



## COUNCIL POLICY C-RP20

## Beautification Grant Program

Prepared By:	Parks, Recreation and Culture Services	Council Approval Date:	December 13, 2011
Effective Date:	December 13, 2011	Council Resolution No.:	390-11
References:	Policy RP 016	Previous Revision Date:	New
Function:	Public Relations	LAS Review Date:	June 2, 2014

**PURPOSE**

The purpose of this policy is to provide funding for beautification of hamlets within Parkland County.

**POLICY STATEMENT**

Beautification is important to the vitality of any community. The betterment of community through beautification fosters a greater sense of pride and quality of life for its residents. The beautification and showcasing of a community also assists with business attraction and retention, and leads to potential new tourism and economic development opportunities. In view of this, Parkland County may provide limited financial assistance to hamlets whose beautification initiatives result in benefits to Parkland County residents through improved community safety or accessibility, improve community attachment or pride, and potentially boost commerce or tourism.

**DEFINITIONS**

1. "Applicant" means an organization applying for a grant pursuant to this policy.
2. "Beautification" means making visual improvements to the community through art, culture or nature.
3. "Administration" means the staff of Parkland County who are assigned the responsibility of managing the Beautification Grant Program pursuant to this policy.
4. "Policy" means this County Policy and any schedules hereto, as amended from time to time.
5. "Financial Position Information" means the Applicant's audited financial statements from the most recently completed financial year, as well as proposed budget for the year in which the Applicant is seeking funding support.

**SCOPE**

This policy applies to all hamlets in Parkland County (i.e., Carvel, Duffield, Entwistle, Fallis, Gainford, Keephills, Tomahawk). For the purpose of this policy, Parkland Village will also be considered.

**MANAGEMENT RESPONSIBILITIES**

The Manager of Community and Protective Services is responsible for the monitoring and evaluating this policy. The Supervisor of Recreation and Parks is responsible for implementing this policy and associated procedures.

**STANDARDS**

1. Administration will facilitate the process of planning and priority setting with the group to create their project outline to ensure all facets of project management are addressed.

2. Group must submit a written Expression of Interest to Parkland County by January 31 of the same budget year indicating they are willing to engage us in this process. Parkland County will review and identify which groups are approved to proceed with the program for that given budget year.
3. Parkland County requires that a budget and project outline be presented to Administration at least three (3) months prior to the project start date, and a complete accounting of the project be submitted to the County no later than three (3) months after the project is completed.
4. Parkland County's contribution may be utilized for any part of the beautification process that shows how the applicants project promotes one or more of the following:
  - a) personal and community safety and accessibility,
  - b) quality experiences in the community for residents and or tourists,
  - c) environmental integrity,
  - d) civic pride.
5. Principles to be considered in the program applications will include:
  - a) Activities must be directed by the improvement of the quality of life of County residents.
  - b) The activities of the Applicant shall not substantially duplicate the activities of other applicants or organizations within the hamlet.
  - c) The Applicant shall demonstrate fiscal responsibility and initiative in generating alternative sources of revenue.
6. Applicants are required to abide by all municipal, provincial and federal laws and regulations. Based on the nature of the project, there may be a number of County departments and/or outside agencies that will be required to sign off on each proposal to address any regulatory, liability, or other potential requirements or concerns. Administration will work with the applicants to determine where such approvals are required.
7. Projects may be subject to inspection by County staff during project work and upon completion.
8. Parkland County reserves the right to remove any physical installations or improvements on public land at any time.
9. Physical improvement projects on private property (landscaping, construction, tree planting, etc.) require property owner's permission. Permission, if required, must be included with the application as a signed letter with approvals by the property owner. The property owner must also agree to an easement/caveat (or some other form of formal agreement) that guarantees that the improvements will remain, even if the ownership of the property changes.
10. The Applicant must clearly demonstrate their financial ability to maintain and sustain the proposed project prior to final approval of County funding, unless the County agrees to assume maintenance and responsibility for the project. In cases where projects/structures that are placed on County lands are not maintained, become in disrepair and or present a health or safety risk, Parkland County has authority to remove the said projects/structures.
11. Applications can be submitted in the year in which the funds are planned to be expended and include constitutional documents, recent financial position information, executive contacts, and a complete application package as specified by Administration. Funds must be used within one year of receiving them.
12. Applicants are encouraged to contribute cash or in-kind support to the project, although it is not a requirement.
13. The hamlet must be within the boundaries of Parkland County.
14. Parkland County encourages the hamlet, where possible, to work with the area Community Association, under whom the funding would be administered. If it is not possible for the hamlet to

work under the auspices of the Community Association, the program can still proceed on the understanding that all monies will be managed and administered by Parkland County.

15. Funding allocation for grant awards will be set through the County's annual budget process.
16. Applicants may receive grant awards not in excess of:
  - a) Population of 200 residents or less: \$10,000.00
  - b) Population of 201 to 400 residents: \$20,000.00
  - c) Population of 401 residents or more: \$30,000.00.
17. Administration will be responsible to make recommendations to Council, based on the application requirements being met in conjunction with when it is received by Administration.
18. A final report with photos and financial accountability upon completion of the project will be provided, including an Applicant Evaluation Form.