

2018 Arts and Culture Grants  
Celebrations & Events Grants

## Application Form

# Major Celebrations and Festivals

Grants up to \$20,000

Celebrations & Events Grants for 'Major Celebrations and Festivals' are provided with the intent of supporting and sustaining established, multi-day cultural celebrations and signature arts festivals in North Vancouver as well as encouraging their growth and development as vibrant and exciting events. Grants are available to events:

- *that present a significant program of cultural activities and entertainments*
- *that present a coordinated (curated) program of artistic activities, exhibits or performances*
- *that demonstrate innovation and energy, and that inspire awareness of local and visiting talent*
- *that foster connection through community congregation and shared experiences*
- *that evoke a sense of celebration; and*
- *that provide an expression of the diversity and uniqueness of our community*

Priority will be granted to events and festivals:

- *that generate strong media profile for North Vancouver*
- *that support the cultural tourism and economic development objectives of the City and District*
- *that provide a quality experience for residents and visitors alike*

### GENERAL INFORMATION

#### 1. Applicant Organization

NAME OF ORGANIZATION

MAILING ADDRESS

CITY

PROVINCE

POST CODE

BC

## 2. Primary Contact *(person completing application)*

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NAME	TITLE WITH ORGANIZATION	
E-MAIL	PHONE (1)	PHONE (2)

## 3. Eligibility Check

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Eligible applicant categories are listed below:

PLEASE CHECK ANY THAT APPLY TO YOU:

- a non-profit organization, registered under the BC Society Act
  - a recognized charity, granted charitable status by the Canada Revenue Agency
  - a community service organization
  - an organization providing services to a specific ethnic or cultural group
  - a local community association
  - a business association or BIA
  - another recognized community group
- PLEASE SPECIFY

If you identify as a registered non-profit society or charitable organization, please complete the following

PROVIDE YOUR OFFICIAL SOCIETY OR CHARITY NAME, IF DIFFERENT FROM THE NAME PROVIDED ON PAGE 1

YOUR BC SOCIETY NUMBER

AND/OR YOUR CHARITY NUMBER

IS YOUR ORGANIZATION CURRENTLY IN GOOD STANDING?

YES

NO

IF YES, PLEASE PROVIDE PROOF OF GOOD STANDING

ATTACHED

## 4. Applicant Profile

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If you are a returning client with an established grant history (i.e. five years), **and** you submitted a grant request last year, your 'Applicant Profile' will be kept on file for up to a maximum of three years.

PLEASE CHECK BELOW TO INDICATE ...

- that you have submitted a new 'Applicant Profile' with this application
- that you have an 'Applicant Profile' on file

It is the responsibility of the applicant to keep their 'Applicant Profile' updated as the organization changes over time.

## ARTISTIC and CULTURAL VALUE

Policy identifies three areas of evaluation that speak to **'artistic and cultural value'**:

- *Quality of the Work Presented or Performed*
- *Programming Innovation*
- *Value of Intended Outcomes*

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### 5. Program Outline

NAME OF THE EVENT OR FESTIVAL

PLEASE INDICATE BELOW WHETHER THE EVENT IS ...

- a multi-day "cultural celebration," or*
- an arts festival?*

PROVIDE A SUMMARY OUTLINE OF THE PROGRAMMING AND PLANNED ACTIVITIES THAT MAKE UP THE EVENT OR FESTIVAL. (250 WORDS)

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### 6. Program Objectives

IDENTIFY YOUR KEY PROGRAMMING OBJECTIVES. REFER TO THE FUNDING OBJECTIVES FOR 'MAJOR CELEBRATIONS & FESTIVALS' GRANTS. (125 WORDS)

## 7. Measuring Success / Planning Ahead

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HOW WILL YOU MEASURE WHETHER YOU HAVE ACHIEVED YOUR GOALS? (100 WORDS)

OUTLINE ANY PLANNED CHANGES AND/OR NEW DIRECTIONS FOR THE EVENT OR FESTIVAL OVER THE PERIOD OF YOUR MULTI-YEAR GRANT REQUEST. (125 WORDS)

## 8. Artists Involved

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Answer this question *if* you identified above as an **arts festival**.

WHO ARE THE KEY ARTISTS, CURATORS, EDUCATORS, AND/OR PERFORMERS THAT YOU ARE PLANNING TO PROGRAM OR TO WORK WITH? WHAT MAKES THEM ESPECIALLY WELL-SUITED TO THIS EVENT? (150 WORDS)

ATTACH CVs, BIOS OR EXAMPLES OF WORK WHERE RELEVANT.

## 9. Programming Mix

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Answer this question *if* you identified above as a **cultural celebration**.

TO WHAT EXTENT IS THE PROPOSED PROGRAM DISTINCT OR NEW OR UNIQUE IN THE CONTEXT OF OTHER OFFERINGS AVAILABLE IN THE REGION?

NOT  
AT ALL

NOT  
SIGNIFICANTLY

SOMEWHAT  
DIFFERENT

FAIRLY  
DISTINCT

TOTALLY  
UNIQUE

IN RELATION TO ANY COMPARABLE OFFERINGS IN THE REGION WHAT IS DIFFERENT, INNOVATIVE OR NEW ABOUT YOUR PROGRAM? (125 WORDS)

ATTACH A COPY OF YOUR EVENT SCHEDULE/CATALOGUE/PROGRAM FROM LAST YEAR'S EVENT.



## 10. Support Materials – Artistic Impact

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Attach the following support materials where appropriate and/or if available:

- resumes or descriptive 'bios' for artists and other creative talent
- photos\* from previous year's activities
  - MINIMUM OF 10, MAXIMUM OF 15
  - SUBMIT AS PRINT QUALITY .JPG FILES – NO .PDF PAGES OR SLIDESHOWS
  - INCLUDE IN ELECTRONIC SUBMISSION – NO PRINTED COPIES
- any collateral materials used in previous year(s)
  - PROGRAM DESCRIPTION – INSTRUCTIONS TO PARTICIPANTS – EVENT PROGRAM OR CATALOGUE
- video and/or audio files
  - SUBMIT A LIST OF ACTIVE LINKS TO YOUTUBE, VIMEO OR OTHER WEB VIDEO SITES
- audience surveys
- copies of testimonials or letters of support

\* NVRC reserves the right to use any photos submitted for reporting and non-commercial promotional purposes – i.e. in staff reports and presentations, on the website or as part of materials that promote the programs and work of the NVRC. Please secure any necessary releases or permissions prior to submitting photos as part of this application.

## COMMUNITY BENEFIT & IMPACT

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Policy identifies four sets of criteria that speak to **'community benefit and impact'**:

- Past or Projected Attendance
- Cultural Tourism Impact
- Public Accessibility
- Level of Volunteer Involvement

## 11. Attendance and Participation

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TOTAL NUMBER OF PEOPLE YOU EXPECT TO ATTEND YOUR EVENT OR FESTIVAL SERIES IN 2018.

TOTAL NUMBER OF PEOPLE THAT ATTENDED YOUR EVENT(S) IN PREVIOUS YEARS.

2017:

2016:

2015:

NUMBER OF DAYS OF ACTIVITY

TOTAL HOURS OF PROGRAMMING PROPOSED AS PART OF THE EVENT.

NUMBER OF DAYS IN PREVIOUS YEARS

2017:

2016:

2015:

TOTAL HOURS OF PROGRAMMING IN PREVIOUS YEARS

2017:

2016:

2015:

## 12. Event Venue Capacity

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ESTIMATED CAPACITY OF VENUES – I.E. MAXIMUM NUMBER OF OCCUPANTS AT ANY ONE TIME

(TOTAL) NUMBER OF VENUES

LIST OF INDOOR VENUES

NAMES OF PARKS, PLAZAS AND OUTDOOR VENUES

(1)

(1)

(2)

(2)

(3)

(3)

OTHER VENUES?

TOTAL CAPACITY

CAPACITY AT INDOOR VENUES

CAPACITY AT OUTDOOR VENUES

(1)

(1)

(2)

(2)

(3)

(3)

## 13. Access and Inclusion

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Are you taking steps to ensure that your program is accessible &/or inclusive with respect to ...

PEOPLE WITH PHYSICAL DISABILITIES?

YES

NO

ADULTS &/OR CHILDREN WITH DEVELOPMENTAL DISABILITIES?

YES

NO

MEMBERS OF THE LGBTQ COMMUNITY?

YES

NO

(LOCAL) FIRST NATIONS &/OR URBAN INDIGINOUS PEOPLE?

YES

NO

PEOPLE FROM ETHNIC AND CULTURAL MINORITIES?

YES

NO

LOW-INCOME PEOPLE & FAMILIES?

YES

NO

OTHER UNDERSERVED POPULATIONS IN THE COMMUNITY?

YES

NO

PLEASE SPECIFY

DESCRIBE HOW YOU ARE WORKING WITH THE IDENTIFIED POPULATION(S) TO IDENTIFY AND REMOVE BARRIERS IMPACTING THEIR PARTICIPATION.

ATTACH EXTRA SHEETS IF REQUIRED.

## 14. Promotion Plan

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IDENTIFY YOUR KEY TARGET MARKET OR DEMOGRAPHIC.

OUTLINE YOUR PLAN TO REACH AND DEVELOP THIS AUDIENCE. (150 WORDS)

## 15. Social Media

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FACEBOOK: [www.facebook.com/](http://www.facebook.com/)

TWITTER: @

EVENT HASHTAG: #

INSTAGRAM: @

SNAPCHAT:

YOU TUBE CHANNEL:

OUTLINE YOUR SOCIAL MEDIA TARGETS

## 16. Partnerships *(if applicable)*

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IDENTIFY ANY KEY PARTNERS INVOLVED IN THE HOSTING, DELIVERY OR PROMOTION OF THE EVENT!

DESCRIBE THE IMPACT AND THE OUTCOMES OF THE PARTNERSHIP(S). (150 WORDS)

## 17. Volunteers & Interns

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HOW MANY VOLUNTEERS ARE ENGAGED IN THE DELIVERY OF THE EVENT?

CALCULATE THE NUMBER OF VOLUNTEER HOURS THAT GO INTO THE DELIVERY OF THE EVENT.

LOOKING AT PREVIOUS YEARS, REPORT ON:      THE NUMBER OF VOLUNTEERS      THE NUMBER OF VOLUNTEER HOURS INVOLVED IN THE DELIVERY OF THE EVENT.

2017:

2016:

2015:

WHAT DO YOUR VOLUNTEERS DO? WHAT DO THEY GAIN FROM THE EXPERIENCE OF WORKING WITH YOU?

## 18. Support Materials – Marketing Collateral

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*Attach samples of the following support materials where appropriate and/or if available:*

- print ads, posters and other printed materials
- on-line ads, social media promotion
- radio or TV spots
- media coverage, articles, interviews, reviews, etc.



## ORGANIZATIONAL CAPACITY AND/OR NEED

Policy identifies three areas of assessment in respect of **'organizational capacity and/or need'**:

- *Capacity to Deliver the Event or Festival Program*
- *Evidence of Financial Need*
- *Evidence of Funding from Other Sources*
- *Evidence of Community Partners and (Financial) Support*

### 19. (Multi-Year) Funding Request

<b>GRANT REQUEST</b>	<b>2018 BUDGET</b>	
<b>PROJECTED BUDGETS FOR</b>	<b>2019 EVENT</b>	<b>2020 EVENT</b>

**FOR STAFF USE ONLY**

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Grant Request as a Percentage of the Projected Program Budget

%

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### 20. Funding History

IS THIS YOUR FIRST GRANT REQUEST TO SUPPORT THIS EVENT?

YES	NO
<input type="radio"/>	<input type="radio"/>

IF NO, IN WHAT YEAR DID YOU FIRST RECEIVE A GRANT?

If you have previously received a grant for the proposed event or festival, please complete the following information for the last three years in which funding was received.

GRANT YEAR	GRANT RECEIVED	REPORTED EXPENDITURES
2017:		
2016:		
2015:		

### 21. Cost of Participation

WHAT IS THE COST OF PARTICIPATION AT &/OR ADMISSION TO YOUR PROGRAM(S)?

HOW DID YOU DETERMINE THE APPROPRIATE PRICE POINT? PROVIDE COMPARABLES &/OR A BUDGET RATIONALE.

### 22. Organizational Capacity

DO YOU HAVE A BUSINESS PLAN, DETAILING THE RESOURCES REQUIRED TO SUSTAIN OR TO DEVELOP THE PROGRAM IN A FINANCIALLY RESPONSIBLE MANNER?

YES	NO
<input type="radio"/>	<input type="radio"/>

IF YES, PLEASE ATTACH A COPY TO THIS APPLICATION

ATTACHED

IF NO, WHAT ARE YOUR PLANS, IN BRIEF OUTLINE, TO ACHIEVE FINANCIAL SUSTAINABILITY? (100 WORDS)

### 23. Why is Funding Needed?

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WHAT WILL THE GRANT BE USED FOR?

### 24. Other Sources of Funding

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LIST OTHER COMMUNITY SUPPORT, CORPORATE SPONSORSHIPS, FOUNDATION GRANTS OR GOVERNMENT FUNDING THAT YOU ARE SEEKING OR HAVE SECURED.

### 25. Program Budget and Financial Information

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Please confirm below that you have submitted the budget and financial information required as part of this application:

- a completed **Programming & Project Assistance Grant: Budget Form**
  - AVAILABLE ON A SEPARATE IMS EXCEL FORM
- a copy of your **Financial Statements** for the most recently completed fiscal year
  - PREPARED IN ACCORDANCE WITH GENERALLY ACCEPTED ACCOUNTING STANDARDS
  - INCLUDING AT MINIMUM AN INCOME STATEMENT AND BALANCE SHEET

STAFF USE ONLY

## DECLARATION & SIGNATURES

*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

## SUBMISSIONS & ENQUIRIES

All application materials are available on the website at:

<https://www.nvrc.ca/arts-culture/grants/celebrations-events>

Before completing this application form, please read the **Program Guidelines** for **Programming & Project Assistance** grants, including eligibility and evaluation criteria as well as submission requirements. These are available on the website at:

<https://www.nvrc.ca/arts-culture/grants/celebrations-events>

Email enquiries can be directed to: [grants@nvrc.ca](mailto:grants@nvrc.ca)

Phone questions can be directed to grants program staff at: (604) 983-6466

Check the **Program Guidelines** and submit the completed grant application package, including all required support materials to:

**Arts & Culture Grants,  
Delbrook Community Recreation Centre  
851 West Queens Road  
North Vancouver, BC V7N 4E3**

**Early Intake:** Grant Applications will be accepted from  
**Monday September 25th, 2017 to Tuesday October 17th, 2017** at 4:30 pm  
(for eligible activities that commence or that take place in the period from January 1st to May 31st, 2018)

**Main Intake:** Grant Applications will be accepted from  
**Monday February 5th, 2018 to Tuesday February 27th, 2018** at 4:30 pm  
(for eligible activities that commence or that take place in the period from June 1st to December 31st, 2018)