

Major Special Event Evaluation Rating Tool

	Criteria	Metric	Weighting Factor	Total Score Pre-Event	Total Score Post-Event
Strategic Goals and Outcomes	<p>Meets Corporate Strategic Goals and/or Service Outcomes Strategic Goal:</p> <p>Service Outcomes:</p> <p>Note: Event must meet the Strategic Goal of Quality of Life and a minimum of one Service Outcome to qualify for grant funding</p> <p>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</p>	<p>Quality of Life</p> <ol style="list-style-type: none"> 1. Diversity: This event values and celebrates diversity and strengthens opportunities for cultural interaction and representation. 2. Special Events and Celebrations Connect Citizens in Saskatoon: This event encourages citizens to connect to all aspects of the Saskatoon community beyond their own neighborhood community. 3. Local Community Groups Thrive in Saskatoon: Local community groups benefit from opportunities in leadership training and skill development, for example, as a direct result of this event. 4. Residents will Experience, and are Motivated Through, Local Sporting, Arts, and Cultural Events: Community identity, spirit, and pride are fostered through the opportunity to experience this event, and citizens are motivated to participate more often in activities. 5. Social Interaction Connects Citizens of Saskatoon: This event develops community cohesion through the social interaction opportunities provided to citizens as participants/spectators of the event. 	15		
					0
Financial Resources	<p>Federal and/or Provincial Government Funding</p>	<p>Funding amount is equivalent to or greater than that requested of City</p> <p>Funding amount is less than that requested of City</p> <p>No Government funding</p> <p>Government funding is confirmed</p> <p>Government funding request submitted and not yet confirmed</p>	20		
	<p>Financial Support from Private/Other Sources (Examples of "Other Sources" may include ticket sales and registration fees)</p>	<p>High level of private/other financial support (15% of overall operating budget)</p> <p>Medium level of private/other financial support (10% of overall operating budget)</p> <p>Low level of private/other financial support (5% of overall operating budget)</p> <p>No private/other financial support</p>			
Economic Impact	<p>Economic Impact For sporting events, use Sport Tourism Economic Assessment Model [STEAM] as a guide for determining moderate, significant economic impact For non-sporting events, assess the direct-spending impact of hotels, restaurants, car rentals, etc.</p>	<p>Event will draw significant non-local spending into the city and give the community provincial, national and/or international exposure (over \$5 million)</p> <p>Event will draw significant non-local spending into the city (over \$500,000 and under \$5 million)</p> <p>Event will draw moderate non-local spending into the city (under \$500,000)</p> <p>Event will not draw any significant non-local spending into the city</p>	20		
					0

	Criteria	Metric	Point Value Weighting Factor	Total Score Pre-Event	Total Score Post-Event
Community Benefit	Community Benefit Opportunity for community to participate as volunteers, participants, and/or audience/spectators of the event and/or involvement in pre or post event workshops.	High level of community opportunities Medium level of community opportunities Low level of community opportunities No community opportunities	15		
Media Exposure	Media Exposure	National media exposure Local/Provincial media exposure	5		
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		
Participation	Event Participation Numbers (Eg. athletes, officials, participants, audience, 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	5		
			100		

Funding Amount Eligibility Based on Score Assessment:

Note: Only those applications assessed a score of over 350 may request funding in excess of \$100,000 and will require the approval of City Council

1. **Score over 350** considered meeting all criteria requirements to a high level and eligible for funding of 25% of total gross operating expenses to a **maximum of \$100,000 grant funding**
2. **Score between 200 - 350** considered meeting some criteria requirements to a moderate level and eligible for funding of 25% of total gross operating expenses to a **maximum of \$50,000 grant funding**
3. **Score between 80 - 200** 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**
4. **Score under 80** considered not eligible for funding