



Hamilton

## City Enrichment Fund

### Arts Program

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#### Objective

To provide opportunities for all the people of Hamilton to enjoy and actively participate in the arts while:

- Enhancing social, economic and cultural prosperity
- Building strength in the arts sector

All programs funded through the Arts Program will support Hamilton's community vision, Our Future Hamilton. [Learn more about Our Future Hamilton here.](#)

### How to apply for a grant

- Read the **City Enrichment Fund Guidelines** and the **Arts Handbook** for details about the program, stream objectives, eligibility, and criteria.
- Refer to the **Application Details** section to learn about expectations for each question.
- You will be required to complete all sections of the application online.
- Upload all documents (use the checklist to confirm that you have submitted all attachments).

## ARTS FESTIVALS

## Arts Festivals Handbook - Arts Program

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### **Objective**

To enhance the ability of organizations to produce and present arts festivals that have high merit, strong impact and solid viability.

### **Description**

This funding stream supports the planning and delivery of arts festivals in Hamilton that have a city-wide impact through annual operating grants for established festivals and emerging festivals.

For the purpose of this funding stream, a festival is defined as a collection of arts activities presented over a set period of time with some theme of interest. A festival may be devoted to one or more disciplines and can be produced annually, on a reoccurring basis, or one-time. A festival has general appeal, a public profile and public access on a free and / or paid basis.

## Funding Categories

### **Established Arts Festival**

Definition	Incorporated not-for-profit organizations that have been incorporated for five or more years and have a history of sustained arts festival programming.
Status	Incorporated for five years or more
Maximum Funding <i>New</i>	Up to a maximum of \$100,000 for eligible festival administrative and programming expenses. <ul style="list-style-type: none"> <li>• Funding Requests Over \$15,001: Funding requests should not exceed 30% of the total program budget.</li> <li>• Funding Requests Below \$15,000: CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding / revenue sources.</li> </ul>
Assessment Weighting	30% Organizational Capacity 40% Program Merit 30% Community Impact

### **Emerging Arts Festival**

Definition	Incorporated not-for-profit organizations that have been producing the festival for less than five years.
Status	Incorporated for one to five years
Maximum Funding <i>New</i>	Up to a maximum of \$10,000 for eligible festival administrative and programming expenses. CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding / revenue sources.
Assessment Weighting	30% Organizational Capacity 40% Program Merit 30% Community Impact

## **Arts Festival Guidelines**

These guidelines are in addition to the general CEF guidelines and eligibility criteria

<b>Eligibility</b>	<p>Incorporated not-for-profit organizations with a mandate that includes producing an arts festival</p> <ul style="list-style-type: none"> <li>• The organization’s head office must be located within Hamilton</li> <li>• The focus of the festival must be arts-based and occur within the city of Hamilton</li> </ul> <p>Arts organizations that receive a City Enrichment Fund Arts Operating Grant may also apply for an Arts Festival grant on a one-year basis for a new festival initiative in the Emerging Arts Festival category.</p>
<b>Ineligible Festivals / Activities / Organizations</b>	<p>In addition to the general CEF ineligible criteria:</p> <ul style="list-style-type: none"> <li>• Small neighborhood festivals</li> <li>• Book fairs</li> <li>• Literary reading series</li> <li>• Competitions</li> <li>• Sports and recreation tournaments and events</li> <li>• For profit, commercial or entertainment ventures</li> <li>• Trade shows, trade fairs and conferences</li> <li>• Stand-alone parades (e.g. Santa Claus Parade)</li> <li>• Events, defined as one-off single activities, gatherings or celebrations typically taking place over a concentrated period of time, such as a few hours. Examples of events are rallies, demonstrations, fundraising events, single performances or other single artistic activities.</li> <li>• Business Improvement Associations</li> </ul>
<b>Eligible Expenses</b>	<ul style="list-style-type: none"> <li>• Artistic (fees and travel)</li> <li>• Production and technical (including equipment and venue rental)</li> <li>• Marketing, promotion and audience development</li> <li>• Administration</li> <li>• Insurance</li> <li>• Policing and security</li> <li>• Road closure charges</li> <li>• Evaluation</li> </ul>
<b>Ineligible Expenses</b>	<p>In addition to the general CEF ineligible expenses:</p> <ul style="list-style-type: none"> <li>• Hospitality including alcohol</li> </ul>

	<ul style="list-style-type: none"> <li>• Equipment purchase</li> <li>• Expenses not directly related to the festival</li> <li>• Expenses for festival components or activities that take place outside of the city of Hamilton</li> </ul>
<p><b>Assessment Criteria</b></p>	<p>Each Funding Category will be assessed separately using the following assessment criteria and weighting:</p> <p><b>30% Organizational Capacity as demonstrated by:</b></p> <ul style="list-style-type: none"> <li>• Successful track record of achievement in Festival programming and delivery (if applicable)</li> <li>• The capacity of the applicant to present the festival as proposed</li> <li>• The soundness of the festival planning and the evaluation plan</li> <li>• Balanced, realistic budget</li> <li>• Capacity to generate earned and private sector revenue</li> <li>• Effective planning and evaluation</li> <li>• Appropriate and effective marketing and promotion</li> </ul> <p><b>40% Program Merit as demonstrated by:</b></p> <ul style="list-style-type: none"> <li>• Clear vision that reflects the organization’s mandate</li> <li>• Quality and quantity of arts programming</li> <li>• Qualified, professional artistic leadership</li> <li>• Plans to allocate appropriate resources / fees towards festival programming</li> <li>• Contributing to the development of the festival sector in Hamilton</li> <li>• Attraction of tourists to Hamilton</li> </ul> <p><b>30% Community Impact as demonstrated by:</b></p> <ul style="list-style-type: none"> <li>• Potential for public support, participation and attendance</li> <li>• Strong and successful relationships and partnerships with the business and the not-for-profit community</li> <li>• Audience development initiatives aimed at reaching Hamilton’s broad, diverse community</li> <li>• Offering meaningful opportunities for volunteers</li> <li>• Improving quality of life for the residents of Hamilton</li> <li>• Employment and training opportunities for Hamilton artists, cultural workers and contractors</li> <li>• Direct and indirect spending in Hamilton</li> <li>• Offering meaningful opportunities for volunteers</li> </ul>

# **Arts Festivals Application - Online**

- Create an account for organization.
- Applicants are responsible for providing all the information and attachments requested.
- Make updates to the saved organization information, contacts etc. before beginning a new application
- Save information as you move between pages.
- The City Enrichment Fund will make decisions regarding your eligibility based on the information provided in your application.

## **APPLICATION**

### **General Information Form**

**Program Area:** Arts

**Arts Program Stream / Category:** Arts Festivals

**Is your organization's head office located within the City of Hamilton?:** Yes / No

**Is your organization an incorporated not-for-profit with a mandate that includes producing an arts festival?:** Yes / No

**Is the focus of your organization's festival arts-based?:** Yes / No

***Equity Diversity Inclusion question (this question is not scored)***

### **Organization Information Form**

#### **Applicant Contact Information**

**Additional Contact persons for your organization:** (We recommend including a secondary contact for your organization)

**Is your organization legal name different than the above organization full name?:** Yes / No

***Organization Legal Name:***

***To which name would funds be payable to should your application be chosen to receive funding?***

**Head Office Address**

**Organization Establish Date**

**Legal Status or Organization** (select all that apply)

**Organization mandate or mission** (Approx. 200 words)

**Provide a brief history of your organization** – include important milestones and / or changes to the organization's direction over time. (Approx. 250 words)

## **Program Information Form**

**Program Name:** The name of the Arts Festival

**Total program budget:** Total expenses (excluding in-kind). Must match the *Total Eligible Program Budget – Current Year Eligible*

**Grant / funding amount requested:** Must match request amount in the application

**Did you receive funding for this program last year?:** Yes / No

**Provide a brief summary of your program in 60 words max.**

- This description will be published as part of your organization’s City Enrichment Fund Application Summary Report and is not scored (please note this response forms a part of a public facing document).

**Provide a detailed description of your program** (Approx. 1000 words)

- The programming direction
- A summary of artistic activities describing the quality, diversity, and innovativeness
- A description of how artists / performers are selected and fees paid
- Festival dates and schedule
- Describe additional festival programming and activities
- Briefly describe your marketing plans

**Specify how funding from the City Enrichment Fund will be used.** (Approx. 500 words)

Your description should relate to the details provided in your programming description and to your proposed budget.

**How will your program increase community participation?** (Approx. 500 words)

- Details on the festival audience
- Volunteer program(s)
- Festival recognition and the impact on the city  
Artistic contributions / cultural impact

**What are the measurable outcomes of your program?**

Describe the outcome of your program to your organization and / or to the community as a direct result to your activities. Ensure that each outcome is measurable. Multiple measures for a single outcome are acceptable. If your application is successful and you receive funding, you will be required to report back on the outcomes provided.

Provide three measurable outcomes.

The outcomes listed should reflect the festival goals for the request year in a manner that can be measured and evaluated.

- What is your desired outcome / goal?
- How will you measure your success?

- What is the impact or affect for the organization?

Examples :

OUTCOME	MEASURE
Increased social media presence.	<ul style="list-style-type: none"> <li>• 100% increase in Facebook ‘likes’ (total of 400 likes).</li> <li>• 5 Facebook ‘shares’ per event / program.</li> </ul> <p>An increase in social media activity will expand our audience reach and increase direct communication.</p>
Increase annual membership by 5%.	<ul style="list-style-type: none"> <li>• 100% renewal rate for 2023 membership (300).</li> <li>• Enroll 15 new members (5%)</li> </ul> <p>Our membership has remained at approx. 300 for the past 2 years. With the increased social media presence and focus on membership benefits we hope to attract new members.</p>
Maintain 2023 sponsorship levels.	<ul style="list-style-type: none"> <li>• After losing 2 significant sponsors in 2020, the organization is focusing on maintaining our 9 longtime sponsors.</li> </ul> <p>By evaluating the mutual benefits of each sponsor relationship the organization hopes to enhance the value to current and future sponsors.</p>

**Describe both formal and informal program partnerships. How do these relationships enhance your program activities?** (Approx. 300 words)

- Community outreach partners and relationships
- Partnerships with other not-for-profits and the partnerships festival roles
- Other organization partners
- For-profit partnerships and relationships

**List the team members that will ensure your program is well managed and achieves your desired goals. Include a brief explanation of how their expertise / specialization will make your program a success.** (Approx. 300 words)

This may include members from your staff, Board of Directors, and / or committee members. Consider how these team members reflect the community you serve.

**How does this program enrich the city?** (Approx. 300 words)

- What are the benefits and contributions to the community?
- How does your organization develop its audience and reach Hamilton’s broad diverse community?

## **Your Program and the City's Community Vision**

*Review the City of Hamilton's Community Vision that aligns with this program.*

**Which of our community priorities align with this program?** (check all that apply)

- |                                                                 |                                                               |
|-----------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Community Engagement and Participation | <input type="checkbox"/> Clean and Green                      |
| <input type="checkbox"/> Economic Prosperity & Growth           | <input type="checkbox"/> Built Environment and Infrastructure |
| <input type="checkbox"/> Healthy and Safe Communities           | <input type="checkbox"/> Culture and Diversity                |

**Describe how your program is aligned with the community priorities chosen.** (Approx. 200 words)

### **Program / Stream Specific Questions**

**Describe your organizational plans for the funding year.** (Approx. 300 words)

- Your significant organizational plans for the request year and how they were shaped by the successes and challenges of last year?
- Discuss your organizational structure and any changes to staff or significant volunteer roles.

**Describe the economic impact of your activities on the City of Hamilton? Provide an economic impact statement. Your response may include qualitative and or quantitative information.** (Approx. 400 words) - *Established Festivals only*

## **Budget**

### **Additional Budget Template Information**

1. Grant Requests cannot be 100% of the Total Eligible Program Budget and must demonstrate additional funding / revenue sources (cash only, excludes in-kind).
2. It is recommended that submitted budgets are balanced. Provide comments for programs that present a budget deficit or surplus under Budget Form Notes.
3. Please note that this budget is used by all CEF program areas. Use the most appropriate line items provided in addition to the blank spaces listed as 'other'.

Example:

Item	Current Program Year Amount (\$)	Previous Program Year Actuals (\$)	Brief Explanation of confirmed amounts, rentals etc.
Membership Fees			
Admission Fees			
Sales & Commissions			

### Item

List of budget line items

### Current Program Year Budget Amount (\$)

Provide the festival budget for the request year

### Previous Program Year Budget Amount (\$)

Provide the festival expense budget from the previous year (or the last year the festival was presented)

### Budget Notes - Brief explanation

Provide point form, brief notes to support proposed budget. of line items (point form). Some examples include:

- Confirm government funding, sponsorship etc., with *Pending or Confirmed*.
- Provide a breakdown of a line item i.e. *Total vendor fees, 15 vendors x \$250*.
- Provide information on new expense items i.e. *New festival fa family zone for 2023, includes set up (\$XXX) and animator fees (\$XXX)*.
- Provide notes for significant variances between the previous and request year i.e. *Increase of artist fees with launch of new stage. OR \$5K decrease as new sponsor is providing marketing services in-kind*.

### In-kind

Provide the estimated volunteer hours and value of other in-kind contributions. The total in-kind value will automatically be reflected on the program revenue.

## Attachments

### Organization Attachments:

- Board of Directors list (**mandatory**). Include role titles, length on BOD.

- Staff list (**mandatory**). Include job titles and whether full or part-time for both administrative and artistic staff.
- Financial Statements (**mandatory**). If audited financial statements are not available, then unaudited statements are required. Please note, for grant requests greater than or equal to \$30,000 audited financial statements are mandatory.

**Program Attachments:**

- Program Marketing Material (**mandatory**). Poster, flyer, pamphlet.
- Program Specific Material  
*Optional up to 4 program materials, including;*
  - Most recent annual report
  - Additional marketing material
  - Performance programs
  - Images
  - Festival statistics and data

**Declaration Form**

**Communications** (confirming correct email)

**Outstanding CEF Final Reports:** Yes / No

Two signatures are required – Recommended 1 Board Member and 1 Staff member.

**Submitting Your Application**

Once you are ready to submit the application, please review the application. completeness by selecting **‘Review’** (bottom right). You will be prompted to review each page. Any incomplete question / field will be clearly marked.