



# City Enrichment Fund (CEF) 2025

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## Communities, Culture & Heritage Program Area New Projects Handbook



# **City Enrichment Fund**

## **Communities, Culture & Heritage Program**

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### **Objective**

To support organizations activities, programming, events, and projects that engage the public in strengthening and celebrating community identity – the people, places and things that make up Hamilton.

All programs funded through the Community, Culture & Heritage 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 **Communities, Culture & Heritage 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).

# Communities, Culture & Heritage Program Area – New Projects Handbook

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**Objective**

To support new projects from cultural organizations that increase public access to cultural experiences, expressions, and content.

**Description**

The Communities, Culture & Heritage – New Projects funding supports activities that are about community identity - the unique people, places and things that make up the city of Hamilton.

Project themes can honour Hamilton’s past, celebrate its present and / or envision its future. Themes can be city-wide or focus on a specific geographic or cultural group. Applicants must demonstrate how the public will interact with the project.

Project funding is for new, not previously offered, activities with a defined time frame. The project must occur within a single year. A project may be funded up to three times over multiple years in this category.

A project that has occurred three times will be considered as an Established Activity and is not eligible as a New Project.\*

\* Or at the discretion of the Program Manager.

Definition	Open to cultural organizations whose mission is to preserve, research, document, interpret, and celebrate community identity- the people, places, and things that make up the city of Hamilton through projects that occur within a single year and up to three times. Projects must have general city-wide appeal and public access on a free and/or paid basis.
Status of Organization	Incorporated not-for-profit organizations, organizations with charitable status, or an unincorporated group with not-for-profit goals and governance structure.
Maximum Funding <i>New</i>	Up to a maximum of \$15,000. <ul style="list-style-type: none"> <li>• CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding / revenue sources.</li> </ul> Total funding received from all sources in the City of Hamilton cannot exceed 30% of the project, event or operational budget.
Assessment Weighting	40% Organizational Capacity 40% Programming Merit 20% Community Impact

## **New Projects Guidelines**

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

<p><b>Eligibility</b></p>	<p>In addition to the general CEF eligible criteria:</p> <ul style="list-style-type: none"> <li>• The project must have occurred less than 3 times. (Projects that have occurred more than 3 times may apply under Events &amp; Established Activities)</li> <li>• The organization’s head office must be located within Hamilton</li> </ul> <p>Organizations receiving City Enrichment Fund under Events &amp; Established Activities may also apply for New Project funding for eligible projects.</p>
<p><b>Ineligible Organizations / Projects</b></p>	<p>In addition to the general CEF ineligible criteria:</p> <ul style="list-style-type: none"> <li>• Activities that are not intended for the general public</li> <li>• Projects that forecast a deficit</li> <li>• Projects which have already taken place at the time of application submission</li> <li>• Projects which have occurred more than three times</li> <li>• Programs / Projects that are camp and or recreation based</li> </ul>
<p><b>Eligible Projects</b></p>	<p>Eligible projects may include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Projects that will increase public participation in cultural activities through exhibits, performances, events and experiences</li> <li>• Research, documentation and interpretation of community identity, including educational programming, roundtables, workshops and oral history initiatives aimed at the general public</li> <li>• Design, production, promotion and presentation of exhibitions and associated interpretive material</li> </ul>

<p><b>Eligible Expenses</b></p>	<ul style="list-style-type: none"> <li>• Costs including supplies, fees and expenses for artists, artisans, demonstrators, and performers of cultural and heritage activities</li> <li>• Volunteer costs (e.g., training, food, non-alcoholic beverages, distinctive clothing)</li> <li>• Logistical, production and technical requirements (except for alcohol related costs)</li> <li>• Marketing, promotion and audience development</li> <li>• Administration</li> <li>• Insurance</li> <li>• Policing and security cost (except for those costs related to alcohol)</li> <li>• Road closure expenses</li> <li>• Evaluation</li> </ul>
<p><b>Ineligible Expenses</b></p>	<ul style="list-style-type: none"> <li>• Ongoing operations not directly related to the project</li> <li>• Day-to-day collections management activities not directly related to the project such as acquisitions, conservation, accessioning / deaccessioning, cataloguing, inventory, photography and the digitization of collections;</li> <li>• Purchase of equipment not directly related to the project</li> <li>• Minor capital items exceeding \$2,000</li> <li>• Development of project proposals or applications</li> <li>• Website development projects linked to in-house operations and not related to the project</li> <li>• Alcohol and associated expenses (permit fees, police, fencing, etc.) required to provide alcohol to project participants</li> <li>• Creation, production and / or distribution of souvenirs</li> <li>• Expenses related to competitions (e.g., purchase of prizes, expenses of jury members)</li> <li>• Expenses not directly related to the project or project components / activities that take place outside of the city of Hamilton</li> </ul>

<p><b>Assessment Criteria</b></p>	<p>All applicants must be able to demonstrate good use of public funds. Large and small requests will be assessed separately using the following assessment criteria and weighting:</p> <p><b>40% Organizational Capacity</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• Applicant 's capacity to deliver the project as proposed and in a manner that demonstrates responsible management</li> <li>• Projected project outcomes are realistic</li> <li>• The ability to generate earned and private sector revenue for the project (as needed)</li> <li>• The project demonstrates good use of public funds</li> </ul> <p><b>40% Program Merit</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• A successful track record in project planning and delivery</li> <li>• A clear project direction which reflects the organization's mandate</li> <li>• Effective plan including all necessary resources to allow the project to take place- a balanced and realistic budget, volunteers, staff, time management, etc.</li> <li>• A clear plan to evaluate the success of the project</li> <li>• A project that is new to Hamilton and / or innovative</li> <li>• Appropriate and effective marketing and promotion of the project and identifies a target audience</li> </ul> <p><b>20% Community Impact</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• The project will add to the unique identity of Hamilton by providing new, improved or innovative ways for the public to participate</li> <li>• The project's potential to generate public support, participation, attendance, and its ability to offer meaningful opportunities for volunteers</li> <li>• The project demonstrates strong and successful relationships and partnerships with the for-profit and the not-for-profit community</li> <li>• The project offers a unique cultural experience for the residents of Hamilton</li> <li>• The ability to reach Hamilton's broad diverse community</li> </ul>
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## **New Projects 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**

#### **Application Information Form**

##### **Applicant Contact Information**

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

##### **Organization Full Name**

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

##### **Organization Legal Name:**

**Should your application be successful, under what name are you able to deposit funds?** Please note that legal names of organizations will be published.

##### **Organization Establish Date**

##### **Organization Address**

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

##### **Not-For Profit Registration Number and/or Registered Charitable Number**

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

#### **Program Information Form**

**Program Area:** Communities, Culture and Heritage

**Is this application for a returning program?** Yes/No

*To be considered returning, a program or service must be delivered by the same organization and have received funding through the same CEF program area and stream.*

## **CCH Stream: New Projects**

**Program Name:** The name of the event or activity

**Provide a brief summary of your program** – Please note that this description will be included in a publicly accessible City of Hamilton Council report. This description is not scored.

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

- The programming direction Describe your programming theme and objective
- A summary of programming activities
- Program dates and schedule
- Describe any success or challenges from the previous year and how they helped to shape this year's programming. Include your evaluation method
- Location of the program and its significance
- Describe any additional programming and unique 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)

- Provide details on the participating communities and audiences
- Provide details on your volunteer program(s)
- Does your program bring recognition to the city?
- Cultural impact and / or community 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 capacity project goals 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(s)	Impact or Results Expected
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>	An increase in social media activity will expand our audience reach and increase direct communication
Increase annual membership by 5%.	<ul style="list-style-type: none"> <li>• 100% renewal rate for 2024 membership (300).</li> <li>• Enroll 15 new members (5%)</li> </ul>	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.
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>	By evaluating the mutual benefits of each sponsor relationship, the organization hopes to enhance the value to current and future sponsors.

**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 profit and the role of this partnership on your program
- Other program 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 program reach Hamilton's broad diverse community?

## Community Vision

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

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

- Community Engagement and Participation
- Economic Prosperity & Growth
- Healthy and Safe Communities
- Clean and Green
- Built Environment and Infrastructure
- Culture and Diversity

**Describe how your program is aligned with the community priorities chosen.**

(Approx. 200 words)

## Budget

### Budget Information

1. Please note your CEF Request for the 2025 year in the budget form under Request Program Year Amount (\$).
2. Funding Requests Over \$15,001: Funding requests should not exceed 30% of the total program budget. Funding Requests Below \$15,000: CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding/revenue sources (cash only, excludes in-kind).
3. Grant Requests cannot be 100% of the Total Eligible Program Budget and must demonstrate additional funding / revenue sources (cash only, excludes in-kind).
4. It is recommended that submitted budgets are balanced. Provide comments for programs that present a budget deficit or surplus under Budget Form Notes.
5. 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	Request Program Year Amount (\$)	Previous Program Year Actuals (\$)	Brief Revenue Descriptions
Membership Fees			
Admission Fees			
Sales and Commissions			

## Item

List of budget line items

## Request Program Year Amount (\$)

Provide the proposed capacity project budget

## Previous Program Year Amount (\$)

Provide the budget from the previous year (2024 or the last year the program was presented), or this column leave blank if the application is for a new program which has not yet taken place.

## 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 event wellness area 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 performer 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. They are not included within the cash portion of the program budget. For Volunteer Expenses, calculate at \$21/Volunteer hour contributed.

## Attachments

### Organization Attachments:

- Board of Directors list (**mandatory**). Include role titles, length on BOD.
- Staff list (**if applicable**). Include job titles and whether full or part-time for both administrative and artistic staff. If volunteer run, indicate lead volunteers.
- 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 (**if applicable**). Poster, flyer, pamphlet.

- Program Specific Material
  - Optional up to 4 program materials, including;*
  - Most recent annual report
  - Additional marketing material
  - Performance programs
  - Images

## **IDEA Form**

*Please note: this task is not scored.*

A form collecting information about the IDEA (Inclusion, Diversity, Equity & Accessibility) groups supported through City Enrichment Funds. Applicants are asked to specify the target population(s) of their programs, and equity designated groups represented within their organization's governance structure.

Applications are not evaluated based on this form, which serves only for data collection.

## **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.