Evaluation criteria

As you go through the application form, please ensure you have read the eligibility and evaluation criteria and clearly include details of how this work meets the criteria below; what is happening, how and what success looks like, and how this is measured. Also be sure to include how this work will be supported now and into the future.

The Arts and Culture Grants Review Committee will assess your application based on the information you provide.

* **Artistic Impact:** clear artistic goals, objectives and outcomes and outcome-based measures for program evaluation; performers (who are they, where are they from, is local talent being supported, what do they perform); artistic quality and relevance; effectively engaging audiences through a mix of outreach activities (artist talks, discussion panels, etc.); creativity and innovation; partnerships and collaborations including clear descriptions of how these strengthen the program offerings; the quality of programming and how that is measured.
* **Community Benefit:** attendance and participation, audience development (increasing audience growth) and the metrics by which this is assessed; community-based connections and/or partnerships to support or deliver programming; promotion and marketing plans (reference marketing goals, objectives, and key performance indicators (KPIs), target market and audience, competitive analysis and market trends, marketing initiatives, channels, tactics, and content); access and inclusion measures that identify financial, physical and social barriers that have been addressed; and action taken to include equity deserving groups.
* **Organizational Capacity:** organization management, inclusion of volunteers and the roles they play; ability for staff and/or volunteers to deliver planned programming; financial capacity with evidence of a solid business and program plan; strong financial management and reporting practices; historical stability; demonstrated ability to adjust and maintain a balanced budget; diversified revenue streams with an appropriate mix of earned and internally generated revenues; strong internal fundraising efforts; comparison of internal fundraising efforts to the percentage of budget supported through municipal grants; stated financial need; overall financial position based on a review of the balance sheet with organizational surplus or deficit reduction planning; clear options, other than a municipal grant, to close the gap and demonstrate an ability to respond to change. Can you show that you have the ability, experience and other resources to successfully deliver the event (with the support of a New Initiatives grant). Grants cannot underwrite your activities. Do you have other financial support from other funders or through donations and sponsorships? Does the requested budget and financial information demonstrate a “need” for grant support to deliver the project?

Eligibility

Arts and Culture grants are designed to support arts organizations, incentivize creative innovation and new initiatives, support events and festivals, and foster a wide range of activities that reflect the talent, creativity, spirit and diversity of the community.

Arts & Culture grants support the arts, foster creativity and help to build cultural connections in the community. Grants support not-for-profit arts organizations, other recognized arts groups and collectives, as well as a range of community groups active in producing local events and activities.

Please note that for New Initiatives, Program, Project and Annual Programming assistance Grants, applicants must have an arts-primary mandate OR must be able to identify arts, culture and/or heritage as a key purpose of the organization. For Events and Celebrations, applicants must have arts, culture and/or heritage as the key focus, and this must be integral to the event.

Please check the box next to all that apply

[ ]  A. a non-profit organization, registered under the BC Society Act

[ ]  B. a recognized arts group with an equivalent (e.g. out-of-province) non-profit designation

[ ] C. a recognized charity, granted charitable status by the Canada Revenue Agency

Or, if neither a, b, or c apply

[ ]  D. a recognized art, cultural or heritage group with an established history in the community

[ ]  E. a recently formed arts group or cultural collective (not yet incorporated as a non-profit society), working in an area of emerging artistic or cultural practice

[ ]  F. an arts group or collective, partnering with an eligible non-profit society for the purpose of this grant application

Application/Society status/GST number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you checked A, B or C above, please provide the following information:

|  |
| --- |
| Official society or charity name, if different from the name provided above: |
| BC society number: | And/or charity number: |
| GST number: |
| Is your organization currently in good standing? |  Yes [ ]  No [ ]   |
| ⧠ Please attach a copy of your certificate in good standing. |

In addition to the above, have you checked the eligibility guidelines Yes [ ]  No [ ]

If not, please see Application and Organization details on page 4 of this document.

Please try to follow the word counts provided. They are a general guide. You are welcome to use bulleted answers but please do not use italics or emojis or type in all capital letters.

Who is completing this application?

|  |  |
| --- | --- |
| Name: | Title: |
| Email: |
| Phone number: |
| The organization are you applying for: |
| Organization mailing address: |
| City: | Province: | Postal code: |

Is this the first time the organization has applied for this grant:Yes [ ]  No [ ]
If you have received an NVRC Arts and Culture grant before, when was the last time?

|  |  |  |  |
| --- | --- | --- | --- |
| Year: |  | Grant or project name: |  |
| Amount funded: |  | Grant Budget: |  |

How many consecutive years has that organization received this funding for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Application and organization details

1. Please check the box next to the category you are currently applying for.

Be sure to check the category eligibility, maximum funding level and eligible budget amounts in the guidelines by clicking the link below.

* [New Initiatives Assistance](https://www.nvrc.ca/sites/default/files/docs/Arts-Culture/PROGRAMMING%20%26%20PROJECT%20ASSISTANCE%20Guidelines.pdf)
* [Program & Project Assistance](https://www.nvrc.ca/sites/default/files/docs/Arts-Culture/PROGRAMMING%20%26%20PROJECT%20ASSISTANCE%20Guidelines.pdf)
* [Annual Programming Assistance](https://www.nvrc.ca/sites/default/files/docs/Arts-Culture/PROGRAMMING%20%26%20PROJECT%20ASSISTANCE%20Guidelines.pdf)
* [Community Event Assistance](https://www.nvrc.ca/sites/default/files/docs/Arts-Culture/COMMUNITY%20EVENTS%20Guidelines.pdf)
* [Major Celebration Assistance](https://www.nvrc.ca/sites/default/files/docs/Arts-Culture/MAJOR%20CELEBRATIONS%20Guidelines.pdf)
* [Arts Festivals Assistance](https://www.nvrc.ca/sites/default/files/docs/Arts-Culture/ARTS%20FESTIVALS%20Guidelines.pdf)
1. How much funding are you requesting to support this application? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Are you applying for multi-year grant? (Applicable to Annual Programming Assistance, Major Celebrations Assistance or Arts Festivals Assistance Grant streams) Yes [ ]  No [ ]
3. What is your Projected Budget? (Cash Only)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Please indicate if you receive any other funding from either the City of North Vancouver or the District of North Vancouver Yes [ ]  No [ ]
5. If yes, please ensure you provide details in your budget notes section. Please note that you may be ineligible for grant assistance if you already receive municipal funding.
6. Tell us about your organization. (150 words) Type here or upload a word or pdf document.
7. Attach an organization staff chart and board list
8. Attach a document with the organization mission, mandate and vision

Tell us about Inclusion, Diversity, Equity and Access (IDEA) work with your board, staff, volunteers, participants.

1. Do you provide specific education and training, policy, hiring practices, language, other that supports? (200 words)
2. Does your project/program/event specifically serve one or more of the following underserved populations? Please check all that apply.

[ ]  First Nation members and/or urban Indigenous people

[ ]  Immigrant populations or newcomers

[ ]  People of colour or ethnic and cultural minorities

[ ]  Trans- and/or LGBTQ2+ populations

[ ]  Adults, children and families from low income back-grounds or those living in poverty

[ ]  Adults, children and families with physical or developmental disabilities

[ ]  Adults, children and families from other underserved or traditionally marginalized populations

1. How do you make attendees / participants feel like they belong? (150 words)
2. How have you decreased barriers to participation (social, emotional, financial, physical, etc.) (200 Words)
3. How do you specifically include newcomers in your organization/event/project etc.? (100 words)
4. Please provide statistical information on the number of staff and volunteers that are involved in the work described in this application.
Please note: it is not an expectation that artists and creative professionals volunteer their time. Paying artists and creative professionals for their time is a core principle of supporting arts and culture.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Number of paid staff | Number of full-time paid staff | Number of part-time paid staff | Number of volunteers | Hours of volunteer time |
|  |  |  |  |  |

1. Tell us about the roles volunteers play in relation to this application. (150 words)

Program description

Bulleted information is acceptable. Please do not type in caps or italics. Word counts are guides.

1. Name of the initiative, project, program or event:
2. Proposed dates:
3. Location(s):
4. Is this location confirmed? Yes [ ]  No [ ]
5. If no, when do you expect to know if this location is confirmed?
6. Tell us what your proposed project/program/event is, who is involved, why you are looking for funding. (You can use bullets but please do not use caps or Italics.) (250 words)
7. Please describe any intended outcomes or impacts. How are you going to define success – how do you measure success? (150 words)
8. Tell us about the impact this will have for the artists, participants, audience, and community. (100 words)
9. Tell us how this impacts local artists. Are you hiring local artists or providing opportunities for artists/talent from North Vancouver and/or who are part of an equity deserving group? Do you offer networking or professional development opportunities? (150 words)

Creative Goals & Outcomes

1. What is it that makes your program offering creative, innovative or new? **(150 words)**
2. Are you working in new or innovative spaces, does this work move your other programming or artistic practice in new directions, or is this something new that has not been seen in North Vancouver before? **(150 words)**
3. How does your project/program/event fit with the organization’s your mission and mandate? Please describe. **(100 words)**
4. Please tell us about the artistic-creative goals and objectives and how you will define and measure success in meeting those goals and objectives. **(150 words**)
5. Please describe any outreach activities (artist talks, Q&A, pre-post program/event talks, discussion panels, etc.) (150 words)
6. Please provide information in the chart below including key or main artist names, type of art, where the artist is from, and how we can learn more.

It is not necessary to include artist information such as face painters or stilt walkers, we are looking for your main headliners please. Keep in mind, that we are only looking for information related to what they are providing. Example: if they are an actor and you are hiring them as a musician only provide info that speaks to their role as a musician.

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| --- | --- | --- | --- | --- |
| Genre or Medium | Artist Name | Link to BIO | Social Media | Website(link) |
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Add more lines where necessary.

Community benefit/partnership/outreach and impact:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Demonstrated Need for the Project1. Does the project fill a need in the community not served in any other way? Who does the project serve? (50 words)
2. Who is the target audience or participant group? (50 words)
3. On the statistics form, you tell us about how many participants there were. Tell us here how you are going to track attendance / participation. (100 words)
4. Are you partnering with anyone? If yes, please provide their name and what their role is and tell us why this benefits you and them. (100 words)
5. Are you going to be reaching out to involve or invite any local organizations or groups? If yes, please name them and tell us why this benefits you and them. (100 words)

Program budget and financial information:Please Take the time to fully complete the budget form. Incomplete budgets will likely result in an incomplete application. Be sure to use the Notes section in the budget. This is where you need to list if the funding is confirmed or outstanding/applied for. It is also where you need to explain any changes or if you think there will be a change in the future. Please review the guidelines to determine your level of In-kind support. In-kind support refers to any item or service that can be monetized/have a dollar value added to it but that someone has gifted or donated to the applicant. 1. Explain how the requested budget and financial information demonstrate a “need” for grant support to deliver the project? (100 words)
2. What part of your project is this funding needed for? What, specifically, will the grant be used for? (100 words)
3. What would you note be able to deliver without this grant support? (100 words)
4. What is your plan if you have extra funds? **(100 words)**
5. How do you plan for losses and what will you do to reduce programming to balance your budget? **(100 words)**
6. Are you charging an admission or program fee? Yes [ ]  No [ ]
7. If so, please list and provide details. **(100 words)**
8. If your application is for an Annual Programming Grant, Arts Festival or Major Celebration, please attach:

|  |  |
| --- | --- |
|  | FINANCIAL STATEMENTSfor the most recently completed fiscal year* *OR comparable record/accounting of your financial position at the time of submitting the application*
* *prepared in accordance with generally accepted accounting standards, and including an income statement and balance sheet*

(For all other grant applications, please note that you may be asked to produce a financial statement to confirm your budget information and by submitting an application, you agree to produce this when requested). |

Marketing and promotions:1. **Please explain your promotional plan and marketing mix.** This plan should include what and how you are reaching your audience and include promotional activities and how you are going to undertake this work. **(200 words)**
2. Please provide links to your video and social media platforms and list any key hashtags below (ie. Facebook, Youtube, Twitter, Instagram, Snapchat, Podcasts, etc.

|  |  |  |  |
| --- | --- | --- | --- |
| Social media | Name | Key hashtags | Paid/unpaid |
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Add more lines where needed1. Please share photos (jpg), short video clips and/or links to video, website, social media, etc. See limits below. We look at who is in the photos, where they are taken and how they describe the work proposed in this application. “A picture is worth a thousand words”.

**PHOTOS** from previous year’s event(s)\* Please secure any necessary releases or permissions prior to submitting photos as part of this application. Photos should be of the program/event/activity and not just advertising or posters/brochures/programs. NVRC requires that the right to use the photos and materials submitted in reports and for promoting the grants program are guaranteed by the applicant.* minimum of three (3), maximum of six (6)

Attached jpg files only - we do not accept .pdf pages, slideshows, printed copies, or photos embedded in a word document, etc.**VIDEO AND/OR AUDIO FILES*** Please provide links to sites. It is your responsibility to ensure these links are safe and current.

|  |  |
| --- | --- |
| **Name** | **Link** |
|  |  |
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|  |  |

Building capacity and planning for sustainability:1. Do you plan on doing this project/program/event again in the future? Yes [ ]  No [ ]
2. If yes, do you plan to build on this activity in the future? (program, audience, etc.) Yes [ ]  No [ ]

Please explain. (150 words) 1. Are you able to support future initiatives where you may not receive the same funding level? Yes [ ]  No [ ]
2. If yes, please explain how? (100 words)
3. Did this program/project/event happen last year? Yes [ ]  No [ ]
4. How is this year different from previous years? Challenges? Lessons learned? (250 words) (Please use bullets).

Arts and Culture Assistance grants are not intended to provide continuing, indefinite support for the same activity. Any grant applicant who is requesting support for the same activity beyond five years may be subject to a review and must demonstrate the ongoing value of the municipalities’ grant investment in the proposed program.D E C L A R A T I O N & S I G N A T U R E S*I, the undersigned, certify that, to the best of my knowledge, all information provided in this application is accurate and true and is endorsed by the organization I represent.***SIGNATURE OF PERSON FILING THE APPLICATION** **NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****TITLE WITH ORGANIZATION:****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** The application may be submitted with the electronic signature (if available) of the Primary Contact identified on page 2 of this form OR the signature page may be submitted separately as a scanned .pdf, showing the Primary Contact’s original signature, **in addition to the full completed application**. Application package:Applications should consist of the documents listed below in the check list plus support materials as requested herein. It is the responsibility of the applicant to ensure that their application is complete, that all requested materials have been submitted and that all submission requirements have been satisfied. Any missing documentation may result in non-acceptance. Any updates or additions provided after the deadline will not be accepted. **Checklist** [ ] Application Form [ ] Non-profit organization certificate of good standing  [ ] Organization Chart [ ] Board List [ ] Organization Mission, Vision, Mandate [ ] Marketing Materials (images) [ ] Budget Form [ ] Statistics Form [ ] Financial Statements (where required or requested)**Electronic Submission and File Share****All materials must be submitted electronically along with signatures.** The preferred method of electronic submission is via a web-based file-share platform (e.g. **Dropbox, OneDrive, WeTransfer)**. Please ensure there are no time limits nor required passwords on the application documents and materials. |
| Hard copy submissions will not be accepted. |