



Governance and Priorities Committee Report

For the Meeting of January 21, 2016

To: Governance and Priorities Committee **Date:** January 7, 2016
From: Jocelyn Jenkyns, Deputy City Manager
Subject: Festival Investment Grant 2016 Allocations

RECOMMENDATION

That Council approve the Festival Investment Grant allocations as recommended in Appendix I and 2 for total cash grants of \$156,000 and in-kind grants of up to \$95,500

EXECUTIVE SUMMARY

Festivals and celebrations add to Victoria's vitality, vibrancy and diversity. The City's annual grant and in-kind support nurtures the development of high quality accessible events and creates significant economic activity in the city.

The federal "Building Communities through Arts and Heritage" (BCAH) grant program requires applicants to confirm local support (cash and/or in-kind) for their festivals or celebrations to qualify for federal funding, therefore this report is presented well in advance of the 2016 festival season

There are 29 applications for Festival Investment Grants (FIG) with a total request for funding of \$277,762. Should Council choose to allocate the same amount of funding as in 2015 the funding available for this grant is \$156,000. 27 of the applications meet the criteria and are recommended for approval. Two applications do not meet the FIG criteria. 17 of the recommended festivals have applied for funding through the BCAH program.

All applications are reviewed based on the approved FIG policy, which includes:

- Program criteria, including a free component
- Artistic and cultural merit of the event
- Economic impact
- Community support
- Organizational effectiveness

A comprehensive list of requests and recommendations is detailed in Appendix I.

The economic impact of these events can be measured by spending activity generated by festival goers in local restaurants and businesses, overnight stays in hotels by visitors and visiting performers, festival employment, and increased tourism for popular annual festivals.

The six largest events are estimated to generate a total economic impact of over \$10 million with attendance for all recommended events estimated to exceed 624,000. The total operating budgets of the recommended events is projected to be over \$5.6 million in direct spending. This reflects a positive impact through employment (207 full and part-time positions), event production sales and rentals, and the purchase of goods and services. Corporate investment by local, regional and national corporations total more than \$1.8 million.

PURPOSE

The purpose of this report is to seek Council's approval on the Festival Investment Grants recommendations for 2016.

BACKGROUND

The Festival Investment Grant program was established to create and sustain a healthy community, vibrant downtown core and enhance economic development. Over the past seventeen years, the City has supported festivals through the Festival Investment Grant Program. Additional in-kind support is provided based on need and the availability of departmental resources.

In-kind support can include City services such as policing, traffic control equipment, festival equipment labour, venue fees waived, sound operator and security in Centennial Square and waived lost parking revenue. See appendix 2 for a detailed breakdown of recommended in-kind grants.

The Festival Investment Grant program was created to meet the following objectives:

- Increase the quality of life for our citizens
- Enable a vibrant downtown core
- Support economic development
- Offer exposure to new art forms

To qualify for funding, festivals and celebrations must meet the criteria outlined in the 2011 Council approved Festival Investment Grant Policy and Guidelines. See appendix 3 attached.

The federal "Building Communities through Arts and Heritage" (BCAH) grant program has expanded to include 3 separate intake periods. The department of Heritage no longer requires municipalities to confirm municipal support by year end. Council will now be able to consider requests within the context of the budget process and review allocations earlier in the new year.

Grant applications, policy, guidelines and reporting documentation can be found on the City website. The grant program is showcased in the online, web application and print versions of the City Vibe which is made available throughout the year. Moving forward the City will continue to enhance content available on the City website and through City social media. Three to four weeks prior to the Festival Investment Grant deadline reminders are sent to previous recipients outlining the timeline for reporting. Final reporting must be received before the annual application deadline of October 31st in order to be considered.

Tourism Victoria and the Greater Victoria Harbour Authority support a variety of festivals and special events with both cash and in-kind grants. Prior to final Festival Investment Grant review and recommendations, Culture staff liaise with Tourism Victoria and Greater Victoria Harbour Authority representatives to gain a better understanding of total funds and services requested and supported in Victoria.

ISSUES & ANALYSIS

Festival organizers are increasingly faced with funding and sponsorship challenges. Reductions in corporate sponsorship, decreases in provincial gaming grants and increased production costs

make it difficult for organizers to successfully sustain and grow events.

Event organizers leverage their municipal support through provincial and federal funding bodies and secure credibility with corporate and community sponsors.

Last year, the City of Victoria awarded \$156,000 in grants and \$97,250 in in-kind support to 29 festivals and celebrations. This year there were 29 cash grant requests totalling \$359,795. Of these, six are new applicants indicating both growth and vibrancy in the festival scene. Two applicants do not qualify under the funding guidelines, resulting in recommendations to fund 27 festivals and celebrations for a total of \$156,000 cash and up to \$95,500 in in-kind support. The 27 recommended Festivals and celebrations include:

Seed Festival Grants - new festivals in first five years of operation (7)

- Victoria International Chalk Art Festival
- Victoria Flamenco Festival
- Free B – Film Festival
- Victoria International Kite Festival
- Out Stages
- Persia New Year
- Victoria's Shakespeare By the Sea

Established Festival Grants (17)

- Victoria International Accordion Festival
- Vancouver Island Blues Bash
- Victoria International Buskers Festival
- Victoria Film Festival
- French Fest
- Victoria Fringe Fest
- 153rd Victoria Highland Games and Celtic Festival/Tartan Parade
- Integrate Arts Festival (10th Annual)
- TC Victoria International JazzFest
- Kaleidoscope Theatre's Family Theatre Festival
- One Wave Festival (9th Annual)
- Pacific Baroque Festival
- Victoria Pride Week
- ROMP in the Square
- Victoria's 17th Annual Ska Fest
- SKAMpede
- Uno Fest

Signature Festival Grants (3)

- TD Art Gallery Paint-In, 29th Annual
- Island Farms Victoria Day Parade/Island Farms Santa Parade
- Victoria Symphony in the Summer

Two applications did not meet the criteria for FIG support:

- Oaklands Spring Festival - Oaklands Community Association
- Yalda - The Longest Night of the Year - Victoria Iranian-Persian Cultural Society

With many requests for funds, staff recommendations consider evaluation criteria and support for as many eligible events as possible. Four new applicants for 2016 are recommended for support including:

- Integrate Arts Festival (10th Annual) - Integrate Art Society
- Victoria International Kite Festival - Victoria International Kite Festival Society
- One Wave Festival (9th) - Pacific Peoples' Partnership
- Persia New Year - Victoria Iranian-Persian Cultural Society

Two previous applicants missed the application deadline and have made requests to submit applications after the deadline:

- Victoria Dragon Boat
- Victoria India MELA

Four other 2015 recipient festivals did not apply for 2016:

- First Peoples Festival
- Creatively United for the Planet
- Interplay
- Puppets for Peace

OPTIONS & IMPACTS

Option 1 (Recommended)

That Council approve the Festival Investment Grant allocations as recommended in Appendix 1 and 2 for total cash grants of \$156,000 and in-kind grants of up to \$95,500 .

Option 2

Council directs staff to revise the recommendations in Appendix 1 & 2 and bring back new recommendations for Council's consideration at a later date. Delaying or denying some or all of the recommended allocations may prevent applicants from leveraging grant funding from senior levels of government.

Impacts to 2015 – 2018 Financial Plan

The Festival Investment Grant budget has remained unchanged since 2008. Council may wish to consider expanding the program in future. The current level of funding has been considered in the budgetary process and is included in the draft 2016-2020 Financial Plan..

Official Community Plan Consistency Statement

The recommendation aligns with the following objectives in the Official Community Plan:

Section 14: Economy

14 (f) That the function of the Urban Core as the primary regional centre of employment, learning, arts, culture, entertainment, recreation and specialty retail is maintained and enhanced with high quality facilities, services and events

Section 16: Arts and Culture

16.6 Encourage broad access to arts and culture facilities, events and activities for people of all ages, incomes, backgrounds and lifestyles.

16.7 Encourage education, training and informal learning opportunities in the arts, design and culture.

16.19 Establish and maintain partnerships with professional artists and arts and cultural organizations to program the use of public space.

16.20 Continue to permit festivals, celebrations and special events in public spaces, such as streets, parking lots, plazas, civic squares and other open space.

16.21 Increase the use of parks for festivals, celebrations and special events

16.22 Continue to support and enable local, non-profit groups to host festivals, celebrations and special events through services, incentives and regulations.

CONCLUSIONS

The Festival Investment Grant Program assists the creation of a more vibrant downtown through the traditional festival season, enhancing tourism, local business success and the local economy. The program also broadens the festival season to the shoulder months to attract residents and visitors to the downtown year round thereby supporting economic development in traditionally slower economic activity periods.

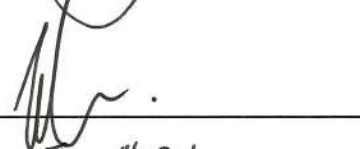
Respectfully submitted,


Jeff Day
Cultural Services Coordinator


Jocelyn Jenkyns
Deputy City Manager

Report accepted and recommended by the City Manager: _____

Date: _____


Jan. 14, 2016

List of Attachments

Appendix 1 – Detailed list of FIG allocations

Appendix 2 – FIG City service allocation details

Appendix 3 – 2011 Festival Investment Grant policy and guidelines

Appendix 1

#	Event Name	Event Dates	Event Description	2015 Grant	2015 In-Kind	2016 Grant Request	FIG 2016 Recommend	2016 In-Kind Recommend	Proposed Event Budget	Rationale
1	Victoria International Accordion Festival - The BC Accordion Society	July 26-31	The 10th Victoria International Festival, attracting accordion lovers from all over the world is the perfect event for the BC Day weekend. Presenting some of the best soloists, groups and larger orchestras, from six continents culminating in a free day of concerts, workshops, accordion parade and competitions.	\$ 1,500.00	\$ 1,000.00	\$ 10,000.00	\$ 3,000.00	\$ 1,000.00	\$ 100,000.00	Leap in scope (84k). Audience increasing from a reported 10,000 to 20,000. Narrow focus very little earned sponsorship revenue (6%). Organizational effectiveness needs improvement.
2	Vancouver Island Blues Bash - Victoria Jazz Society	Sept 3-5	16 blues and roots performances over labour day weekend at Ships Point.	\$ 6,000.00	\$ 3,500.00	\$ 12,000.00	\$ 7,000.00	\$ 3,500.00	\$ 179,850.00	Provides animation to inner harbour over labour day weekend. High % of out of town visitors (18%) Complements the Classic Boat Festival
3	Victoria International Buskers Festival - Victoria International Buskers Festival Society	July 15-24	Over 400 performances by more than 40 performers from around the world to perform on stages through the inner harbour. Features musicians, acrobatic acts, mimes etc. Abandoning Gov't St venues citing lack of support from City, DVBA and merchants	\$ 9,000.00	\$ 1,500.00	\$ 20,000.00	\$ 9,000.00	\$ 10,000.00	\$ 283,078.00	Free outdoor festival bring vibrancy and colour to downtown streets. Economic impact - many out of town performers. Very popular with tourists and locals
4	Victoria International Chalk Art Festival - Victoria International Chalk Art Society	Sept 9-11	Chalk artists creating large pavement works around the Inner Harbour. Local artists, First Nations artists, professional international artists and children. Art work will be complimented by music, children's entertainment and vendors. Abandoning Gov't St venues citing lack of support from City, DVBA and merchants	\$ 2,000.00	\$ 2,500.00	\$ 6,500.00	\$ 2,000.00	\$ 2,500.00	\$ 97,100.00	Similar scope but focused on Inner Harbour. Small deficit. RBCM venue will not be utilized in 2016. Last year's 82k budget resulted in less than 51k spending. 3k increase proposed for staff in 2016 (including ED) - proposed increased spending for artists.
5	Victoria Film Festival - Victoria Independent Film and Video Festival	Feb 5-14	Celebrates independent film through screening more than 150 films and educates the public to further their participation in media arts. Shares the art, lifestyles, philosophies and innovative ideas from across Canada and around the world with visiting and local audiences.	\$ 6,000.00	\$ 1,000.00	\$ 10,000.00	\$ 7,000.00	\$ 1,500.00	\$ 853,575.00	Popular shoulder season event. Significant economic impact for downtown hotels and restaurants. High quality programming and presentation. Limited free content is a barrier to participation. Converge event on Broad St returns on Feb 12th
6	Victoria Flamenco Festival - Flamenco de la Isla Society	Aug. 8-14	Week long free festival with an artist market and main stage cultural presentations, education, dancers, guitarists, singers, percussionists, international performers, workshops and food.	\$ 3,500.00	\$ 2,000.00	\$ 6,900.00	\$ 5,000.00	\$ 1,000.00	\$ 38,940.00	Fourth year for this new music & dance festival in Victoria from an established society, high quality performances & solid organizational effectiveness. 2016 will see more investment in production and event staff, artist fees and their associated travel costs

Appendix 1

#	Event Name	Event Dates	Event Description	2015 Grant	2015 In-Kind	2016 Grant Request	FIG 2016 Recommend	2016 In-Kind Recommend	Proposed Event Budget	Rationale
7	Free - B Film Festival - Victoria Independent Film & Video Festival	Aug 5, 6, 13, 14, 19, 20, 26, 27	The Free- B Film festival screens films on Fridays and Saturdays in August as a free community outreach summer supplement to VFF's main festival. Films are aimed at a general audience and have a broad demographic appeal held outdoors at BHP and the Legislature	\$ 5,000.00	\$ 2,000.00	\$ 7,500.00	\$ 5,000.00	\$ 2,000.00	\$ 30,100.00	Very popular family friendly free program. Older feature films with broad appeal in public space. Nightly audiences up to 2000+ Partnership with Francophone Affairs to bring a Quebec film.
8	French Fest - La Societe francophone de Victoria (SFV)	May 26-29	4 day festival celebrating French culture (includes school day programs, art exhibitions, workshops, networking and partnership opportunities, live music and traditional food.)	\$ 4,000.00	\$ 2,500.00	\$ 10,000.00	\$ 6,000.00	\$ 3,000.00	\$ 140,350.00	Only French festival in the region. Used to animate CSQ in the shoulder season but is moving into May hoping people will stay longer and avoid costly weather complications
9	Victoria Fringe Fest - FringeKids Fest and Fringe Square - Intrepid Theatre Company Society	Aug 24 - Sep 4	In partnership with other arts organizations(past partners include Romp, Rifflandia, GottaGettaGimmick and ICA/Luminara), pre-Fringe kick-off events in Centennial/"Fringe" Square, to promote the festival, welcome touring artists, commission new works and animate our downtown festival site. FringeKids Fest will continue to attract families to a day of free kid-friendly art and activities in Market Square, will continue to feature a special program of theatre created for children 12 and under	\$ 8,600.00	\$ 1,500.00	\$ 13,600.00	\$ 9,000.00	\$ 1,500.00	\$ 537,500.00	30th anniversary this year. Strong economic activity proposing 537k in direct spending, 15% out of town visitors, high level of artistic merit, community impact and organizational effectiveness. Loss of St Andrew's School venue will result in enhanced outdoor offering returning to a single evening street closure to complement "Fringe Square"
10	153rd Victoria Highland Games & Celtic Festival/Tartan Parade - Victoria Highland Games Association	May 14, 21, 22, 23	4 day event in Topaz Park celebrating Celtic traditions and culture (including piping, highland dancing, Heavy Event Challenge, historical demonstrations and children's activities),Free pre-event components include Tartan Parade and Tartan Day celebration in Market Square. Holiday Monday programming to be offered again this year.	\$ 6,000.00	\$ 2,000.00	\$ 7,500.00	\$ 7,000.00	\$ 2,000.00	\$ 461,500.00	Victoria's longest running event! Ticketed event with free under 12 - Free Tartan Parade and Tartan Day celebration. Significant economic impact for hotel stays - estimated \$2,000,000 economic impact. Volunteer run event
11	Integrate Arts Festival (10th Annual) - Integrate Art Society	August 26-28	Three days, opening reception with musical/performing arts, art crawl between downtown galleries, bike tour and outdoor performances in Market Square.			\$ 3,500.00	\$ 2,500.00	\$ -	\$ 14,400.00	Small festival with solid artistic merit, organizational effectiveness and community building.
12	TD Victoria International JazzFest - Victoria Jazz Society	June 24 - July 3	Presenting 80 individual jazz, blues and world music performances on multiple indoor and outdoor venues over a 10 day period, free concerts in Centennial Square.	\$ 11,000.00	\$ 10,000.00	\$ 25,000.00	\$ 12,000.00	\$ 10,000.00	\$ 1,049,700.00	No major changes. Ten days animation - economic impact for downtown.

Appendix 1

#	Event Name	Event Dates	Event Description	2015 Grant	2015 In-Kind	2016 Grant Request	FIG 2016 Recommend	2016 In-Kind Recommend	Proposed Event Budget	Rationale
13	Kaleidoscope Theatre's Family Theatre Festival - Kaleidoscope Theatre Productions Society	28-May-29	Family Theatre Festival is family friendly all-ages festival of plays designed to introduce children to the magic of live theatre in an affordable and interactive manner. An outdoor component will be introduced (Beacon Hill Park is proposed)	\$ 4,000.00	\$ 1,500.00	\$ 5,000.00	\$ 4,500.00	\$ 1,500.00	\$ 22,000.00	New leadership - this established arts organization changed from an arts series to new Family Arts Festival. Roughly 50% free content. Proposing BHP as venue for free content shows and as a result will have difficulty finding corporate sponsorship.
14	Victoria International Kite Festival - Victoria International Kite Festival Society	May 27-29	Festival opens with "Kites with Lights" where international flyers light up the night sky. The main program includes children's kite making, general public flying, demonstrations by local and international kite flyers, food and non-food vendors, along with musical and theatrical entertainment.			\$ 3,000.00	\$ 3,000.00	\$ 1,000.00	\$ 61,080.00	Ancient art form rooted in eastern cultures, kite design, making and choreography during aerial performance encourages community participation. Family friendly free spectacle.
15	Oaklands Spring Festival - Oaklands Community Association	15-May-15	To celebrate, promote and educate the community in local food systems, food security and sustainability.			\$ 1,100.00	\$ -		\$ 5,869.00	Not predominantly arts and culture focused and is an activity already funded through neighbourhood grant program. According to the FIG policy, applications are considered ineligible if they relate to activities already funded through other City programs.
16	One Wave Festival (9th) - Pacific Peoples' Partnership	Sept 17 -18	Free outdoor Arts & Culture Festival that celebrates the Pacific community and inspires action on Pacific issues. Features a multi-disciplinary and multi-cultural showcase of Indigenous, Pacific and social and environmentally engaged artists and not-for-profits.			\$ 4,650.00	\$ 3,000.00	\$ 1,000.00	\$ 20,080.00	Prominently features arts and culture content. Free to attend interactive festival animates Centennial Square for two days in late September. Special efforts are made to ensure indigenous and youth representation drawing attention to pacific and climate issues.
17	Out Stages - Intrepid Theatre Company Society	21-26, July 10	OUTstages is a celebration of theatre and queer culture featuring a public all-ages event in conjunction with Pride parade, followed by four days of performances, celebrations, cabarets, and artists encounters from and for the queer community, featuring artist from Victoria and across Canada.	\$ 2,000.00		\$ 4,000.00	\$ 3,000.00	\$ -	\$ 97,500.00	Victoria's only Queer theatre festival bookending Pride. Largely indoor - it is difficult to mount quality outdoor theatre. Pride Playground component features costumed artists / performers guiding Pride-sters of all ages in creating their own costumes, masks and make-up to then bring these characters to life in walking the parade - similar to Fringe Kids. No Market Square component this year.

Appendix 1

#	Event Name	Event Dates	Event Description	2015 Grant	2015 In-Kind	2016 Grant Request	FIG 2016 Recommend	2016 In-Kind Recommend	Proposed Event Budget	Rationale
18	Pacific Baroque Festival - Victoria Conservatory of Music	Previews outside Victoria Jan 28-30 and Feb 4-7 in Victoria	Winter season festival presents performances over 4 days on period instruments which reflect how music would have been performed while the composer was alive. 300th anniversary of the Conservatory. Program will feature the works of German composers before Bach.	\$ 2,000.00		\$ 6,000.00	\$ 3,000.00	\$ -	\$ 89,300.00	Strong artistic merit and organizational effectiveness for off season event in downtown core. Provides education opportunities relating to Baroque music, limited free program
19	TD Art Gallery Paint-In - 29th Annual - Art Gallery of Greater Victoria	July 16	Free signature event - Largest visual arts festival on the Island. 160+ artists line Moss St. who discuss, demonstrate, and invite participation with the public. Art Gallery open with a food and beverage garden and musical performances.	\$ 7,500.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 121,784.00	Solid artistic merit, organizational effectiveness and community impact.
20	Persia New Year - Victoria Iranian-Persian Cultural Society	26-Mar	Persian new year celebration including handcraft display, special sweets offering with tea and coffee, live music and dance and cultural story telling.			\$ 1,412.00	\$ 900.00	\$ 1,000.00	\$ 5,650.00	Similar event two years ago. This initiative by the local Iranian community will need to be evaluated post event to determine fit for the FIG program. Could be a fit for the our existing Centennial Square program in future if not a fit for FIG.
21	Victoria Pride Week - Victoria Pride Society	July 1-10 (parade on 10th)	Week long festival creating awareness and education on GLTB rights culminating with Pride Parade and celebration at MacDonald Park	\$ 3,000.00	\$ 5,000.00	\$ 15,000.00	\$ 6,000.00	\$ 6,000.00	\$ 96,000.00	Solid community and economic impact. The Parade grows each year and now requires substantially more City resources to maintain a safe route. Poorly presented grant application - lacks detail.
22	ROMP In the Square (The 18th ROMP! Festival of Independent Dance) - Suddenly Dance Theatre Society	July 8-17	Only independent dance festival: live performance from emerging and established dance artists, art exhibitions and film focused on the dance medium. Proposed new additional free programming to be offered in Beacon Hill Park. 75% of this festival is free of charge to the public.	\$ 5,000.00	\$ 2,000.00	\$ 10,000.00	\$ 6,000.00	\$ 2,000.00	\$ 99,000.00	Off season event in downtown core, 4-5 days of outdoor free performances Urban spectacle (roughly 75% of programme is free) An increase in 2015 ticketed performances indoors. No longer partnered with Intrepid or with Kaleidoscope. Increased event budget by 20k

Appendix 1

#	Event Name	Event Dates	Event Description	2015 Grant	2015 In-Kind	2016 Grant Request	FIG 2016 Recommend	2016 In-Kind Recommend	Proposed Event Budget	Rationale
23	Island Farms Victoria Day Parade/Island Farms Santa Parade - Greater Victoria Festival Society	May 18 / Nov. 28	Seasonal parades along Douglas St and Government St.	\$ 14,400.00	\$ 22,000.00	\$ 19,200.00	\$ 12,600.00	\$ 20,000.00	\$ 89,000.00	Popular downtown parades. Combined grant of 9k cash and up to \$3597 City contribution towards insurance costs (council motion to decrease insurance assistance annually). 2015 FIG in-kind amounted to \$17,657 (plus Policing covered by Police Board)
24	Victoria's Shakespeare By The Sea - Vancouver Island Shakespeare Arts Society	Tentatively July 2-Aug 2	A Shakespeare drama festival with a free youth school, invited performance artists in drama, music, painting and dance running for 5 weeks.	\$ 2,500.00	\$ 500.00	\$ 7,000.00	\$ 3,000.00	\$ 500.00	\$ 32,000.00	5th season, 5 week run. 2015 spent and earned 20k. 2015 anticipates 10k budget growth to raise production values, rates for actors / crew etc. Will attempt to mount two productions at 2 separate venues - Clover Point and Ogden Point
25	Victoria's 17th Annual SKA Festival - Victoria BC Ska Society	June 22-26	Multi-day cultural music festival that celebrates ska music. Longest and largest running event of its kind in North America with free and ticketed concerts, workshops and art galas.	\$ 7,000.00	\$ 1,000.00	\$ 10,000.00	\$ 8,000.00	\$ 5,000.00	\$ 389,159.00	Date shift into Late June to avoid conflict with other major festivals. No other major change this year. Appeals and serves a younger demographic. Large free components. Half of the budget goes directly to artists.
26	SKAMpede - Theatre Skam Association	July 8-10	Audiences on bicycles travel in small groups to ticketed theatrical performances along the Galloping Goose. Hub at Cecilia Ravine Park is a free interactive site with live music, bike decorating and food market. 12 & under free.	\$ 3,500.00	\$ 500.00	\$ 20,000.00	\$ 4,500.00	\$ 500.00	\$ 94,505.00	New brand and a new hub venue for 2016. Relocate the HUB to Harbour Rd, increased hours of free content and include live music. Reduced ticket prices \$10 and free to those under 16. High quality programming (also receives Canada Council grant).
27	Victoria Symphony in the Summer - Victoria Symphony Society	July 18-31	13 free Symphony concerts will be performed throughout the region leading up to the Symphony Splash on the August long weekend in the Inner Harbour.	\$ 11,500.00	\$ 10,500.00	\$ 25,000.00	\$ 12,000.00	\$ 11,000.00	\$ 488,607.00	Marquee signature City event, significant free program with many free performances leading up to Splash. Free family fun zone. Economic impact and tourism spectacle.
28	Uno Fest (18th Annual) - Intrepid Theatre Company Society	May 18-29	Canada's only international festival devoted to outstanding one-person theatre. Longest running festival of its kind anywhere and only ongoing festival of its kind in Canada.	\$ 4,000.00	\$ -	\$ 7,000.00	\$ 4,000.00	\$ -	\$ 173,200.00	Late night activity downtown, impact on downtown restaurants and cafes. Prolific media. Administratively heavy for primarily indoor ticketed event during high season, reduced support in 2014 accordingly

Appendix 1

#	Event Name	Event Dates	Event Description	2015 Grant	2015 In-Kind	2016 Grant Request	FIG 2016 Recommend	2016 In-Kind Recommend	Proposed Event Budget	Rationale
29	Yalda - The Longest Night of the Year - Victoria Iranian Persian Cultural Society	20-Dec	Cultural ceremony that celebrates the longest day of the year. Activities include poetry reading, music, dancing and refreshments.			\$ 843.00			\$ 3,370.00	Does not meet FIG criteria. Ticketed event with no free content. No venue identified. Very little information provided.
			TOTAL			\$ 279,705.00	\$ 156,000.00	\$ 95,500.00	\$ 5,674,197.00	
			TOTAL (excluding ineligible festivals)			\$ 277,762.00	\$ 156,000.00	\$ 95,500.00	\$ 5,664,940.00	

Appendix 2

#	Event Name	2015 In-Kind	2016 In-Kind Recommend	In-Kind Detail
1	Victoria International Accordion Festival - The BC Accordion Society	\$ 1,000.00	\$ 1,000.00	CSQ rental, sound operator and equipment, festival equipment labour, police officers & traffic control equipment (if parade approved for streets), street occupancy
2	Vancouver Island Blues Bash - Victoria Jazz Society	\$ 3,500.00	\$ 3,500.00	Festival equipment labour, sign shop, traffic control equip, street occupancy, Ship Pt Rental (lost revenue)
3	Victoria International Buskers Festival - Victoria International Buskers Festival Society	\$ 1,500.00	\$ 10,000.00	Ships Pt rental (\$7,700 lost revenue over projected 11 days use), sidewalk and street occupancy, parking, noise bylaw exemptions, festival equip labour (\$1800)
4	Victoria International Chalk Art Festival - Victoria International Chalk Art Society	\$ 2,500.00	\$ 2,500.00	Ship Pt rental (approximately \$2000 of lost revenue over projected 2-3 days of use), festival equipment labour, traffic control equipment, signage
5	Victoria Film Festival - Victoria Independent Film and Video Festival	\$ 1,000.00	\$ 1,500.00	Street occupancy and lost parking revenue at parkade (10 spaces) and Broad St (\$600)
6	Victoria Flamenco Festival - Flamenco de la Isla Society	\$ 2,000.00	\$ 1,000.00	CSQ fees, security, sound operator and equipment labour

Appendix 2

#	Event Name	2015 In-Kind	2016 In-Kind Recommend	In-Kind Detail
7	Free - B Film Festival - Victoria Independent Film & Video Festival	\$ 2,000.00	\$ 2,000.00	Waive fees for public space and related city services including sound and some security
8	French Fest - La Societe francophone de Victoria (SFV)	\$ 2,500.00	\$ 3,000.00	Electrical tie-in, garbage P/U, sound operator and equipment, CSQ rental, festival equipment labour and parking
9	Victoria Fringe Fest - Fringekids Fest and Fringe Square - Intrepid Theatre Company Society	\$ 1,500.00	\$ 1,500.00	Public space fees, sound operator and equipment, parking, festival equipment and labour
10	153rd Victoria Highland Games & Celtic Festival/Tartan Parade - Victoria Highland Games Association	\$ 2,000.00	\$ 2,000.00	Park fees and related City services and festival equipment labour
11	Integrate Arts Festival (10th Annual) - Integrate Art Society		\$ -	
12	TD Victoria International JazzFest - Victoria Jazz Society	\$ 10,000.00	\$ 10,000.00	Spirit Stage Enhancement, Electrical Set-up, Sound Operator, CSQ Rental, Garbage Pick up and Security (overnight equipment), Street Parking Hoods, Festival Equipment Labour

Appendix 2

#	Event Name	2015 In-Kind	2016 In-Kind Recommend	In-Kind Detail
13	Kaleidoscope Theatre's Family Theatre Festival - Kaleidoscope Theatre Productions Society	\$ 1,500.00	\$ 1,500.00	Festival equipment labour, City of Victoria City services, venue fees charges and required parking
14	Victoria International Kite Festival - Victoria International Kite Festival Society		\$ 1,000.00	Festival equipment labour, City of Victoria City services, venue fees charges and required parking
15	Oaklands Spring Festival - Oaklands Community Association			
16	One Wave Festival (9th) - Pacific Peoples' Partnership		\$ 1,000.00	Festival equipment labour, City of Victoria City services, venue fees charges and required parking (3 hoods)
17	Out Stages - Intrepid Theatre Company Society		\$ -	

Appendix 2

#	Event Name	2015 In-Kind	2016 In-Kind Recommend	In-Kind Detail
18	Pacific Baroque Festival - Victoria Conservatory of Music		\$ -	
19	TD Art Gallery Paint-In - 29th Annual - Art Gallery of Greater Victoria	\$ 8,000.00	\$ 8,000.00	Police Officers, traffic control equipment, signage, bylaw
20	Persia New Year - Victoria Iranian-Persian Cultural Society		\$ 1,000.00	Centennial Square venue fees and services (3 parking hoods)
21	Victoria Pride Week - Victoria Pride Society	\$ 5,000.00	\$ 6,000.00	Festival labour, police officers, traffic control equipment and related City services, street occupancy, City venue fees
22	ROMP In the Square (The 18th ROMP! Festival of Independent Dance) - Suddenly Dance Theatre Society	\$ 2,000.00	\$ 2,000.00	Sound operator and equipment labour, CSQ rental and security, City outdoor venue and parking fees and associated City Services

Appendix 2

#	Event Name	2015 In-Kind	2016 In-Kind Recommend	In-Kind Detail
23	Island Farms Victoria Day Parade/Island Farms Santa Parade - Greater Victoria Festival Society	\$ 22,000.00	\$ 20,000.00	Police officers, traffic control equipment, street occupancy, City services, partial insurance and required parking to ensure a safe route. Without policing, 2015 in-kind amounted to \$17,657 and lost parking revenue for Santa Parade amounting to \$1080
24	Victoria's Shakespeare By The Sea - Vancouver Island Shakespeare Association	\$ 500.00	\$ 500.00	City venue fees and related City services
25	Victoria's 17th Annual SKA Festival - Victoria BC Ska Society	\$ 1,000.00	\$ 5,000.00	Festival equipment labour, site fees and services, 6 days of lost parking revenue at Ship Point (\$4200)
26	SKAMpede - Theatre Skam Association	\$ 500.00	\$ 500.00	Festival equipment labour and related City fees and services
27	Victoria Symphony in the Summer - Victoria Symphony Society	\$ 10,500.00	\$ 11,000.00	Police officers, traffic control equipment, street cleaning, sign shop, street occupancy, parking
28	Uno Fest (18th Annual) - Intrepid Theatre Company Society	\$ -	\$ -	

Appendix 2

#	Event Name	2015 In-Kind	2016 In-Kind Recommend	In-Kind Detail
29	Yalda - The Longest Night of the Year - Victoria Iranian-Persian Cultural Society			
			\$ 95,500.00	
			\$ 95,500.00	



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. Questions should be directed to Nichola Reddington, Community Recreation Coordinator at (250) 361-0357 or 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
Arts Culture and Events Division
#1 Centennial Square, Victoria BC, V8W 1P6
Office Location: 720 Douglas St BC, V8W 3M7
Phone: (250) 361-0357 Fax: (250) 361-0385 or visit www.victoria.ca
Email: jday@victoria.ca

Annual Timeline:

October 31 - Application Deadline
December to January - Council Approval
July 1 - Grant Payment (80%),
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.