

TransAlta Festival City: Enhanced Operational Grant Program Application

The deadline for submission of this application is 4:30 p.m. on October 1, 2009. Incomplete or late applications will not be accepted or considered. Applications must be delivered to the office of the Edmonton Arts Council 10440 - 108 Avenue, Edmonton, AB, T5J 3Z9.

I. General Information

Name of Festival: _____ 2009 Festival Dates: _____

Primary Location: _____

Address: _____

City/Town: _____ Postal Code: _____

Telephone: _____ Fax: _____

Primary Contact: _____ Title: _____

Email Address: _____

President/Chairperson: _____

Address: _____ Postal Code: _____

II. Grant Request

This amount must match the amount budgeted: \$ _____

III. Declaration of Officers:

In making this application, we the undersigned officers of the applicants, hereby represent to the Edmonton Arts Council and declare that to the best of our information and belief the information provided is truthful and accurate; the application is made on behalf of the organization named on this page with its full knowledge and consent; the applicant organization meets all of the criteria of fundamental eligibility to apply for a 2009/2010 TransAlta Festival City Grant through the Edmonton Arts Council.

Dated at Alberta this _____ day of _____, 2009.

Signature of Officer: _____

Name (please print): _____ Title: _____

Signature of Officer: _____

Name (please print): _____ Title: _____

IV. All Applicants must complete the following:

1. **Project Proposal**, including:
 - i. Background on your organization: Brief history, mandate and mission of your organization, festival theme and core program content, average annual audience, etc. Maximum 2 pages.
 - ii. Vision statement for the project. Focus on the primary area of your organization that you would like to develop. Describe your past/ongoing activities in this area and expected results/impact on your organization.
 - iii. Describe how the grant will be used. Include a detailed list of projected expenses. Advertising expenses, capital expenditures and travel will only be eligible as part of the project expenses where the applicant clearly demonstrates that these expenditures are essential to the success of the project.
 - iv. Timeline of the project identifying start and end date, interim results, key milestones and final results. Applicants applying for two year funding must provide separate timelines for the project Year One and Year Two. Describe the effect on your project if grant is provided for one year only.
 - v. List of participants in the project: describe the role of the staff and board as it relates specifically to the project, brief background on any consultants, etc. Workplan for each participant.
Note: Applicants are advised against signing contracts or making any financial commitments before receiving notification of grant results. Any commitments made by the applicant before the grant approval and approved start date of the project are wholly the responsibility of the applicant.
 - vi. Project evaluation including methods and tools to measure results/outcomes and assess impact of the TransAlta Festival City Enhanced Operational Grant on your organization's festival.

 2. **A list of the current Board of Directors** including names, addresses and position of all members.

 3. **The most recent annual report** or, minutes of the most recent Annual General Meeting of the society including all related reports.

 4. **The financial statements, including a balance sheet and statement of revenue and expenses, presented to the members of the society at the most recent AGM.** These financial statements (for the last fiscal year) must be verified in the following manner:
 - Funding requests of less than \$60,000 require reviewed financial statements with a review engagement report signed by a CA, CGA or CMA.
 - Funding requests of \$60,000 or more require audited financial statements audited and signed by a CA, CGA or CMA with an auditor's report.

 5. **The most recent financial statements of any organization related at less than "arm's length"** to the applicant organization (e.g., Foundations, support organizations), if applicable.

 6. **By-laws of the society and Amendments to the society's by-laws.** Please indicate if your by-laws are on file with the Edmonton Arts Council.

 7. **Proof of filing the most recent Annual Return** with Corporate Registry of the Province of Alberta.

 8. **Support material (optional):** If the applicant requires the return of supporting materials such as videos or CDs, please enclose a self-addressed postage-paid envelope.
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The information on this application is being collected under the authority of Section 33(c) of the FOIP Act and will be used by the Edmonton Arts Council to determine eligibility for the Edmonton Arts Council's grant programs. The aggregate data may be used for program planning and evaluation. All information collected by the Edmonton Arts Council is protected by the provisions of the FOIP Act. You may direct questions about the collection, use or disclosure of your personal information by this program to the Edmonton Arts Council at (780) 424-2787.

TransAlta Festival City Grant Program

2009/10 Enhanced Operational Grant General Information

TransAlta is a power generation and wholesale marketing company with assets in Canada, the United States, Mexico and Australia. Community investment is an integral part of TransAlta's business strategy, designed to strengthen relationships between its key stakeholders, government, community groups, employees and retirees. TransAlta's support in arts and culture activities provide significant economic and social benefits. As a long-standing member of the Edmonton community, TransAlta has committed to a three-year investment, with possibility for renewal after that period, to the Edmonton Festival community through the TransAlta Festival City Grant Program. This grant program is a joint program of TransAlta and the Edmonton Arts Council. Funding for the TransAlta Festival City Grant program is intended to be complementary to existing support by TransAlta and the Edmonton Arts Council to festivals in the Greater Edmonton region. These grants are intended to build stability and nationally recognized excellence throughout the region's festivals and/or to build mutually beneficial connections between festivals in Northern Alberta.

Grants are available in three areas - Enhanced Operational Grants, Partnership Grants and Short Term Mentoring or Consulting Grants.

For the purpose of this grant program, Greater Edmonton Region is defined as the City of Edmonton and the counties of Sturgeon, Strathcona, Leduc and Parkland.

Purpose

To enhance the capacity of the festival to achieve, in the immediate future, a recognizably higher level of accomplishment. This may mean, for example, an increased length (# of days), increased number of performances, increased number of audience members, an enhanced volunteer program, or a higher/wider artistic standard or offering. These grants are intended to support on-going production, operations and/or marketing for festivals that take place in the Greater Edmonton region. The grants may also be used for artistic content of the festival.

This grant is not intended to replace other funding available through the programs offered by the Edmonton Arts Council.

Eligibility

- Applicants must be a registered non-profit organization that has been registered as a non-profit organization for at least one year.
- The main purpose of the organization must be the production and presentation of an annual festival whose main theme is arts and culture. Generally a festival is defined as the celebration of some theme of interest and appeal to the general public, i.e. not of interest and appeal solely to members or associates of the organization.
- These grants are not intended to support organizations that are primarily training or educational institutions.
- An organization must qualify for the Community Investment Program Festival Operating Grant through the Edmonton Arts Council, and/or Alberta Foundation for the Arts Arts Festivals and Community Presenting Programs and/or Arts Presentation Canada through the department of Canadian Heritage, Government of Canada in order to qualify for the TransAlta Festival City Grant Program. Festivals receiving other public funds/support may be considered. Please call the Edmonton Arts Council for more information.
- The festival must take place in the Greater Edmonton region.

TransAlta Festival City Enhanced Operational Grant is NOT intended to fund projects where the goal or main focus is:

- deficit reduction
- purchase of advertisements
- deliver special events, fundraisers, telethons or similar activity
- capital expenditures unless the expenditures are integral to the artistic process
- endowments
- feasibility studies
- travel

Level of Support

- The maximum Enhanced Operational Grant will not normally exceed \$60,000 per year. Two-year funding commitments may be considered.
- Grants will be allocated on the following basis: 50% upon approval and the remainder upon receipt of an interim report.

Application Process

- Completed applications for TransAlta Festival City Enhanced Operational Grant must be received at the Edmonton Arts Council Office prior to 4:30pm on October 1, 2009.
- Incomplete applications or applications received after this date will not be considered.
- Applications will be considered and evaluated by a jury created by the Edmonton Arts Council. The jury chair shall be appointed by the EAC.
- Decisions of the Jury are final. There will be no appeal process.
- All Applicants are encouraged to contact the Sally Kim at 780-424-2787 xt 226 prior to submitting their application.

Evaluation

Applications will be evaluated on the following:

- Clarity of objectives as described in the project proposal.
- The capacity of the applicant to successfully meet the objectives as described in the project proposal.
- The extent to which the applicant demonstrates that the project will enhance ongoing activity and contribute to the organization's stability and national recognition.

Successful applicants will be notified by mid January 2010.

Reporting

The recipient of a grant from this program must submit an interim report for the second and final installment of the grant.

A final report must be submitted within 90 days of the project completion date specified on the application. This report must include a detailed description of the project including any variance from what was described in the application, and a financial report.

For more information contact the Edmonton Arts Council at 780-424-2787.

The Freedom of Information and Protection of Privacy Act (FOIP) regulates the collection and disclosure of personal information by municipalities and municipal boards and agencies. The privacy of personal information requested in the TransAlta Festival City Grant application is protected by the FOIP Act. Organizational information may not be protected from disclosure in the interest of subjecting local government activity to public scrutiny. Aggregate information about programs funded through Community Investment Grants may be compiled and reported. Your organization will be contacted if any third party requests specific organizational information contained in your application.