

Community Investment Program (CIP) Festival Operating Grant Guidelines and Outline of Application

Edmonton's residents and visitors alike gather, participate and celebrate at festivals year-round. There are now many festivals annually, with themes as varied as the people and communities that make up the city. These events form a vital part of the culture of our city.

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

Online Application

The Edmonton Arts Council uses an online grant application system. Applicants to this program are asked to use the online application form found on the Festival Operating web page. If you have any difficulties or are experiencing problems with this online system, please contact EAC Grants staff at grants@edmontonarts.ca or (780) 424-2787 ext. 243.

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 or upload in the online application. If you have any questions regarding the content of the application or the grant process, please contact EAC Grants staff at grants@edmontonarts.ca or (780) 424-2787.

Purpose

The purpose of the Festival Operating grant is to provide limited operating assistance to established non-profit organizations for the purpose of producing a festival. It is intended to help create a stable funding base and enhance the ability of organizations to produce and present a celebration of some theme of interest and appeal to the general public.

Eligibility

To be eligible for a Community Investment Program Festival Operating Grant, an organization must be:

- a non-profit society that has been registered as a non-profit society for at least one year
- planning to produce a festival within the corporate limits of the City of Edmonton

Funds are intended to support festival events that:

- celebrate some theme of interest and appeal to the general public
- have predetermined opening and closing dates and run over a prescribed and sequential period of time encompassing more than one day.
- are annual events
- have an obvious presence in the wider community.

Funds are not intended to support:

- sporting events
- conferences and trade events
- events that are primarily to raise funds for another cause

Organizations that are making their first application to the Edmonton Arts Council for festival grant funding are advised to apply to the CIP Festival Seed grant program. Organizations in arrears with the City of Edmonton at the date of application or have outstanding reports are not eligible for funding through the Community Investment Program.

Level of Support

In accordance with Policy C211, support through the City of Edmonton Community Investment Program may be provided to a **maximum of 25% of the applicant's prior year festival expenses as shown on their financial statements**. This does not imply that 25% is a target support level for all festivals.

Application Deadlines

Applications are accepted twice a year on either August 15 or November 1. Festivals may only apply once to one deadline, and may choose which date will serve them best. Applicants to both deadlines will be treated equally.

Assessment

A peer jury appointed by the Edmonton Arts Council will review all applications. That jury will make recommendations to the Board of Directors of the Edmonton Arts Council who will then make Festival Operating Community Investment Grant recommendations to the City of Edmonton.

Evaluation Criteria

The Festival Peer Jury will base their grant recommendations on their determination of the proven or potential merit of the festival. 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 Jury will be guided by all the text in these guidelines, with emphasis on the following four criteria:

- 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 festival programming and delivery
 - innovative program development
- 2) **Improving quality of life for the residents of Edmonton.**

This will include a variety of factors depending on the applicant. The following is a list of factors that may be considered:

 - 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
 - attracting, understanding, and serving 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
 - success in developing multiple and diverse sources of revenue
 - effective marketing strategies
- 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

Organizations having multiple functions or seeking more than one Operating Grant

Organizations that request Festival Operating grant funding and also request funds from other EAC 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 Items H through M of Attachment 2. Other figures for non-festival programs/ functions should be reported in Items G and N.

Applicants that have more than one EAC Operating grant may wish to consider a consolidated application to only one Operating program.

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 Operating peer jury for their ticketed festival events. In this way, the peer jury is 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. For more information, please contact grants@edmontonarts.ca.

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.

The EAC Peer Juries wish to recognize organizations that submit clear, informative, accurate grant applications.

Ensure financial information is in order

Your organization's reviewed financial statements must correspond to Column 1 (Last Fiscal Year Actuals) in Attachment 2 of the application.

Frequently Asked Questions

What is an operating grant?

Festival producing organizations incur certain costs in their day-to-day running including administration expenses, marketing and promotional expenses and other expenses associated with the production of the festival. This grant is meant to support those day-to-day expenses.

How will my application be evaluated?

Applications are considered by a jury who will make its assessment based on the four factors listed previously. The jury will also consider the organization's historical funding levels, growth and grant request.

When will I know the results of my application?

The EAC endeavours to notify applicants of the jury's recommendation no more than 120 days following the grant deadline. In no case can funds be released until the appeals process is completed, and Edmonton City Council has approved those recommendations. We anticipate sending cheques in January for those who apply in August, and in March for those who apply in November.

Where does the funding come from?

The Edmonton Arts Council manages the City of Edmonton arts and festival operating grants through the Community Investment Program. The City of Edmonton allocates funding from its tax base to the EAC on an annual basis to support this program. The City of Edmonton's final budget decisions are made in December for the following year.

Community Investment Program (CIP) Festival Operating Grant

Applications are accepted twice a year for the Festival Operating program. The two deadlines are 12:00 midnight on either August 15 or November 1. When either of these dates fall on a weekend, the deadline is the next business day. Complete applications must be received in the office of the Edmonton Arts Council (EAC) on or before the deadline. Incomplete or late applications will not be accepted or considered.

- 1. General Information** – You will be asked to fill-in information about the festival and your organization.
- 2. Grant Request** – You will be asked to fill-in your grant request.
- 3. Declaration of Officers** – You will be asked 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. Narrative**

Applicants are encouraged to upload a concise, realistic narrative that responds to the evaluation criteria listed previously, and ideally include a degree of critical self-assessment. (Please limit this to 16 pages in a readable typeface.)

1. A narrative evaluation of the previous festival produced by the applicant that describes, (where applicable):

- The purpose of the festival in 20 words or less.
- The festival mission and core program content.
- Any new elements initiated in the previous year's festival such as: programming, audience development, promotion/marketing, increasing accessibility for the general public or targeted demographics, etc.
- Any difference between the planned elements of the previous year's festival and what actually happened.
- The artistic and cultural benefits of the previous year's festival to Edmonton residents, to the community at large and/or to specific non-profit groups or communities.
- Any collaborative or cooperative partnerships or ventures with other businesses or non-profit organizations.
- An analysis of the marketing strategy and intended audience for the previous festival, including, but not limited to, the actual media coverage of the festival and any activities undertaken, either independently or cooperatively, to attract tourists to the festival.
- The organization's volunteer program. Describe the tasks undertaken by volunteers as well as methods used to recruit, train and recognize volunteers.
- A description of major changes, if any, in the organization in the past year. This includes significant changes in financial operations, organizational structure, personnel, etc.

2. A narrative outline of the applicant's upcoming festival that describes:

- Core program plans outlining any proposed initiatives or changes from the previous festival.
- Any significant or new marketing strategies and the expected impact on attendance - both paid and unpaid.
- 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, increase in ongoing programming, new continuing initiative, etc.).
N.B. Explanations should describe yearly ongoing expenses i.e. not a one-time program or one-year initiative (such as an anniversary event).
- Any additional information you would like considered.

5. Attachment 1 – Festival Statistics

- a. Describe the methods used to calculate free attendance. Include information you have on the economic impact of the festival on Edmonton. Provide notes to any statistics (if applicable).
- b. Complete the fillable form.

6. Attachment 2 – Financial Information Form

- a. Conformity with Financial Statements – The first column of this form should correspond to figures in your submitted Financial Statements.
- b. In-Kind Goods and Services – In-Kind Revenue and Expenses related to your festival should only be reported in Attachment 2 if they are recognized in the Financial Statements. Please report In-Kind Revenue in item C) of the attachment and expense it out in applicable categories in items H) to L). In-Kind Revenue and Expense should balance (i.e. equal each other). For the purposes of this application, volunteer work or contributions are not considered eligible in-kind services.
- c. Summary Sections – There are two summary sections at the end of Attachment 2. This is to provide overall figures for both the festival and the organization. These separate summaries accommodate organizations that have multiple functions i.e. run both a festival and another major activity (or activities) outside of the festival.
 - I. Summary – Festival:
Figures for Total Revenue, Total Expenses and Surplus (Deficit) related to the Festival will automatically tally in this section.
 - II. Summary – Organization:
 - Surplus (Deficit) – this will need to be filled in manually for all three columns. Figures in the first column should be taken from the Income Statement of the organization's Financial Statements. The second and third columns should be based on the organization's budget projections.
 - Accumulated Surplus (Deficit) – this will need to be filled in for the first column and will automatically tally for the second and third columns. Figures in the first column should be taken from the Balance Sheet of the organization's Financial Statements. (Another term for Accumulated Surplus (Deficit) is Net Assets.)
 - Total Designated or Restricted Funds – If applicable to your organization, these funds will need to be filled in manually for all three columns. Figures in the first column should be taken from the Balance Sheet of the organization's Financial Statements. If the organization has designated or restricted funds, these are normally listed under Net Assets. (Another term for Restricted Funds is Restricted Net Assets).
- d. Complete the fillable form.

7. Notes to Financial Information

- a. Do you have Designated or Restricted Funds in your Financial Statements? If so, attach a summary of these funds in the following categories:
 - I. Capital replacement or purchases, specify the items and the replacement or purchase schedule including costs and timings.
 - II. Future special projects (tours, promotions, etc.), briefly describe those projects and indicate total projected costs.
 - III. Other purposes (contingency, scholarships, etc.), identify those purposes and total funds designated to each.Applicants are reminded that Edmonton Arts Council policy states that if an organization holds an undesignated or unrestricted reserve of funds that exceeds one year's operating expenses for that organization's activities relevant to the grant application, the jury shall consider the surplus in deciding on grant recommendations for that organization.
- b. Notes to Attachment 2 - Financial Information Form
If there are substantial variances from year to year on Attachment 2 or if you wish to provide additional explanation on any item, please provide explanatory notes.
- c. A description of the debt management plan if the organization has one or both conditions shown in the Financial Statements:
 - Operating Reserve (Unrestricted Net Assets) in a negative position exceeding 15% of last year's operating expenses.
 - Accumulated short-term debt incurred on operations exceeding 15% of annual operating expenses.

8. Upload the Financial Statements, including a Balance Sheet and Income Statement, 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 \$25,000 require financial statements independently reviewed and/or signed by board members other than the Treasurer as specified in your Society Bylaws.
- Funding requests of \$25,000 to \$100,000 require reviewed financial statements with a review engagement report signed by a CA, CGA or CMA.
- Funding requests of greater than \$100,000 require audited financial statements audited and signed by a CA, CGA or CMA with an auditor's report.

Financial Statements must state the fiscal year-end and provide comparative year data (i.e. two years of financial information) in the Balance Sheet and Income Statement. In-Kind goods and services need to be reported in both the Financial Statements and Attachment 2 to be recognized in the application. In-Kind revenue must be labeled as In-Kind and be expensed out in applicable expense categories in the Income Statement. In-Kind Revenue and Expenses should balance (i.e. equal each other) If the Financial Statements are not reviewed or audited by an accountant, the applicant should keep invoices for In-Kind contributors. The Edmonton Arts Council reserves the right to request this documentation.

9. Upload 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. Upload a list of the current Board of Directors including names, addresses, email addresses and position of each member.

11. Upload the most recent annual report or, minutes of the most recent Annual General Meeting of the society including all related reports.

12. Upload by-laws of the society if this is the first application by the organization. Please submit a stamped copy from Corporate Registry.

13. Upload amendments to the society's by-laws passed between the last application and this application, if applicable. Please submit the filed and stamped copy from Corporate Registry.

14. Upload the most recent Annual Return with Corporate Registry of the Province of Alberta.

15. Upload an example of recognition of support by the Edmonton Arts Council and the City of Edmonton in media or promotional materials from the last festival (e.g. upload scanned program or link to website showing logos).

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 Community Investment Grant applications 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.