

Everyday Creativity Grant Program Report

June 25, 2020



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Purpose



To seek Council's approval to move forward with the new Everyday Creativity Grant program.



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Background



At the May 14th, Committee of the Whole meeting, Council directed staff to report back with options for a special round of grants to:

- a. Encourage events with alternative formats that build community and social connection while allowing for physical distancing;
- b. Once restrictions are lifted, events to bring people back downtown, support arts and culture, and inject economic vibrancy back into the core and village centres.



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Objective



The grant program would aim to fulfil the following 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 arts programs rolling out during the pandemic to increase awareness of creative opportunities.
- To measure and report back on the impacts of the Everyday Creativity program.



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Criteria



Sample of eligible activities may include:

- Creative outlets that maximize opportunities for citizens to participate and engage in the arts.
- Programs or activities that have a learning component.
- Marketing strategies that address access and inclusion to vulnerable and marginalized communities.
- Providing low/no cost programs.



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Program Details



- Grants will range from \$500 to \$5,000. No matching requirements are needed for this program.
- Open to all non-profit organizations.
- Rolling intake until end of 2020.
- Authorize City Manager to approve grants following staff assessment.
- \$125,000 available for one-time only grant program during pandemic.



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Recommendation:



That Council:

1. Approves the new one-time Everyday Creativity Grant Program and Guidelines.
2. Approves a rolling intake until December 31, 2020 and authorizes the City Manager to approve the grants following the staff review process.
3. Direct staff to report back at the end of the year on grant allocations and evaluation of the grant program.

