

Community Investment Program Celebrations Grant for Major Parades Guide

Purpose

To assist with the production of major parades within the City of Edmonton through limited financial assistance.

Who Can Apply

Applicants must be the organization producing the parade, have not-for-profit status and be incorporated for at least one year prior to applying for a parade grant.

Event Eligibility

- The parade must have as its main purpose the celebration of some theme of interest to the general public;
- The parade must occur within the corporate limits of the City of Edmonton;
- The parade must have an obvious presence in the community;
- Parades entries must be open and not restricted to members of a certain group or organization.

Grants will **NOT** be available for:

- Community parades (road event attracting spectators from local community and appealing to specific neighbourhoods or geographical area);
- Procession or marches (road event not intended to attract spectators with limited public appeal);
- Fundraisers.

Level of Support

Grants will be considered in support of direct operating costs. The maximum parade grant to any applicant will not normally exceed 25% of eligible expenses.

Eligible Expenses include:

- Expenses paid directly to the City of Edmonton for services that only the city can provide (eg. policing costs, road closures, parking meter costs);
- Expenses paid directly to the City of Edmonton where parade organizers could use alternate suppliers (i.e. rental of city owned facility to supply washrooms);
- Expenses for supplies and services not paid to the City of Edmonton (i.e. publicity, marketing, volunteer support, administration, talent).

In all cases, expenses that are offset by a donation in-kind by the supplier will be recognized as equal to cash expenses, but exact and detailed verification of those in-kind donations and expenses must be provided by applicants.

While the value of volunteer time is indisputable, this program does not include a cash valuation of that expense and corresponding donation.

Other cash or in-kind support from the City of Edmonton may be considered regarding eligibility at the discretion of the EAC staff.

Terms and Conditions

Applications will be evaluated by a peer assessment committee appointed by the Edmonton Arts Council. The committee will base its evaluation on the Published Program Guidelines and City of Edmonton Policy C211 and will consider the following:

- the eligible operating expenses of the parade;
- the number entries in the parade;
- the number of spectators attending the parade.

Application Process

- Completed applications for a Community Investment Major Parades Grant must be received at the Edmonton Arts Council Office prior to 4:30pm on March 1. When the deadline falls on a weekend, the deadline is the next business day.
- Incomplete applications or applications received after this date will not be considered.
- Applications will be considered and evaluated by a peer assessment committee appointed by Grant Committee appointed by the Edmonton Arts Council.
- All Applicants are encouraged to contact EAC Grants Staff at 780-424-2787 prior to submitting their application.
- Applicants will be notified in writing of the committee recommendations 120 days following the deadline.

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