

Everyday Creativity Grant Update Report

January 28, 2021



1

Purpose



To provide Council with a report on the 2020 intake of the Everyday Creativity Grant.



Ballet Victoria, *Little Prince and Fox*

Photo credit: Dan Takahashi



2

Background



On June 25, 2020, staff presented a report seeking approval to move forward with the grant, receiving unanimous approval. **Staff were directed to report back at the end of the year with an update on how the program went.**

- Staff received 32 eligible applications for the Everyday Creativity Grant.
- Staff reviewed applications and submitted funding recommendations to the City Manager.
- The funds allocated in 2020 to Everyday Creativity Grants amounted to \$113,430.



3

Program Details:



- The Everyday Creativity grant was a one-time funding opportunity.
- Rolling intake ended on December 31, 2020.
- Grants ranged from \$500 to \$5,000. No matching requirements were needed for this program.



Out There Festival: *The Pocket Project*, Jenn Neilson



4

Completed Projects



(UN)Productive: A Zine,
Zoe Joyall
Photo credit: Dani Neira

- To date projects have included pop-up performances, temporary and long-term art installations with direct payment to artists, a focus on representation for BIPOC artists in different artistic genres, and increased vibrancy to Victoria's neighbourhoods.
- The remaining 27 projects will be delivered by the end of this year.



5



Thank you



6