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Celebrations & Events Program

Arts & Culture Grants

**(Major) Cultural Celebrations**

Grants up to $17,500

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*

Grants Deadlines

EARLY INTAKE: Grant Applications will be accepted from Monday September 23rd, 2019 to *Tuesday October 15th, 2019 at 4:30 pm*

 *(for activities that take place from January 1st through August 10th, 2020)*

LATE INTAKE: Grant Applications will be accepted from Monday February 10th, 2020 to *Tuesday March 3rd, 2020 at 4:30 pm*

 *(for activities that take place from July 15th through December 31st, 2020)*

A P P L I C A N T I N F O R M A T I O N

1. Applicant Organization

NAME OF ORGANIZATION

MAILING ADDRESS

CITY PROVINCE POSTAL CODE

 BC

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

|  |  |
| --- | --- |
| ⬜ | 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 groupPLEASE SPECIFY❑a  |

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 ‘Client 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 ‘Client Profile’ updated as the organization changes over time.*

P R O G R A M M I N G M E R I T a n d I M P A C T

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

list of indoor venues PLAZAS AND outdoor venues

(1) (1)

(2) (2)

(3) (3)

6. Program Outline *(continued)*

*Please provide an outline of the programming and planned activities at the event.*

(300 WORDS)

7. Program Objectives & Outcomes

*Please outline your goals and objectives in presenting the above program. Speak to how the program mix of artists, cultural activities, entertainers and performers (as described above) help you to realize these goals?*

(250 WORDS)

7. Program Objectives & Outcomes *(continued)*

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 a multi-year grant request*

(250 WORDS)

FOR GRANTS COMMITTEE USE ONLY

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 NOT SOMEWHAT FAIRLY TOTALLY

 AT ALL SIGNIFICANTLY DIFFERENT DISTINCT UNIQUE

 ⭘ ⭘ ⭘ ⭘ ⭘

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
 |

C O M M U N I T Y B E N E F I T & I M P A C T

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 activites 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:** **twitter:**

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

**event hashtag: instagram:**

# @

**SNAPCHAT: YOU TUBE 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.*

**(150 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 NO

 ⭘ ⭘

ADULTS &/OR CHILDREN WITH DEVELOPMENTAL DISABILITIES? YES NO

 ⭘ ⭘

MEMBERS OF THE LGBTQ2+ 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**

16. Access and Inclusion *(continued)*

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

17. Community Support & Partnerships

*Please speak to any indicators of the community’s support for the event or activity. Please list and describe any partnerships involved in the creation, delivery and support of the event. What does the community’s support make possible?*

**(225 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)**

18. Volunteers & Interns *(continued)*

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 |

O R G A N I Z A T I O N A L C A P A C I T Y A N D / O R N E E D

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 2020 EVENT BUDGET

FOR STAFF USE ONLY

Grant Request as a
Percentage of the
Projected Program Budget

 %

$ $

PROJECTED BUDGETS FOR 2021 EVENT 2022 EVENT

$ $

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? How did you arrive at this figure?*

**(100 words)**

23. Why is Funding Needed?

*What, specifically, will the grant be used for*

**(200 words)**

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

 ⭘

*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 MS 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
 |

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 an electronic signature (if available) or with a scanned copy of the signature page ONLY. In order to maintain the functionality of this document as a fillable .pdf, do NOT submit a printed and scanned copy of the entire form.*

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

Electronic submissions may be provided on a USB drive (memory stick) ***OR*** on a CD-R disc, then 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

FILE SHARE

Submissions may also be provided via a web-based file-share platform (e.g. Dropbox)

NO FAX OR E-MAIL SUBMISSIONS

Application materials sent via fax or as email attachments will ***not*** be accepted.