



ARTS, CULTURAL AND
FESTIVAL EVENTS
GRANT

GUIDELINES

AND

APPLICATION FOR FUNDING



ARTS, CULTURAL AND FESTIVAL EVENTS GRANT APPLICATION GUIDELINES

General Information.

People want to live in and/or visit places that offer exciting things to do and interesting ways to express themselves. Many cities across North America are including arts, cultural and heritage events and festivals to attract both residents and visitors. Groups can access these funds for the purpose of putting on events that will encourage residents and visitors to participate in Nanaimo events and promote and showcase community arts and cultural talent.

The City of Nanaimo wants to work with community groups to attract visitors to our City, recognizing that tourism is a major economic generator for Nanaimo.

Nanaimo Parks, Recreation and Culture have a budget of \$34,489 for 2010 grants to assist groups hosting arts and cultural events and festivals. When making your application, please remember that our objective is to assist as many groups as possible.

All applications for funding should be clearly marked "Arts, Cultural and Festival Events Grant Applications" and be submitted to the Cultural Committee, c/o Nanaimo Parks, Recreation and Culture, 500 Bowen Road, Nanaimo, BC V9R 1Z7.

For further information, contact: Manager, Recreation & Culture Services, 250-755-7512.

(Please note: for Sport Tournament funding, please complete the Sport Tournament Grant application and submit accordingly as per the instructions contained therein.)

Application Timeline.

Applications should be submitted by November 1.

Applicants will receive written notification of Council's decision within 90 days of the application deadline date. Applications received following the submission deadline will be considered in the next evaluation review. In exceptional or unforeseen circumstances, the Cultural Committee will determine if late requests warrant special consideration.

Eligibility Criteria

- The event must have a good potential for attracting both residents and visitors to participate in Nanaimo events that will promote Nanaimo as an arts and cultural centre. A cultural sport, heritage and / or celebration focus or component is also acceptable.
- The event should give consideration to showcasing local arts and cultural talent.
- The event should demonstrate a good potential for an economic impact on Nanaimo.
- Preference will be given to activities or events that will be ongoing and have potential as a good long-term investment for the City (i.e. - a yearly cultural event or festival that has good potential for growth). Events and festivals that run more than one day and / or have realistic plans to attract greater numbers will also be given priority.
- This grant is designed specifically to assist events and festivals that utilize services and facilities within the City of Nanaimo.
- The applicant must adhere to sound standards of corporate governance.

Who Can Apply?

1. Generally, organizations requesting funding will be established non-profit organizations with experience in organizing events and managing funds. Groups or individuals that do not fit these criteria have an opportunity to receive funding at the discretion of the Cultural Committee.
2. Applicants must be able to demonstrate a broad community and visitor participation or significant potential audience.
3. Applications will be considered on the following criteria:
 - Evidence of benefit to the community.
 - Demonstration of community support for arts, cultural and festival events as measured by volunteer participation, membership, and/or audience participation.
 - Evidence of competent management and fiscal responsibility (i.e. proven track record, business and marketing plan, sound financial controls and performance).
 - Secured commitment from other funding sources.
 - Potential financial impact (i.e. jobs created, spending, number of visitor days created and how this information might be tracked).
 - Public recognition of the municipal contribution.
 - Level of event profile and media exposure.
 - Funding for capital expenditures will not be considered.

How Funds are Distributed.

- The amount requested cannot be more than 25% of the total event budget.
- Any unallocated funds in a given year will be carried over to the next budget year.
- Regardless of funding approval, if City of Nanaimo facilities are used, these facilities are provided to non-profit and community organizations at subsidized rates.

Review Process.

The Cultural Committee screens applications and makes recommendations to the Parks, Recreation and Culture Commission which then makes recommendations to City Council for the distribution of funds.

What Does Your Organization Need to do to Apply for Funds?

- Complete the attached application form.
- For an application to be considered, it cannot be longer than 10 pages in length, including the application form.
- All pages must be single sided with a font size of at least 10.
- No staples, please - your application will be photocopied for the committee members.

Organizations will not be eligible for funding if they have received other funding assistance through the City of Nanaimo for this event.

Appeals.

Statement of Purpose: The mandate of the Grants Advisory Committee is to review appeals for process issues only. That is, to determine whether the original Advisory Committee had all the correct information and used the appropriate criteria to make their recommendation. **The Grants Advisory Committee will not revisit the actual decisions, i.e. whether the correct amount was granted.**

Criteria for Allowing an Appeal:

- Was the original advisory committee's decision based on the application not meeting certain criteria or submitting incomplete or incorrect information? Did the advisory committee misinterpret some of the information submitted?
- Did the original committee notify the applicant of its recommendations two weeks before it was sent to the next level (either to Council or to the Parks, Recreation and Culture Commission), thereby giving the applicant time to respond?
- Does the applicant believe that the recommendation was based on incorrect or incomplete information? Does the applicant believe its information was misinterpreted?
- Did the original advisory committee determine the application should be reconsidered based on this new/different information?



ARTS, CULTURAL AND FESTIVAL EVENTS GRANT APPLICATION FORM

DEADLINE FOR APPLICATIONS - NOVEMBER 1ST

Legal Name of Organization: _____

Mailing Address: _____

Postal Code: _____

Phone: _____ **Fax:** _____

Email: _____

Contact Person: _____

Position: _____

Society Registration Number: _____ (If not registered, please leave blank)

Is your society in good standing with the Registrar: Yes No

Fiscal year for grant: Total grant requested for fiscal year: Total budget for fiscal year:

_____ _____ _____

Has your organization applied for other City of Nanaimo funding? If so, please list the type and amount of funds requested for next year.

| <u>Name of Grant</u> | <u>Amount</u> | <u>Approved</u> |
|----------------------|---------------|-----------------|
| | | |
| | | |
| | | |
| | | |

10. What events in the past has your organization produced/sponsored?

| | Year | Event and Location | # Attending |
|----|-------------|---------------------------|--------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |

Please also include the following information:

11. One to two typed pages outlining a summary of your event.
12. For what purpose do you plan to use this City fund? (Please be specific and note that capital expenditures are not permitted.)
13. How will your event benefit Nanaimo economically?
14. How will your event be marketed?
15. How will you evaluate the success of the event?
16. Include a detailed budget of the proposed event, outlining all revenues including sources and expenditures.
17. Include a financial statement for your organization for the previous calendar year. (Sample statement attached.)
18. Include a list of the event organizers identifying the roles and names of the people in those roles/functions.
19. A final report and financial statement must be submitted within 60 days of the conclusion of the event. Failure to do so may result in rejection of any new application (1 – 3 pages maximum).

Where to send your application?

Send completed applications by November 1st, clearly marked:

“Arts, Cultural and Festival Events Grant Application
Nanaimo Cultural Committee
c/o Nanaimo Parks, Recreation and Culture
500 Bowen Road
Nanaimo, BC V9R 1Z7

Event / Festival Revenue Budget

Name of Event: _____

Sponsored by: _____

- Please provide your best estimate of the revenues and costs of the event for which a grant is requested. Additional headings to better describe your revenues and expenses for your particular activity are permitted. You may use either your own budget form or this one.
- Definitions: Earned revenues are usually generated directly by an event and often include income from booth, table, rentals, sales of advertising in a program, admission tickets or on-site cash donations from the public, and the net proceeds of concessions or sales.
- Fundraising revenues are usually generated from sponsorships, in-kind supplies and services, individual donations before or after the event.

| YEAR Actual 20 ____ (Previous Year if applicable) | Revenue Item | YEAR Projected 20 ____ To be completed for application |
|---|------------------------------------|--|
| | <i>Earned Revenue</i> | |
| | Admissions/Ticket Sales | |
| | Concession/Merchandise Sales (net) | |
| | On-site cash donations | |
| | Advertising income | |
| | Rentals | |
| | Other | |
| | Total Earned Revenue | |
| | <i>Fundraising Revenue</i> | |
| | Individual Donations | |
| | Cash Sponsorships | |
| | Fundraising Events | |
| | Other | |
| | Total Fundraising Revenue | |
| | <i>Government Revenue</i> | |
| | Municipal Grants | |
| | Provincial Grants | |
| | Federal Grants | |
| | Other | |
| | Total Government Revenue | |
| | Total Revenues | Line A |

If you are receiving in-kind support not included above, please identify the source donor and include an estimate of the dollar value:

Source

\$ Value

Event / Festival Expenses

| YEAR | | YEAR |
|--|---|---|
| Actual 20____ (Previous Year if applicable) | Expense Item | Projected 20____ To be completed for application |
| | <i>Administration and Communication Costs</i> | |
| | Event Co-ordinator: including estimated hrs. worked | |
| | Office Staff: including estimated hrs. worked | |
| | Event Insurance Costs | |
| | Fundraising expenses (please specify) | |
| | | |
| | | |
| | Volunteer expenses (please specify) | |
| | | |
| | | |
| | Marketing and publicity (please specify) | |
| | | |
| | | |
| | Other (please give details) | |
| | | |
| | | |
| | Total Administration and Communications Cost | |
| | | |
| | <i>Production and Events Costs</i> | |
| | Facility / Venue Rental | |
| | Equipment rental (tents, stage, lights, sound, etc) | |
| | Artists, performers, cultural program contributors: fees or honoraria | |
| | Technical Staff | |
| | Materials and Supplies | |
| | Permits | |
| | Municipal Services | |
| | Police Costs | |
| | On Site costs – signs, garbage cans, toilets, power, etc. | |
| | Performer and on-site volunteer services; travel, food, t-shirts etc. | |
| | Other (please give details) | |
| | Total Production and Events Costs | |
| | | |
| | Total Expenses | Line B |
| | Net (Line A minus Line B) | |

Updated: 2009-OCT-14

File: G:\GRANTS\ArtsCulturalEventFund\2010\ArtsCulturalAndFestivalEventsGrant.doc