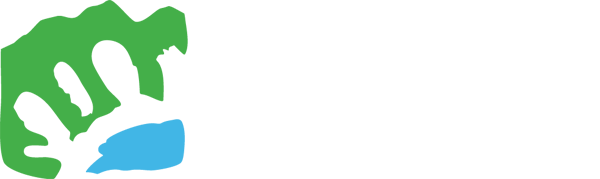
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2021 Arts & Culture Grants

Celebrations & Events Program

**Major Celebrations Grants**

Grants up to $12,500 for one-day events

Grants up to $17,500 for multi-day events

PROGRAM GOALS & OBJECTIVES

Celebrations & Events Grants for *‘Major Celebrations’* are provided to support and sustain established community events and cultural festivals in North Vancouver and encourage their development into vibrant and exciting events. Grants are available to events:

* *that present a coordinated program of cultural activities and entertainments, including artistic activities, exhibits or performances*
* *that demonstrate innovation and energy*
* *that foster connection through shared experience and celebration; AND*
* *that provide a quality experience for residents and visitors alike*

Priority will be granted to events that create safe, welcoming, accessible and inclusive spaces that encourage the attendance and/or participation of diverse and otherwise underserved populations.

Grants Deadlines

EARLY INTAKE: Grant Applications will be accepted from Monday September 14th, 2020 to *Tuesday October 20th, 2020 at 4:30 pm*

*(for events that take place from January 1st through August 10th, 2021)*

LATE INTAKE: Grant Applications will be accepted from Monday February 8th, 2021 to *Tuesday March 2nd, 2021 at 4:30 pm*

*(for activities that take place from July 15th through December 31st, 2021)*

Instructions

1. *Please type all information into the spaces provided on this Application Form. Handwritten, incomplete and/or illegible reports will not be accepted.*
2. *Please follow all Instructions carefully.*
3. *Answer all questions directly and concisely.*
4. *Word Counts are provided as a general guideline. Your application will not be rendered ineligible if you exceed the word counts provided, however please attempt to stay within them!*
5. *To assist you in completing this Application Form, please refer to the ‘Major Celebrations Grants: Program Guidelines.’*

(A). A P P L I C A N T I N F O R M A T I O N

A.1 Applicant Organization

NAME OF ORGANIZATION

…

MAILING ADDRESS

…

CITY PROVINCE POSTAL CODE

… BC …

PRIMARY CONTACT PERSON TITLE WITH ORGANIZATION

… …

E-MAIL PHONE (1) PHONE (2)

… … …

A.2 Organizational Description / Client Profile

*Please complete a separate Client Profile.*

PLEASE CHECK BELOW TO INDICATE …

*(Copy and paste the check mark provided* ✓ *)*

|  |  |
| --- | --- |
| ⬜ | *that you have submitted a new Client Profile with this application OR* |
| ⬜ | *that you have an Client Profile already on file* |

*Your profile will be kept on file for a maximum of five years. It is the sole responsibility of the applicant to keep their Client Profile updated as the organization changes over time.*

A.3 Eligibility Check

*Applicants for Major Celebrations grants must be able to demonstrate a history of having produced events or festivals or other comparable programming for at least one year prior to submitting the application.*

*Eligible applicant categories are listed below:*

PLEASE CHECK ALL THAT APPLY TO YOU:

*(Copy and paste the check mark provided* ✓ *)*

|  |  |  |
| --- | --- | --- |
| ⬜ | A. | *a non-profit organization, registered under the BC Society Act* |
| ⬜ | B. | *a recognized group delivering arts, cultural and/or events programming with an equivalent or out-of-province non-profit designation* |
| ⬜ | C. | *a registered charity, granted charitable status by the Canada Revenue Agency* |
| ⬜ | D. | *a recognized arts, cultural or heritage group with an established history in the community* |
| ⬜ | E. | *an organization providing services to a specific ethnic or cultural group* |
| ⬜ | F. | *a community service organization* |
| ⬜ | G. | *a local community association* |
| ⬜ | H. | *a business association or BIA* |

*If none of the above categories apply to your organization, contact the Program Officer.*

A.4 Society Standing

*It is not required for you to be registered as a non-profit society or charitable organization in order to qualify for a grant. However, if you self-identified above as either a 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**

… …

is your organization currently in good standing? YES NO

⭘ ⭘

IF YES, PLEASE provide PROOF OF GOOD STANDING ATTACHED

⬜

(B). 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

EVALUATION CRITERIA

*The Arts & Culture Grants Policy identifies three evaluation criteria in respect of ‘programming merit and impact’:*

* *Quality of Work Presented or Performed*

*Does the event present a high quality mix of artists, performers and entertainers with high production standards?*

* *Programming Innovation  
  Does the event offer an interesting and innovative mix of activities that engage the community in new and different ways?*
* *Demonstrated or Projected Outcomes*

*How successfully do the proposed activities meet the Program Goals and Objectives laid out for ‘Major Celebrations Grants’?*

*Questions in this section account for 30% of the evaluation of Major Celebrations.*

B.1 Event Details

NAME OF THE EVENT

…

EVENT DATE(S) EVENT LOCATION(S)

… …

B.2 Event Description

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

*How are you addressing or adjusting for the impacts of the Covid-19 pandemic?*

*Speak to how the proposed program of activities serves to meet the goals and objectives of the Major Celebrations Grants funding stream (see page 1 of this Application Form).*

*How do you measure or otherwise evaluate whether you are achieving these goals?*

(400 WORDS)

…

B.3 Artists, Performers and Creative Contributors

*Please provide a list of the key artists, performers and other creative contributors that you are planning to present at the event.*

*If, at the time of completing this application, you are not sufficiently advanced in your planning to provide a list for the upcoming event, please provide a list of those who presented work or performed last time you put on the event.*

*Please attach short bios, website links or links to EPKs (electronic press kits) as available.*

(INSERT OR ATTACH LIST)

…

B.4 Programming Innovation

*What do you do to keep your programming interesting, engaging and fresh?*

(100 WORDS)

…

B.5 Planning Ahead

*Applications in the Major Celebrations category may be considered for multi-year funding up to a maximum of three years. If you wish to be considered for multi-year funding, please outline any planned changes, improvements and/or new directions for the event over the period of a multi-year grant request.*

(150 WORDS)

…

B.6 Support Materials – Program Impact

ELECTRONIC ATTACHMENTS:

*Please include OR attach the following support materials in the electronic submission:*

|  |  |
| --- | --- |
| ⬜ | A LIST OF THE ARTISTS, entertainers, performers and other creative talent *expected* to be part of the event (See Question B.4)   * *where possible provide a brief bio or description for each artist – an active link to the artist’s website or electronic press kit (EPK) is acceptable* * *where possible please highlight any that are confirmed* |
| ⬜ | PHOTOS from previous year’s event(s)\*   * *minimum of six (6), maximum of fifteen (15)* * *submit as print quality .jpg files – we do not accept .pdf pages or slideshows*   *– we do not accept printed copies of photos* |
| ⬜ | VIDEO AND/OR AUDIO FILES   * *maximum of three (3)* * *if available, submit a list of active links to youtube, vimeo or other web video sites* |
| ⬜ | TESTIMONIALS AND/OR LETTERS OF SUPPORT |

*\* 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.*

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

EVALUATION CRITERIA

*Policy identifies four evaluation criteria in respect of ‘community benefit and impact’*:

* *Past or Projected Attendance*
* *Cultural Tourism Impact*

*Does the event generate a positive media profile for North Vancouver as a destination? Does it attract either participation and/or “tourist” visits from around the region or from farther afield?*

* *Public Accessibility*

*Is the event financially and physically accessible? Is it welcoming and accessible to a broad spectrum of the community, including diverse, underserved or otherwise marginalized populations?*

* *Level of Volunteer Involvement*

*Questions in this section account for 45% of the evaluation of Major Celebrations.*

C.1 Attendance and Participation

ATTENDANCE TARGET, 2021 TOTAL HOURS OF PROGRAMMING

… …

REPORT ON PREVIOUS YEARS’ ATTENDANCE PROGRAMMING HOURS IN PREVIOUS YEARS

2020: … 2020: …

2019: … 2019: …

2018: … 2018: …

NOTES ON ATTENDANCE

*Where possible please report on attendance over the last three years that the event has taken place. If the event did not take place in 2020 due to the Covid-19 pandemic, please insert “n/a” for that year.*

*If for any reason the event has not taken place annually, please adjust the years above and report on the last three years that the event has taken place.*

*Please indicate below how you arrive at your attendance reports. Are they a best estimate or are they based on admission counts?*

…

C.2 Target Audience(s)

*Please identify your primary audience and any other secondary target audiences.*

**(100 words)**

…

C.3 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:**

… …

C.4 Event Promotion & Media Strategies

*Describe your activites to promote the event. Outline your plan to reach your target audiences.*

*How do you integrate social media into your promotion activities? What are your social media targets in terms of hits, likes, and views?*

*Describe your activities designed to generate media coverage (exposure) for the event?*

**(250 words)**

…

C.5 Access & Inclusion: Serving a Diverse Community

*Arts & Culture Grants support events, programs or projects targeted at minority or marginalized populations that are often underserved or who face challenges accessing services in the community.*

*Does your festival specifically serve one or more of the following underserved populations?*

* *(local) First Nations &/or urban Indigenous people*
* *immigrant populations, people of colour or ethnic and cultural minorities*
* *trans- and/or LGBTQ2+ people*
* *adults, children and families from low income backgrounds or those living in poverty*
* *adults, children and families with physical or developmental disabilities*

*If the answer to the above question is* YES*, please identify the specific population(s) or communities your event serves.*

…

*Describe* ***specific steps*** *you are taking with these or other diverse, underserved, minority or traditionally marginalized populations to identify and remove barriers impacting their participation.*

(200 words)

…

C.6 Volunteers & Interns

*How many volunteers and/or interns are engaged in the delivery of the event? Approximately how many volunteer hours does this generate?*

VOLUNTEERS &/OR INTERNS, 2021 CALCULATION OF VOLUNTEER HOURS

… …

REPORT ON PREVIOUS YEARS’ VOLUNTEERS VOLUNTEER HOURS IN PREVIOUS YEARS

2020: … 2020: …

2019: … 2019: …

2018: … 2018: …

NOTES ON VOLUNTEERS

*Where possible please report on volunteer participation over the last three years that the event has taken place. If the event did not take place in 2020 due to the Covid-19 pandemic, please insert “n/a” for that year.*

*If for any reason the event has not taken place annually, please adjust the years above and report on the last three years that the event has taken place.*

ROLE OF VOLUNTEERS

*What do your volunteers do? What do they gain from the experience of working with you?*

**(100 words)**

…

C.7 Support Materials – Marketing Collateral

*If available, please attach the following support materials (from previous years):*

|  |  |
| --- | --- |
| ⬜ | *(sample) print media ads* |
| ⬜ | *posters / other print materials* |
| ⬜ | *on-line and/or social media promotion* |
| ⬜ | *radio or TV spots* |
| ⬜ | *media coverage of the event* |

(D). 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

EVALUATION CRITERIA

*Policy identifies four evaluation criteria in respect of ‘organizational capacity and/or need:’*

* *Ability to Deliver the Program or Project*

*Can you demonstrate that you have the ability, experience and other resources to successfully deliver the event (with the support of a Major Celebrations grant).*

* *Evidence of Funding from Other Sources*

*Grants are not provided for the purpose of underwriting your activities. Are you able to leverage financial support from other funders or through donations and sponsorships?*

* *Evidence of Community Partners & Support*
* *Evidence of Financial Need*

*Is the budget balanced? Do you clearly present all requested budget and financial information in such a way that it demonstrates the “need” for grant support to deliver the event?*

*Questions in this section account for 25% of the evaluation of Major Celebrations.*

D.1 (Multi-Year) Funding Request

*Please enter the following information from the ‘Major Celebrations: Budget Form’ provided.*

*The maximum grant request for a one-day event is $12,500; the maximum grant request for a multi-day grant request is $17,500.*

FOR STAFF USE

Grant Request as a Percentage of the Projected Program Budget

%

GRANT REQUEST 2021 EVENT BUDGET (TOTAL EXPENDITURES)

$ … $ …

PROJECTED BUDGETS FOR 2021 EVENT 2022 EVENT

$ … $ …

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

GRANT YEAR GRANT RECEIVED REPORTED CASH EXPENDITURES

2020: $ … $ …

2019: $ … $ …

2018: $ … $ …

NOTES ON BUDGET REPORTING

*Where possible please report on grants you have received and total reported expenditures for each of the last three years that the event has taken place. If the event did not take place in 2020 due to the Covid-19 pandemic, please insert “n/a” for that year.*

*If for any reason the event has not taken place annually, please adjust the years above and report on the last three years that the event has taken place.*

D.2 Program Budget and Financial Information

*Please confirm below that you have submitted the following as part of this application:*

|  |  |
| --- | --- |
| ⬜ | MAJOR CELEBRATIONS BUDGET FORM   * *available on a separate MS Excel form* |
| ⬜ | 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* |

D.3 Other Sources of Support

*Please list sources of community support and/or local business sponsorships that you are seeking or have secured.*

*Please also list any other foundation grants and/or government funding that you may be targeting to support and/or deliver the event.*

**(attach listS or provide below)**

…

*What challenges, if any, do you face in seeking the support of the community for your event? Briefly describe your outreach activities in seeking community support.*

**(150 words)**

…

D.4 Why is Funding Needed?

*What, specifically, will the grant be used for? What aspect of the event would you be unable to deliver without grant support?*

**(100 words)**

…

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.*

Application Package

Applications should consist of 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

All materials must be submitted electronically. Hard copy submissions will only be accepted under exceptional circumstances.

File Share

The preferred method of electronic submission is via a web-based file-share platform (e.g. Dropbox)

USB (Memory Stick)

Submissions may also 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

No Fax or E-Mail Submissions

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