



## City of Victoria

### Festival Investment Grant

#### GRANT POLICY & GUIDELINES

Revised October 2011

## PURPOSE

The purpose of the grant program is to provide cash and city services support for the specific costs associated with the presentation of festivals and celebrations in the City of Victoria.

The City of Victoria recognizes that local, regional, national and international events of all types have an important role to play in contributing to improved quality of life of Victoria residents. Community-based festivals and celebration reflect the vibrant, distinct and diverse character of Victoria and its residents. Events offer opportunities to create economic, social, health and community benefits. The Festival Investment Grant program is designed to provide support to organizations producing festivals and celebrations that will deliver significant economic impact, vitality and vibrancy within the City of Victoria, particularly the downtown core.

The program is comprised of four funding streams. Please contact the City grant administrator for more information regarding the appropriate funding stream.

### Community Celebration Grants

The purpose of this funding stream is to assist community celebrations with the production of one-day celebratory events within the City of Victoria. These events are often run and organized by volunteer non-profit boards and involve a broad base of support from the local community.

### New Festival Grants

The purpose of the New Festival Grant stream is to provide support to new events in their first year and stability through the developmental years 2 – 5. The applications for this grant program are required to provide evidence of sponsors, audience identification, a marketing plan and a detailed budget. Applicants are required to identify the target market for the new festival, articulate the expected positive impacts and describe how it fits with the objectives for funding under the program.

### Established Festival Grants

The purpose is to provide financial assistance to established festivals to produce a multi-day event in the City of Victoria. Applicants must have a demonstrated consistent track record of achievement for a successive five year period. Managing organizations must have a solid organizational structure, long-term financial stability and an artistically produced program.

### Signature Festival Grants

The purpose of the Signature event program is to showcase the City as a great place to live, work, play, and do business. The term “signature event” is used to describe an organized note-worthy event designed for a definite purpose or occasion that is free and open to the general public, and which generates 15,000 + visitors each day. Festivals and events that create jobs, attract tourists, stimulate local economies and provide entertaining activities for citizens across the Capital region would be suitable applicants in this funding stream.

## ELIGIBILITY CRITERIA

The City of Victoria receives many requests for funding therefore allocation of funding is competitive. To be eligible:

**FESTIVALS** must meet the Festival definition:

*A series of theme related events, predominately arts and cultural in nature, held annually for two or more consecutive days, possessing city-wide and regional appeal and produced by a registered non-profit society.*

**CELEBRATIONS** must fit the definition of a celebration:

*An arts and cultural event, organized for the purpose of building and celebrating a sense of community in response to a desire that is best addressed through celebration. These events are sponsored and organized by a registered non-profit society and possess city wide appeal.*

Festivals and Celebrations must also:

- Occur primarily outside in a public space within the boundaries of the City of Victoria. Indoor events that occur between November 1 - March 31 will be considered.
- The applicant organization must be a not-for-profit society in good standing with the Registrar of Companies.
- Offer a unique experience not duplicated by other organizations and their activities.
- Be supported by budgets which are distinct from regular operating budgets of lead organizations.
- Prominently feature art, cultural and/or heritage content.
- Be free admission events or events with a free component open to the public.
- Have followed the application process guidelines and met the required timelines.
- The applicants must demonstrate need for financial assistance.
- The proposed budget must demonstrate significant support from other sources other than the City of Victoria.

Applications will be considered **ineligible** if they relate to:

- Events that are commercial in purpose
- Sporting and athletic events and competitions unless there is a demonstrated link to an artistic and/or cultural activity
- An event fundraiser (over and above event costs)
- An event that occurs outside the City of Victoria.
- Retroactive funding
- Capital expenditures
- One time, non-recurring events
- Activities already funded through other City programs
- Organizations in arrears with the City of Victoria
- Individuals
- Demonstrations, marches, rallies
- Trade shows and trade fairs
- Conferences, workshops, training and professional development
- Block parties, picnics, garden shows, street markets, carnivals

## **MAXIMUM GRANT AMOUNT**

The City of Victoria will not fund more than 25% of the overall operating costs of the festival or celebration.

## **EVALUATION 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 of the event
- Innovative and unique development of program of activities
- Excellence of program of activities – quality/variety/production
- Proven track record in program delivery
- Impact on specific cultural community or artistic discipline
- Does not duplicate and compliments other Festival and Celebration activities
- A priority in the context of the community vision
- Event expansion and improvements and innovation
- Quality, diversity and innovativeness of program

### **b) Economic Impact (25%)**

- Demonstrates quantifiable economic benefits to the City (dollars spent in the community, staff hired, number of local volunteers, training offered to staff/volunteers, local performer/producers/technicians, etc. engaged, hotel rooms rented, tour packages sold, etc.)
- Extent of Partnership initiatives and efforts to form new alliances
- Extent to which activities are undertaken to attract visitors to the Festival or Celebration

- Extent of destination marketing, including the use of media outlets
- Timing of Event: when the event is held during the calendar year i.e. During off-peak (October to March) or high peak (April - September) periods. Under this criterion, an event staged in a low season is often more attractive than an event staged in a high season.
- Level of event profile and media exposure
- Appropriate audience development, outreach and marketing strategies

**c) Community Impact and Involvement (20%)**

- Extent to which Festival or Celebration contributes to social and cultural development of the City of Victoria
- Demonstrated knowledge and understanding of potential audience and participants
- Extent to which there is opportunity for volunteers to participate in organizing and implementing festival
- Extent to which applicant will ensure an appropriate measure of public access (i.e. free component & ticketed event vs. ticket price), including access by the City's diverse communities and local residents
- Support of Victoria -based performers / producers / technicians / business/ community as applicable to your event
- Extent to which quality of life is enhanced by offering opportunities for City of Victoria residents
- Demonstration of community support for arts, cultural and festival events as measured by volunteer participation, membership, and or audience participation

**d) Organizational Effectiveness and Competence (15%)**

- Solid leadership structure and consistent management in professional, competent manner
- Financial stability and accountability and evidence of effective long-term and short-term planning
- Extent to which applicant's revenues are derived from multiple sources to create a stable funding base
- Demonstrated need for financial assistance from the City of Victoria
- Potential financial impact (i.e. jobs created, spending, number of visitor days created and how this information might be tracked.)
- Evidence of financial stability and accountability
- Evidence of a clear mandate, competent administration and a functional volunteer committee
- Shows a viable plan for ensuring resources are in place to continue the festival or celebration and the potential for long term community benefits.

## **APPLICATION PROCESS**

The administration of the Festival Investment Grant Program is managed as per the defined policy through the Recreation & Culture Division of the Parks, Recreation and Culture Department.

The official application form must be used. Forms can be obtained from the City's Recreation & Culture Division office or online through the City's website at [www.victoria.ca](http://www.victoria.ca). Questions should be directed to Nichola Reddington, Community Recreation Coordinator at (250) 361-0357 or [jday@victoria.ca](mailto:jday@victoria.ca).

All application documents should be typed or 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 or late applications will not be considered for funding. No grant application will be considered from organizations that received funding in the past but did not submit a final report.

All applicants are required to submit the required materials to:

Jeff Day  
City of Victoria  
Recreation & Culture Division  
#1 Centennial Square, Victoria BC, V8W 1P6  
Office Location: #121-1925 Blanshard St., Victoria, B.C. V8T 4J2  
Phone: (250) 361-0357 Fax: (250) 361-0385 or visit [www.victoria.ca](http://www.victoria.ca)  
Email: [jday@victoria.ca](mailto:jday@victoria.ca)

### **Annual Timeline:**

October 31 - Application Deadline

December - Council Approval

March 1 (50%) for NEW grant recipients, July 1 - Grant Payment (80%), NEW recipients (30%)

Prior to November 1 on receipt of final report - Final Payment (20%)

## **APPROVAL PROCESS**

Each application will be reviewed and assessed by Recreation & Culture Division staff. Following the staff review, the applications along with a report and recommendations is provided to City Council for their consideration and final approval. Applicants will receive a letter detailing Council's decision once it is finalized.

## **CONDITIONS OF ASSISTANCE**

Grant funds must be applied to current expenses associated with the approved project, and not used to subsidize any other project of the applicant, or to reduce or eliminate accumulated deficits. The City must be notified in writing of any significant changes to the funded event scale and or purpose. In the event that 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 City of Victoria reserves the right to an onsite presence, or formal role, at signature events. Failure to acknowledge the City's support may result in the inability of an organization to obtain grant support in future years.

The term of the grant is one year, and previously funded projects must be completed before a new application can be approved. Receipt of a grant does not guarantee funding the following or any subsequent 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.

## **REPORTING**

The applicant must submit a final report which includes a brief description of the event; event evaluation; a financial statement of actual revenue and expenses; copies of print material (ads, programs etc.) which acknowledge the financial support from the City; attendance figures; number of participants in the event (volunteers and audience) and a description of the economic impact on the City of Victoria, (number of visitors, room nights, etc.) Report forms will be provided to all successful applicants.