

Capstone Activation Fund



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Capstone is a one-of-a-kind urban riverside destination that's alive year-round with gathering places, recreation, community events and activations. We'd love to help your group hold an event here. The Capstone Activation Fund can bring it to life!

The Capstone Activation Fund was created to encourage community groups and event organizers to bring events and activation ideas into Capstone in exchange for support and financial assistance.

The projects supported by this program should amplify one or more of the objectives of the Capstone Activation Fund:

Let's get together and go to the river:

Capstone connects the river to Red Deer, and we're working to make it a city gathering place for everyone.

Let's be active and feel good:

From our riverfront location, well-being is at the heart of the community and we're creating opportunities to make active living part of every day.

Let's innovate and live in new ways:

We're living and working in new ways to help Capstone attract the next generation of Red Deer residents, business owners and doers.

Let's think culture and keep learning:

Capstone considers culture a part of everyday life. We celebrate the richness it brings and opportunities it provides to learn something new.

Funding Amount

The Capstone project team will determine the amount of financial support to be provided; this will not normally exceed \$5,000.

Applicants that follow the below criteria will be prioritized for funding:

- Projects not already receiving funding or other support from The City of Red Deer.
- Projects planned to be located at Canada 150 Square and/or on Riverwalk in Capstone. Applications for projects outside of these primary activation areas will be evaluated on a case-by-case basis.

Eligibility

To receive support from this program, a project should meet the following criteria:

- Located in Capstone, preferably near Canada 150 Square and Riverwalk.
- Supports the Capstone project and brand.
- No cost for the public to attend (participation fees, products for purchase, etc. are ok).
- Encourages people to come to Capstone.
- Encourages local businesses to be involved.
- Abides by all applicable bylaws, regulations, permits, licenses, and agreements.
- Open and accessible to the public regardless of race, religious beliefs, colour, gender, gender identity, gender expression, physical disability, mental disability, age, ancestry, place of origin, marital status, source of income, family status, or sexual orientation.
- Secular and non-political in nature.



Deadlines

Intake Opens: 8:00 AM on January 10, 2025

Deadline to Apply: 11:59 PM on February 21, 2025

Decision Notification: By March 21, 2025

Project Completion: By March 31, 2026

Agreement

Successful applicants must enter into an Agreement with The City of Red Deer with the following requirements:

- The funds must be spent in accordance with the application. The Capstone project team must be notified if any changes occur that may result in the inability to deliver the project as specified in the application.
- Any unspent funds allocated through this program will be returned to the City.
- The City of Red Deer reserves the right to cancel the Agreement with reasonable cause by providing 90 days written notice.
- Successful projects must provide a \$2 - 5 million commercial general liability policy (depending on the project) naming The City of Red Deer as additional insured.



- A Special Event Permit (SEP) is required to host events on City property, including Canada 150 Square. Event dates are confirmed only after SEP approval. To secure your preferred event date, you must submit both your SEP application and your Capstone Activation Fund application at the same time.

The SEP application can be submitted at www.reddeer.ca/city-services/permits-and-inspections/special-event-permits/

Please note that additional fees may apply through the SEP process, including permit fees, insurance and road closure fees (if applicable). These costs are eligible for coverage under the Capstone Activation Fund.

Reporting

Successful applicants will be required to submit a post project report within 30 days of the completion date of the project. A template of the post project report will be provided in advance.

Application Process

- Complete the Capstone Activation Fund Application found at www.liveincapstone.ca/activationfund by 11:59 PM on February 21, 2025 and email to capstone@reddeer.ca with the subject line: ATTN: Capstone Activation Fund. Please ensure files are combined into one single PDF, less than 10MB.
- Apply for your Special Event Permit with the City of Red Deer at <https://www.reddeer.ca/city-services/permits-and-inspections/special-event-permits/>

The Capstone project team will be in contact by March 21 to notify applicants of the funding decision (whether they are successful or not). If accepted for funding, project applicants will work with the Capstone project team to draft an agreement. After the project is completed, the applicant must submit the post project report with actual costs within 30 days of project completion.



For questions regarding the Capstone Activation Fund, please call **403-342-8106** or email [**capstone@reddeer.ca**](mailto:capstone@reddeer.ca).