

Community Investment Program (CIP) Festival Seed Operating Grant

Edmonton's residents and visitors gather, participate and celebrate at festivals year-round. The Edmonton Arts Council recognizes the contribution that festivals make to our community and encourages their success. The Festival Seed Program gives the EAC an opportunity to invest in new or emerging festivals in Edmonton to support their growth and stability at an early stage.

The City of Edmonton, through the Edmonton Arts Council, invests in these not-for-profit festival events to improve the quality of life for the citizens of Edmonton.

Online Application

The Edmonton Arts Council uses an online grant application system for the CIP Festival Seed grant program. Please refer to the online application link found on the Festival Seed grant web page. If you have any difficulties or are experiencing problems with this online system, please contact the EAC Grants Staff at grants@edmontonarts.ca or (780) 424-2787.

Introduction

The next few pages will provide overall guidelines for the application as well as an outline of the questions, forms and the documents that you will be asked to submit in the online application. If you have any questions regarding the content of the application or the grant process, please contact grants@edmontonarts.ca.

Purpose

The purpose of the Community Investment Program Festival Seed Grant is to provide limited assistance, subject to availability of funds, to resident non-profit organizations for the purpose of funding new or emerging festivals

Eligibility

- Applicant must be an organization registered as a non-profit society in the Province of Alberta for at least one year. Organizations registered for less than one year will only be accepted with prior consultation and at the sole discretion of the Edmonton Arts Council.
- Applicants may be considered for a CIP Festival Seed Grant for up to two consecutive years. After that, applicants will need to apply to the CIP Festival Operating grant program for future funding. Applicants applying to the CIP Festival Operating grant program are not guaranteed the same level of funding as the CIP Festival Seed program. All Festival Seed recipients are encouraged to diversify their sources of funding as early as possible in their operations.
- To be eligible for a CIP Festival Seed Grant, your event must:
 1. have as its main purpose 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.
 2. occur within the corporate limits of the City of Edmonton.
 3. have predetermined opening and closing dates and run over a sequential period of days.
 4. be an annual event.
- Funds are not intended to support:
 - sporting or competitive events.
 - conferences or trade events.
 - events with a predominantly promotional, political, religious, or commercial component.
 - events that are primarily to raise funds for another cause.

Level of Support

- Please note that in accordance with Policy C211, support through the City of Edmonton Community Investment Program may be provided:
 - In the first year of the program, to a **maximum of 25% of the applicant's operating budget expenses** for the upcoming festival.
 - In the second year of the program, to a **maximum of 25% of the applicant's prior year festival expenses** as shown in their Financial Statements.
- This does not imply that 25% is a target support level.

Organizations having multiple functions or seeking more than one operating grant

Organizations that request Festival Seed Grant funding and also request funds from other Edmonton Arts Council or City of Edmonton operating grant programs or that have other major functions not related to the festival (i.e. training, cultural, or social service activities) should provide the following:

- Financial Statements that separate the festival expenses from those other programs/functions in a schedule or a fund-accounting structure.
- Separated financial information in Attachment 2 of the application. Applicants should only report revenue and expense figures for festival operations in items A) through F) and in Item H) of Attachment 2. Other figures for non-festival programs/functions should be reported in Items G) and I).

Applicants that have more than one EAC operating grant may wish to consider a consolidated application to only one operating program. Please speak to an EAC Grants Program Officer if this is the case.

Evaluation

A peer jury appointed by the Edmonton Arts Council will review all applications. This jury will make recommendations to the Board of Directors of the Edmonton Arts Council who will then make Community Investment Festival Seed Grant recommendations to the City of Edmonton in accordance with Policy C211.

The Edmonton Arts Council charges jury panels to respect and consider the specific cultural context of applications from all cultural communities, and in the case of equivalent merits based on the published guidelines, to incorporate the Edmonton Arts Council's policy of reflecting the full demographic diversity of Edmonton before making grant recommendations.

The Festival Peer Jury will base their grant recommendations on their determination of the proven or potential merit of the festival. In determining merit, the Jury will be guided by criteria identified in the underlying City of Edmonton policies.

Those criteria are the same as for the Community Investment Program Festival Operating grant program, but will be interpreted in the context of funding new or emerging Festivals that have potential merit.

Those criteria are:

- 1) **The activities of the applicant being of a quality to merit public funding support.** This will include the applicant's:
 - proven track record in arts and cultural programming and delivery
 - innovative program development
- 2) **Improving quality of life for the residents of Edmonton.** This may include the applicant:
 - offering artistic and cultural opportunities for Edmonton residents
 - contributing to the arts and cultural development of Edmonton
 - assuring an appropriate measure of public access including but not limited to affordable ticket prices and/or free events
 - understanding and serving its audience as effectively as possible
 - attracting an appropriate audience relative to the scope of the festival
 - providing access for persons with disabilities or other barriers
 - providing opportunities and training for volunteers to participate in organizing and implementing the festival
 - cultivating ongoing and new partnership initiatives and relationships with the business and non-profit community
- 3) **The management of the organization.** This will include the applicant's:
 - demonstrated fiscal responsibility and financial performance
 - initiative and success in developing diverse sources of revenue
 - effective marketing strategies including but not limited to the extent to which various forms of media are utilized

4) **The economic impact that the applicant has on Edmonton.** This may include the applicant's:

- employment of Edmonton artists, staff and contractors
- direct spending in Edmonton
- attraction of tourists to Edmonton

Reports

Interim or final reports are not necessary if an organization produces a festival and submits an application each year. In this regard, the application serves as a final report for the previous year. If your organization does not intend to apply for festival funding next year, an activities and financial report is required within 90 days of completion of the last festival.

Festival invitations to peer jury

The Edmonton Arts Council encourages festival organizations to offer invitations to the Festival Seed peer jury for their ticketed festival events. In this way, jurors are in a better position to observe and evaluate the festival's operations. Invitations to the peer jury can be coordinated by contacting grants@edmontonarts.ca.

Tips

Attend a workshop

The EAC offers information workshops and individual consultations on the grant application and grant review process to applicants. Please contact grants@edmontonarts.ca for more information.

Be clear and concise

Remember, this is an operating grant — we want to know who you are, what your organization has been doing and what your organization is planning to do.

Community Investment Program Festival Seed Operating Grant - Outline of Application

The deadline for submission of this application is **11:59 pm on October 1**. When this deadline falls on a holiday or a weekend, the deadline is the next business day. Complete applications must be submitted online on or before the deadline. Incomplete or late applications will not be accepted or considered.

The following outline consists of the questions you will be asked in the online application. Some of the questions require a document upload. Refer to questions 8 to 15 for the formal documents you will need to upload. We recommend preparing your application well in advance of the application deadline.

- 1. General Information** – Asks you to fill-in information about the festival and your organization.
- 2. Grant Request** – Asks you to fill-in your grant request. This should match the amount budgeted in Attachment 1 – Financial Information Form.
- 3. Declaration of Officers** – Asks you to provide the date, names and signatures of two officers in a declaration regarding the veracity of the information provided in the grant application.
- 4. A narrative of the upcoming festival that describes, (where applicable):**
(Please limit this section to 10 printed pages in a readable typeface.)
 - a. The festival purpose in 20 words or less.
 - b. The festival mission and vision statements.
 - c. For the upcoming festival, describe the core program content, any new initiatives or programs that are being planned (if applicable), and the expected outcomes.
 - d. If the festival was produced last year, provide an evaluation of the outcomes of the festival. Was there any difference between the planned elements of that year's festival and what actually happened?
 - e. The artistic and cultural benefits of the festival to Edmonton residents, to the community at large and/or to specific non-profit groups or communities.
 - f. An analysis of the marketing strategy and intended audience of the festival and any activities, either independently or cooperatively, to attract tourists to the festival.
 - g. Any collaborative or cooperative partnerships or ventures with other businesses or non-profit organizations.
 - h. The organization's volunteer program. Describe the tasks undertaken by volunteers as well as methods used to recruit, train and recognize volunteers.
 - i. A description of major changes, if any, in the organization in the past year, if applicable. This includes significant changes in financial operations, organizational structure, personnel, etc.
 - j. If your grant request is an increase over the previous year's grant that you received, provide a short explanation (e.g. cost of living increase, a growth in ongoing programming, new continuing initiative, etc.). Explanations should describe yearly ongoing expenses i.e. not a one-time program or one-year initiative.
 - k. Any additional information you would like considered.
- 5. Festival Statistics for the Past Year's Festival** – Asks you to provide statistics on volunteers, attendance, free events, ticket prices, and number of artists, employees and contractors as well as projections for next year.
- 6. Attachment 1 Financial Information Form** – Asks you to fill in details of last year's financial activity and projected budgets.
- 7. Additional Financial Information (if applicable)** - asks for notes to Attachment 1, details on Designated or Restricted Funds, and (if relevant) a Debt Management Plan.
- 8. The Financial Statements** including a **Statement of Financial Position (Balance Sheet)** and **Statement of Operations (Income Statement)** presented to the members of the society at the most recent AGM.
- 9. The most recent Financial Statements of any organization related at less than "arms length"** to the applicant organization (e.g. Foundations, support organizations), if applicable.

10. **A list of the current Board of Directors** including names, addresses and position of each member.
11. **The most recent annual report or minutes of the most recent Annual General Meeting** of the society including all related reports.
12. **By-laws of the society** if this is the first application by the organization. Please submit a filed and stamped copy from Corporate Registry.
13. **Amendments to the society's by-laws** passed by the organization's membership, if applicable. Please submit a filed and stamped copy from Corporate Registry.
14. **Proof of Filing the most recent Annual Return** with Corporate Registry of the Province of Alberta. Please submit the document: Annual Returns for Society and Non-Profit Company – Proof of Filing. If the applicant has been incorporated for less than 12 months, please submit the Certificate of Incorporation as a not for profit society.
15. **Attach an example of recognition of support by the Edmonton Arts Council and the City of Edmonton** in online media or promotional materials from the last festival, unless you are a new applicant.