

---

## TransAlta Festival City: Short Term Mentoring or Consulting Grant Application

Applications must be delivered to the office of the Edmonton Arts Council at Suite 808, 10310 Jasper Avenue, Edmonton, AB, T5J 3Z9.

---

### I. General Information

Name of Organization:

Name of Festival:

2009 Festival Dates

Primary Location:

Address:

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 TransAlta Festival City Grant through the Edmonton Arts Council.

Dated at Edmonton, 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:**

**A. Background on your organization**

1. A brief history, mandate and mission of your organization, festival theme and core content, and estimated annual audience. (750 word maximum)
  
2. Additional information relevant for the Mentorship. (250 word maximum)

**B. Project Proposal**

Clearly identify the issues/needs to be addressed, including any immediate challenge(s)/opportunities the festival is experiencing. Provide the goals for the Mentor/Consultant, project start and end dates, and tasks/role of staff/key volunteers/board. (500 word maximum)

**C. Mentoring/Consulting Project Budget**

Projected Expenses	Amount \$
<b>Total</b>	

Projected Revenues	Amount \$	Confirmed
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
<b>Total</b>		

**Note:** Applicants are advised against signing contracts or making any financial commitments before notification of grant is sent out. Any commitments made by the applicant before grant approval start date of the project are wholly the responsibility of the applicant.

---

*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 program. 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.*

---

#### **D. Background on the Mentor/Consultant**

Attach a current resume or CV if available, otherwise state why this mentor/consultant was selected. The Edmonton Arts Council is available to assist with recruitment/selection of mentor/consultant, therefore mentor/consultant does NOT need to be confirmed when application is submitted.

(500 word maximum)

#### **E. New applicants to the Edmonton Arts Council must provide the following 6 items.**

1. A list of the current Board of Directors including names, addresses and position of all members.
2. The most recent annual report or minutes from the most recent Annual General Meeting of the society including all related reports.
3. The financial statements with a review engagement report signed by a CA, CGA or CMA.
4. The most recent financial statements of any organization related at less than "arm's length" to the applicant organization (ie: Foundations, support organizations), if applicable.
5. By-laws of the Society and Amendments to the Society's by-laws. Please submit the stamped copy of your by-laws.
6. Proof of filing the most recent Annual Return with Corporate Registry of the Province of Alberta.

#### **G. 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.

---

*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.*

---

# TransAlta Festival City Grant Program

## Short Term Mentoring or Consulting 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

These grants are intended to support short-term mentoring or consulting projects between individuals who are recognized experts in developing, producing, marketing and/or administrating festivals AND festival organizations in the Greater Edmonton Region.

**Recommendations and reports from the Mentor/Consultant are exclusively for the festival's use. These reports/recommendations will not be requested by the EAC. The Mentor/Consultant does not report to the EAC Board, staff or jury. List of applicants and recipients of the TransAlta Festival City Mentoring Grants are not included in the review and assessment of applicants to the Community Investment Program Festival Operating Grant.**

### Eligibility

- The Applicant 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), have predetermined opening and closing dates, and have an obvious presence in the community.
- Grants are not intended to support organizations that are primarily training or educational institutions.
- This 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 mentoring process, endowment purposes, or feasibility studies.
- Projects are expected to take place within 90 days of approval and last no more than 30 days.
- Consultants may come from any location but must not have an existing or previous (within the past two years) formal relationship with the applicant. This includes being an employee or board member of the applicant.

---

### **Level of Support**

- The maximum Short Term Mentoring or Consulting Grant will not normally exceed \$2,000.
- Upon approval and after notifying successful applicants, the EAC will pay the consultant directly.

### **Application Process**

- There is no set application deadline for a Short Term Mentoring or Consulting Grant.
- Completed applications for TransAlta Festival City Short Term Mentoring Grant to be delivered to the Edmonton Arts Council Office.
- Applications will be considered and evaluated by a jury created by the Edmonton Arts Council. The jury chair shall be appointed by the EAC.
- There will be no appeal process.
- Applicants are encouraged to contact 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.
- Suitability of the Mentor/Consultant (if confirmed) for the project.
- The extent to which the festival demonstrates need for a Short Term Mentoring or Consulting Grant.

Applicants will be notified within 30 days of receipt of grant application to the EAC office.

### **Reporting**

The recipient of a grant from this program must submit a final report.

For more information contact Sally Kim, Edmonton Arts Council at (780) 424-2787 xt226.