to newly formed organizations or to revitalize smaller existing community not-for-profit organizations while encouraging them to become self-sustainable. The Festivals and Events Funds – Small Scale accomplishes this by incubating innovative arts, recreational and creative expressions that further strengthens Airdrie’s reputation as a vibrant community with a heightened sense of identity, place and community.

### Community Development Model

The City of Airdrie builds capacity in community not-for-profit organizations to be able to organize and host festivals and events that:

- Promote pride and ownership in the community by showcasing local recreational achievements, arts, heritage and culture;
- Encourage the development of new partnerships through local public and private sector groups working together;
- Strengthen volunteerism;
- Are accessible to all community members; and
- May be targeted to larger neighbourhoods, districts or city quadrants, specific cultural or sporting interests.

### Progress Indicators

To achieve Airdrie’s vision of a vibrant, caring community rich in urban amenities and opportunities for everyone, results of investments made in community not-for-profit organizations will indicate:

- Volunteer participation: Increase in the proportion of residents who have volunteered over ten (10) hours per month within the course of one (1) year to help organize and host festivals and events.
- Diversity: Increase in the proportion of residents of different ages, gender, ethnicity, and arts, sports and cultural interests attending festivals and events.
- Quality of Life (Community): Number of residents who believe they live in a great community.

## Arts, Culture and Recreational Prosperity

The City of Airdrie enhances economic sustainability by recognizing arts, and cultural festivals and events, and recreational events as key contributors to the prosperity in Airdrie.

### Strategy

The *Festivals and Events Funds – Large Scale* enhances Airdrie’s economic sustainability by providing matching funding support of up to Fifteen Thousand (\$15,000.00) Dollars to community not-for-profit organizations that have a demonstrable track history of organizing and hosting large scale festivals and events capable of attracting tourism. Preference for funding will be awarded to community not-for-profit organizations that can organize and host festivals and events that are multi-faceted, have established or potential audience support, and have the capacity to strengthen local economies.

### Community Development Model

The City of Airdrie builds capacity in community not-for-profit organizations to be able to organize and host festivals and events that:

- Promote pride and ownership in the community by showcasing broadly recognized arts, culture and heritage achievements;
- Enhance Airdrie’s reputation as a recreational destination;
- Strengthen already existing partnerships through local public and private sector groups working together;
- Enhance Airdrie’s reputation as an “eventful” City;
- Strengthen volunteerism;
- Are accessible to all community members;
- Attract people locally, city-wide or regionally;
- Positively impact local economies; and
- Celebrate a significant landmark in the Airdrie environment, history, culture, identity and diversity.

### Progress Indicators

To achieve Airdrie’s vision of a vibrant, caring community rich in urban amenities and opportunities for everyone, results of investments made in community not-for-profit organizations will indicate:

- Volunteer participation: Increase in the proportion of residents who have volunteered over (15) hours or more per month within the course of one (1) year to help organize and host festivals and events.

- Diversity: Increase in the proportion of residents of different ages, gender, ethnicity, and arts, sports and cultural interests attending festivals and events.
- Quality of Life (City): Number of residents who believe they live in a great City.
- Economic Impact: Number of local businesses reporting increased economic activities as an effect of festivals and events.

“P. Brown”  
Mayor

“S. Pollyck”  
City Clerk