

Celebrations & Events Program
Arts & Culture Grants
Major Cultural Celebrations
Grants up to \$20,000

Celebrations & Events Grants for 'Major Cultural Celebrations' are provided with the intent of supporting and sustaining established, multi-day cultural celebrations 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, coordinated program of cultural activities and entertainments, including artistic activities, exhibits or performances*
- *that demonstrate innovation and energy*
- *that inspire awareness of local and visiting talent*
- *that foster connection through shared experience*
- *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*

GRANT REQUEST SUMMARY

NAME OF ORGANIZATION

NAME OF EVENT

DATES OF EVENT

TO

GRANT REQUEST, THIS YEAR

\$

EVENT BUDGET

\$

BRIEF EVENT DESCRIPTION

APPLICANT INFORMATION

1. Applicant Organization

NAME OF ORGANIZATION

MAILING ADDRESS

CITY

PROVINCE
BC

POSTAL CODE

2. Primary Contact *(person completing application)*

NAME

TITLE WITH ORGANIZATION

E-MAIL

PHONE (1)
()

PHONE (2)
()

3. Eligibility Check

Eligible applicant categories are listed below:

PLEASE CHECK ANY OR ALL 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

4. Society Standing

If you self-identified above as a registered non-profit society or charitable organization, please complete the following:

OFFICIAL SOCIETY OR CHARITY NAME, IF DIFFERENT FROM THE NAME PROVIDED ABOVE

BC SOCIETY NUMBER

AND/OR CHARITY NUMBER

4. Society Standing *(continued)*

IS YOUR ORGANIZATION CURRENTLY IN GOOD STANDING?

YES

NO

IF YES, PLEASE PROVIDE PROOF OF GOOD STANDING

ATTACHED

5. Applicant Profile

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.

PROGRAMMING MERIT and IMPACT

Policy identifies three sets of criteria that speak to **'programming merit and impact'**:

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

6. Program Outline

NAME OF THE EVENT

DATE(S) OF THE EVENT

TO

LIST OF INDOOR VENUES

PLAZAS AND OUTDOOR VENUES

(1)

(1)

(2)

(2)

(3)

(3)

Please provide an outline of the programming and planned activities at the event.
(300 WORDS)

6. Program Outline *(continued)*

7. Program Objectives & Outcomes

Please outline your goals and objectives in presenting the above program. Speak to how the program of activities, artists, entertainers and performers, as described above, help you to further these goals?

(250 WORDS)

8. Measuring Success

How do you measure or otherwise evaluate whether you have achieved your goals?

(200 WORDS)

9. Planning Ahead

At the discretion of the Grants Review Committee, grants in the 'Major Cultural Celebrations' category may be awarded for up to a maximum of three years.

Outline any planned changes, improvements and/or new directions for the event/festival over the period of the multi-year grant request

(250 WORDS)

10. Programming Mix

To what extent is the event and the programming offered at it different, new or unique in the context of other offerings available in the region?

NOT
AT ALL

NOT
SIGNIFICANTLY

SOMEWHAT
DIFFERENT

FAIRLY
DISTINCT

TOTALLY
UNIQUE

What is it that makes your program offering different, innovative or new?

(200 WORDS)

11. Support Materials – Program Impact

Please attach the following support materials:

REQUIRED ATTACHMENTS:

- a selected list of the artists, entertainers, performers and other creative talent **expected** to be part of the event
 - NUMBER OF DIFFERENT ARTISTS, ENTERTAINERS OR PERFORMANCE ACTS INVOLVED
 - PROVIDE A BRIEF DESCRIPTION FOR EACH ARTIST
 - HIGHLIGHT ANY THAT ARE CONFIRMED
 - INCLUDE IN ELECTRONIC SUBMISSION
- 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
- a copy of the event schedule, catalogue or program from last year's event

* PHOTOS

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.

PROVIDE IF AVAILABLE:

- any collateral materials used in previous year(s)
 - **PROGRAMS – INFORMATIONAL MATERIALS**
 - **INCLUDE IN ELECTRONIC SUBMISSION**

- video and/or audio files
 - **SUBMIT A LIST OF ACTIVE LINKS TO YOUTUBE, VIMEO OR OTHER WEB VIDEO SITES**
 - **INCLUDE IN ELECTRONIC SUBMISSION**

- copies of testimonials or letters of support
 - **INCLUDE IN ELECTRONIC SUBMISSION**

COMMUNITY BENEFIT & IMPACT

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*
-

12. Attendance and Participation

TOTAL NUMBER OF PEOPLE YOU EXPECT TO ATTEND YOUR EVENT

TOTAL NUMBER OF PEOPLE THAT ATTENDED YOUR EVENT IN PREVIOUS YEARS

20___: 20___: 20___:

NUMBER OF DAYS OF ACTIVITY

TOTAL HOURS OF PROGRAMMING

NUMBER OF DAYS IN PREVIOUS YEARS

TOTAL HOURS OF PROGRAMMING IN PREVIOUS YEARS

20___:

20___:

20___:

20___:

20___:

20___:

13. Event Promotion

Describe your activities to promote the event. Identify your target audience, and outline your plan to reach that audience.

(250 WORDS)

13. Event Promotion *(continued)*

14. Outreach & Audience Development

Describe any outreach activities you undertake to attract community support or to reach and build (new) audiences for the event.

(200 WORDS)

15. Social Media

Please identify the various social media platforms you use:

FACEBOOK: www.facebook.com/

TWITTER: @

EVENT HASHTAG: #

INSTAGRAM: @

SNAPCHAT:

YOUTUBE CHANNEL:

15. Social Media (continued)

How do you use social media to access your target audiences. What are your social media targets in terms of hits, likes, and views.

(200 WORDS)

16. Access and Inclusion

Are you taking steps to ensure that your program is accessible, inclusive and/or welcoming with respect to:

ADULTS &/OR CHILDREN WITH PHYSICAL DISABILITIES?	YES <input type="radio"/>	NO <input type="radio"/>
ADULTS &/OR CHILDREN WITH DEVELOPMENTAL DISABILITIES?	YES <input type="radio"/>	NO <input type="radio"/>
MEMBERS OF THE LGBTQ COMMUNITY?	YES <input type="radio"/>	NO <input type="radio"/>
(LOCAL) FIRST NATIONS &/OR URBAN INDIGINOUS PEOPLE?	YES <input type="radio"/>	NO <input type="radio"/>
PEOPLE FROM ETHNIC AND CULTURAL MINORITIES?	YES <input type="radio"/>	NO <input type="radio"/>
LOW-INCOME PEOPLE & FAMILIES?	YES <input type="radio"/>	NO <input type="radio"/>
OTHER UNDERSERVED POPULATIONS IN THE COMMUNITY? IF YES, PLEASE SPECIFY:	YES <input type="radio"/>	NO <input type="radio"/>

16. Access and Inclusion

Describe specific steps you are taking with the identified population(s) above to identify and remove barriers impacting their participation.

17. Partnerships (if applicable)

Partnerships are often an indicator of the community's support for an event or activity. Please list and describe any partnerships involved in the creation, delivery and support of the event. What value do these partnerships bring to the event? What do they make possible?

(150 WORDS)

18. Volunteers & Interns

APPROXIMATELY HOW MANY VOLUNTEERS &/OR INTERNS 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:	NUMBER OF VOLUNTEERS	NUMBER OF VOLUNTEER HOURS
	20__:	
	20__:	
	20__:	

What do your volunteers do? What do they gain from the experience of working with you?
(150 WORDS)

19. Support Materials – Marketing Collateral

Please attach the following support materials (from previous years):

REQUIRED ATTACHMENTS:

- sample print media ads
- posters
- other print materials
- on-line and/or social media promotion

IF AVAILABLE:

- a copy of any promotion or marketing plan developed for the event
- radio or TV spots
- a copy of any media coverage and/or wrap report
- sample media coverage of the event

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

20. (Multi-Year) Funding Request

GRANT REQUEST	EVENT BUDGET	
\$	\$	
PROJECTED BUDGETS FOR	2020 EVENT	2021 EVENT
	\$	\$

FOR STAFF USE ONLY

Grant Request as a Percentage of the Projected Program Budget

%

.....

21. Funding History

IS THIS YOUR FIRST GRANT REQUEST TO SUPPORT THIS EVENT?

YES
NO

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
20__	\$	\$
20__	\$	\$
20__	\$	\$

22. Cost of Participation

What is the cost of participation at &/or admission to your event? Why?
(100 WORDS)

23. Why is Funding Needed?

What, specifically, will the grant be used for?
(200 WORDS)

23. Why is Funding Needed? (continued)

24. Other Sources of Funding

Please list other sources of community support, foundation grants, government funding or local business sponsorships that you are seeking or have secured

25. Organizational Capacity

Do you have a Business Plan, detailing the resources and strategies required to sustain the event in a financially responsible manner?

PLEASE INDICATE

YES

NO

If yes, please attach a copy to this application

ATTACHED

25. Organizational Capacity *(continued)*

If no, what are your plans, in brief, to achieve financial sustainability?
(250 WORDS)

26. Program Budget and Financial Information

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

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

Electronic copies of the application may be submitted either with an electronic signature (if available), or without a signature as long as the hard copy submission includes an original signature. In order to maintain the functionality of this document for staff use, please do NOT submit a printed and scanned copy of the application.

SUBMISSION REQUIREMENTS

Grants Deadlines

Early Intake: Grant Applications will be accepted from **Thursday September 20th, 2018** to **Monday October 15th, 2018** at 4:30 pm
(for eligible activities that take place in the period from January 1st through August 15th, 2019)

Late Intake: Grant Applications will be accepted from **Tuesday February 5th, 2019** to **Tuesday March 5th, 2019** at 4:30 pm
(for eligible activities that take place in the period from July 15th through December 31st, 2019)

Application Package

Applications should consist of: a '**Client Profile**,' an '**Application Form**' and a '**Budget Form**' **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.

Electronic Submission *(complete application package)*

Submit one electronic copy of the complete **Application Package**, including any supplementary materials that may be required. Electronic submissions may be provided:

- on a USB drive (memory stick)
- on a CD-R disc, OR
- via a web-based file-share platform

Application materials sent as email attachments or faxes will not be accepted.

Hard Copy Submission *(signed forms only)*

Submit original signed copies of the '**Client Profile**' and '**Application Form**' ONLY.

Delivery Address

Applications can be mailed or hand-delivered to the attention of **Arts & Culture Grants** at:

Delbrook Community Recreation Centre
851 West Queens Road
North Vancouver, BC V7N 4E3