

**CITY OF NORTH BAY
ECONOMIC DEVELOPMENT DEPARTMENT
EVENT HOSTING PROGRAM**

INTRODUCTION

The City of North Bay and community have experienced considerable success in attracting and hosting a wide range of conferences, meetings, sports activities and special events at various levels. The City continues to support events on an ongoing basis through the existence and availability of a wide range of facilities and infrastructure. These events individually, and more noticeably collectively, provide a significant economic impact to the community as well as provide an opportunity to showcase and promote the many positive attributes of our City. By the very nature of our Community, along with the attractions and facilities available in the area, many events have and will continue to be held in the community, regardless of the availability of any special funding from the municipality.

PROGRAM PURPOSE:

The market for many events has become competitive and often requires a bidding or application process. The primary purpose of establishing the Event Hosting Program is to act as a tool designed to provide financial assistance to specific events **involving a competitive bid and/or application process** which, in turn, will result in a significant economic impact in the Community as well as present the opportunity to showcase and promote the City of North Bay. Along with providing financial assistance to individual events, this program can be used to develop such things as publications, advertisements, and promotional material designed to assist in attracting and encouraging the hosting of events in the community. Secondly, the program may also assist in offsetting some of the costs incurred for hosting large events that have already been secured through a competitive bid and/or application process. Thirdly, the program may be used to assist special one time events, or individual events that have a substantial impact on the Community's economy and need some assistance to offset operating costs.

With numerous competing priorities and limited resources, the Event Hosting Program provides a process to evaluate applications with the focus of maximizing exposure, profile and the long range economic impact on the City.

Application Process:

Individuals, organizations or businesses may submit a written application to Economic Development Department, specifying the following:

- The Host Organization, Affiliate Organization and Contact Person.
- Nature and date of the Event
- Explanation of the event's bidding and/or competitive process, requirements and time frame.
- Number of local and out of town people attending the event.
- The origin of out-of-town attendees.

- Confirmation of the hotel rooms booked – location and number.
- Confirmation of the media coverage. (Specify type of coverage)
- Area facilities being used.
- Detailed budget for the event.
- The financial contribution being requested and an explanation of where these funds will be used.

Written applications must be submitted a minimum of **one (1) month** prior to the date of the event.

Evaluation Process:

A committee, consisting of the Managing Director of Community Services, the Director of Parks, Recreation & Leisure Services, one representative from the Economic Development Department, and the Manager of the North Bay & District Chamber of Commerce, will evaluate each application and make a final decision. The event's written application will be evaluated using a rating criteria, which has been provided to the committee to determine the impact an event will have on the community, and will be used as a guide in determining the level of support that may be provided to the event. In addition, the Committee may request a meeting with a representative of the Host Organization to gather further information pertaining to the event.

The Committee may decide to make a financial contribution or may provide assistance through the Grant Accessing Program Officer who will assist in identifying other funding sources and the preparation and submission of required applications.

In making a financial contribution, the Committee may establish specific conditions which could consist of requirements such as:

- Confirmation of the number people registered for the event.
- Confirmation of acceptance of the Host Organizations Application or Bid.
- Confirmation of the total accommodations booked.
- Confirmation of the area facilities booked.
- Promotion of the City of North Bay.
- Use of Specific Facilities

Conclusion:

This Event Hosting Program provides the City with a tool designed to assist local organizations to attract high impact events to our community. In addition to the immediate economic benefits associated to hosting events, this program is part of our strategy to showcase and promote our City with the objective of long term economic development.

Economic Development Department
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