

Profile Saskatoon Event Evaluation Rating Tool

	Criteria	Metric	Point Value Weighting Factor	Total Score Pre-Event	Total Score Post-Event
Strategic Goals and Outcomes	Meets Corporate Strategic Goals and/or Service Outcomes Strategic Goal information can be found here: https://www.saskatoon.ca/sites/default/files/documents/city-manager/city-managers-reports/2013-2023_strategic_plan.pdf	Economic Diversity and Prosperity	15		
Financial Resources	Federal and/or Provincial Government Funding Funding amount is equivalent to or greater than that requested of City Funding amount is less than that requested of City No Government funding Government funding is confirmed Government funding request submitted and not yet confirmed		20		
	Financial Support from Private/Other Sources (Examples of "Other Sources" may include ticket sales and registration fees)	High level of private/other financial support (15% of overall operating budget) Medium level of private/other financial support (10% of overall operating budget) Low level of private/other financial support (5% of overall operating budget) No private/other financial support			
Economic Impact	Economic Impact Assess the direct-spend impact of hotels, restaurants, car rentals, etc., to determine economic impact	Event will draw significant non-local spending into the city and give the community provincial, national and/or international exposure (over \$5 million) Event will draw significant non-local spending into the city (over \$500,000 and under \$5 million) Event will draw moderate non-local spending into the city (under \$500,000) Event will not draw any significant non-local spending into the city	20		
Media Exposure	Media Exposure National Media Exposure Business Development/Industry Exposure Local/Provincial Media Exposure		15		
Event Scope	Event Scope International Events: % of event participants from outside Canada National Events: % of event participants from other provinces Local Events	Minimum 15% participants from outside Canada Minimum 25% participants from outside Saskatchewan Participation is primarily from Saskatoon and surrounding area	10		

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Participation	Event Participation Numbers (Eg. athletes, officials, audience, participants, spectators, and volunteers)	5000+ 2500 - 5000 1000 - 2500 Under 1000	10		
Event Season	Timing of Event Based on the actual trending for the specific event market and looking to fill off- or low-season times	Fills market off-season requirement Hosted during a typical season for the market	10		
			100		

Funding Amount Eligibility Based on Score Assessment:

1. **Score over 195** considered meeting many criteria requirements to a high level and eligible for funding of 25% of total gross operating expenses to a **maximum of \$50,000 grant funding**
2. **Score between 60 - 195** considered meeting limited criteria requirements to a minimum level and eligible for funding of 25% of total gross operating expenses to a **maximum of \$25,000 grant funding**
3. **Score under 60** considered not eligible for funding