

## EVERYDAY CREATIVITY GRANT PROGRAM GUIDELINES

### OVERVIEW

The new grant program, Everyday Creativity, is a direct response to the COVID-19 pandemic. On May 14<sup>th</sup>, Council directed staff to encourage events with alternative formats that build community and social connection while allowing physical distancing, and events that bring vibrancy back into the core and village centres once restrictions are lifted.

Participating in the arts has multiple benefits for health and wellbeing - reducing social isolation, building self-confidence, relieving stress and anxiety, and strengthening community connections. Creating an equitable grant program where more people can experience more art, more often is essential during this unprecedented time.

Unfortunately, opportunities to participate in the arts are not evenly distributed with many people facing significant and complex barriers. These challenges are often cultural, physical, systematic, or a combination of all these barriers.

Everyday Creativity Grant Program would enable all citizens to have the means to access the arts regardless of cultural background, gender, sexual orientation, disability, income, educational, occupation or location.

### PURPOSE

The purpose of the Everyday Creativity Grant program is to increase access for everyone to be creative through the arts to improve both mental and physical health.

The aim is to build capacity within the community to develop and deliver cultural programs that are accessible and inclusive to all community members, but particularly people who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion.

Grants ranging from \$500 to \$5000 are available to enable more creative programming for the community by local artists and arts organizations. Emphasis on learning, creative expression and broad public participation of the program is encouraged.

### OBJECTIVES

- To increase opportunities for creative engagement to support mental and physical health.
- To improve access to the arts for everyone, either online or in-person.
- To amplify existing arts programs rolling out during the pandemic that aim to increase access and awareness of creative opportunities.
- To measure and report back on the social impacts of the Everyday Creativity program.

### EQUITABLE APPROACH

The City of Victoria's Cultural Policy guides decision-making on how we do our work. The City is committed to equity, diversity and inclusion. In keeping with our Cultural Policy Statement, the City is working to ensure that everyone has equal access to participate fully in the creative life of the city which is essential to a healthy and democratic society.

We will continue to learn, respond, examine and adapt our practices as we move forward. Please read the City's cultural policy statement, guiding principles and values that guide our work:

Link to Create Victoria Arts and Culture Master Plan and Cultural Policy Statement:

<https://www.victoria.ca/assets/Departments/Parks~Rec~Culture/Culture/Create~Victoria/Create%20Victoria%202018-SINGLE%20pgs%20for%20print.pdf>

## ELIGIBILITY CRITERIA

The program is open to all non-profit organizations including community and neighbourhood associations and schools. Individuals, ad hoc, informal organizations and businesses may also apply for funding by partnering with a local non-profit group. The non-profit group is required to sign the application as the sponsor, and if approved, will receive the funding for disbursement to the applicant.

The applicant must meet all the following to apply for a grant:

- Registered non-profit organization in good standing in the Province of BC or registered charitable organization in good standing with the Canada Revenue Agency.
- Each organization can submit one application.
- The organization can reside outside of Victoria.
- The project must be situated in Victoria and benefit residents of the City of Victoria.
- Projects must be completed within one year upon receiving funding.
- Recipients must fulfil reporting requirements.
- Offer a unique experience not duplicated by other organizations and their activities.
- Be free and low barrier to encourage access for everyone to participate in the program.
- Have followed the application process guidelines.
- The applicants must demonstrate need for financial assistance.

Organizations in arrears with any local authority, are bankrupt, seeking creditor protection, are insolvent, or under court supervision of any kind are not eligible to apply.

Events must comply with Provincial Health Guidelines for any events gathering 50 people or less together in public space. For guidelines on hosting a safe event during COVID 19, please refer to the following resources to plan your event safely:

Special Event Permit COVID-19 Guidelines:

<https://www.victoria.ca/EN/main/residents/culture/permits.html>

COVID-19 Resource Page:

<https://www.victoria.ca/EN/main/city/covid-19-response/arts—and-culture.html>

ActSafe Resources for the Arts and Entertainment Industries:

<https://www.actsafe.ca/covid-19-resources-for-the-arts-and-entertainment-industries/>

Sample of eligible activities include:

- Creative outlets that maximize opportunities for citizens to participate and engage with the arts. This may include development of an arts activity, production of an arts event with a participatory component or expanding existing program for broader inclusion of participants.
- Programs or activities that have a learning component.
- Marketing strategies that address access and inclusion to vulnerable and marginalized communities.
- Programs and activities that provide access to newcomers and makes them feel more welcome and included.
- Providing low/no cost programs.

Applications will be considered ineligible if they relate to:

- Events that are commercial in purpose
- Contests or competitions
- Fundraisers
- Retroactive funding
- Demonstrations, marches, rallies
- Trade shows and trade fairs
- Scholarships

## **MAXIMUM GRANT AMOUNT**

Grants will range from \$500 to \$5000. No matching requirements are needed for this program.

## **PREPARING YOUR APPLICATION**

### **HOW TO APPLY?**

1. Review guidelines
2. Contact us to confirm eligibility and request an application form
3. Complete application
4. Compile supporting documents
5. Submit your application to our office

### **DEADLINE:**

Application Deadline: rolling deadline until December 31, 2020. Applications will be reviewed bi-weekly and grants will be allocated until all funding is depleted.

## **APPLICATION PROCESS**

The administration of the Everyday Creativity Program is managed through the Arts, Culture and Events Department.

The official application form must be used. Forms can be obtained from the City's Arts, Culture Events staff via email or online through the City's website at [www.victoria.ca](http://www.victoria.ca). Questions should be directed to Nichola Reddington, Senior Culture Planner at (250) 361-0363 or [nreddington@victoria.ca](mailto:nreddington@victoria.ca)

All application documents can be emailed as an attached PDF document, or typed/written on white, letter sized paper (8.5" x 11"). Please do not staple applications or bind them in any way in folders, binders or plastic covers.

Incomplete applications will not be considered for funding.

All applicants are required to submit the required materials to:

Nichola Reddington  
Arts Culture and Events Office  
City of Victoria  
#1 Centennial Square, Victoria BC, V8W 1P6  
Office Location: 720 Douglas St., BC, V8W 3M7  
Phone: (250) 361-0363 or visit [www.victoria.ca](http://www.victoria.ca)  
Email: [nreddington@victoria.ca](mailto:nreddington@victoria.ca)

### **APPLICATION CHECKLIST**

- ☐ Read the grant guidelines
- ☐ Contact staff to discuss idea and confirm if you are eligible to apply
- ☐ Complete the application form
- ☐ Complete the budget and financial statement requirements
- ☐ Provide a copy of the organization's BC not-for-profit Society registration certificate

### **GRANT REVIEW AND EVALUATION PROCESS**

#### **APPROVAL PROCESS**

Each application will be reviewed and assessed by Culture Division staff based on the assessment criteria below. A final report will be provided to the public and Council on awarded grants.

#### **ASSESSMENT CRITERIA**

All applications will be evaluated on the following assessment criteria:

##### **a) Artistic Merit (40%)**

- Solid vision, direction, goals and objectives that reflect and fulfill the purpose
- Impact on specific community or artistic discipline
- Distribution and reach of the program to citizens
- Quality, diversity and innovativeness of program

##### **b) Community Impact and Inclusion (40%)**

- Extent to which the activity contributes to social and cultural development of the city.
- Demonstrated knowledge and understanding of potential audience and participants.
- Extent to which applicant will ensure an appropriate measure of public access including access by the City's diverse communities and local residents.

- Support of Victoria-based performers / producers / technicians / business / community
- Extent to which quality of life and wellness is enhanced by offering opportunities for City of Victoria residents.
- Demonstration of social and community impacts as measured by audience participation, creative outputs and opportunities offered by activity, reach and diversity of participants including the most vulnerable.
- Applications that address inequities, disadvantage and/or vulnerable sectors of the community and those who experience poorer access to the arts will be considered favourably.

**c) Economic Impact (10%)**

- Extent of partnership initiatives and efforts to form new alliances.
- Audience development, outreach and marketing strategies to reach a wide audience.
- Support and partnerships with local businesses.

**d) Organizational Effectiveness and Competence (10%)**

- Demonstrated need for financial assistance.
- Evidence of financial stability and accountability

**TERMS AND CONDITIONS**

Grant funds must be applied to current expenses associated with the approved project, and not used to subsidize any other project or to reduce or eliminate accumulated deficits. The City must be notified in writing of any significant changes to the funded event scale or purpose. If the project is not completed, the City of Victoria reserves the right to request the return of the grant.

As a condition of funding, the support of the City of Victoria must be acknowledged on promotional materials related to funded activities, including brochures, print ads, programs, posters, signage and media releases as well as websites, e-newsletters, and social media campaigns. City of Victoria logo files and usage standards will be provided to successful applicants.

The term of the grant is one year.

The successful applicant agrees that the City shall not be liable for any incidental, indirect, special or consequential damages, injury or any loss of use, revenue or profit of the Society arising out of or in any way related to the program.

**FINAL REPORTING**

The applicant must submit a brief final report which includes a description of the event; event evaluation; a financial statement of actual revenue and expenses; participation statistics; a description of the economic and social impact of the program. Report template will be provided to all successful applicants.

**CONTACT INFORMATION**

All questions and inquiries can be directed to:

## APPENDIX A



Nichola Reddington  
City of Victoria  
Arts Culture and Events  
#1 Centennial Square, Victoria BC, V8W 1P6  
Office Location: 720 Douglas St., BC, V8W 3M7  
Phone: (250) 361-0363 or visit [www.victoria.ca](http://www.victoria.ca)  
Email: [nreddington@victoria.ca](mailto:nreddington@victoria.ca)