

## **Appendix C: 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.