



1 Centennial Square
Victoria, BC V8W 1P6

E grants@victoria.ca

2015 Strategic Plan Grant Application Form

How to Apply:

1. Complete **Application Form** in its entirety and send to grants@victoria.ca
2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

X Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**

X Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act

SECTION 1. CONTACT INFORMATION

Organization Name: Ministry of Casual Living

Mailing Address: 819 Fort st. Victoria, BC V8W 1H8

Contact Person: Jonathan Dowdall Email: ministryofcasualiving@gmail.com

Telephone: 250-294-9633 Website: ministryofcasualiving.ca

SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*? ☒ Yes ☐ No Society Registration Number: s-0047135

Are you a registered Charity? ☐ Yes ☒ No Charity Registration Number: _____

Organization mission/mandate

The Ministry of Casual Living (MoCL) is an artist-run centre located at 819 Fort Street. We provide artists from all disciplines with venues for experimentation and exposure. MoCL is committed to promoting critical, self reflective discourse, and integrating the artistic process into all aspects of everyday life.

Brief history and role in benefitting residents of Greater Victoria

MoCL was located on 1442 Haultain Street for the first 10 years of its existence, hosting a small window gallery and curatorial residency program. This space gave both emerging and established artists an accessible venue to promote their art in the Fernwood community. After two years of nomadic curatorial experimentation, we have relocated to 819 Fort Street, where MoCL has 11 artist studios. MOCL is currently exhibiting art at our window gallery in Odeon Alley and on PedalBox, a mobile bike cart gallery.

How many paid staff at organization? Full Time: 0 Part Time: 3 (very part time)

How many volunteer staff at organization? 7 Total volunteer hours: 300

SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? \$ 47 657

What other sources of funding do you receive and how is it used?

Source	Total Funding	Use
Studio rentals	\$28500	Pay rent, facility upgrades, and website
Grants	\$9400	Pay artists and administrators for projects
Fundraising	\$9667	Pay artists, administrators, and facility upgrades



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Has the organization filed for bankruptcy or currently seeking credit protection? ☐ Yes ☒ No

SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: PedalBox Mobile Bike Cart art gallery

Brief description of the project or program and why the grant is needed.

The PedalBox Gallery is a mobile bike cart art gallery created by Jonathan Dowdall in collaboration with the City of Victoria Youth Council and BC Healthy Communities in 2013. Awarded a CRD IDEA grant, Jonathan was able to facilitate and display art from 7 youth over the span of the year. Each youth was awarded a \$125 honorarium for time spent working on their installations. As the programming unfolded, it was clear that it would be more appropriate for an arts organization to take on the project, so the initiative was transferred to the Ministry of Casual Living. Jonathan Dowdall has continued to coordinate PedalBox, and has also exhibited the art of 10 more youth artists in 2014/15 with funds acquired from a CRD project grant. With this grant we hope to display 7 more artists in the months of August and September 2015 at a variety of events and festivals around the city of Victoria.

Does this project or program impact public space? ☒ Yes ☐ No

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Innovate and Lead | <input checked="" type="checkbox"/> Enhance and Steward Public Spaces, Green Spaces and Food Systems |
| <input type="checkbox"/> Engage and Empower the Community | <input checked="" type="checkbox"/> Complete a Multi-modal Active Transportation Network |
| <input type="checkbox"/> Strive for Excellence in Land Use | <input checked="" type="checkbox"/> Nurture Our Arts, Culture and Learning Capital |
| <input checked="" type="checkbox"/> Build Financial Capacity of the Organization | <input type="checkbox"/> Steward Water Systems and Waste Streams Responsibility |
| <input type="checkbox"/> Create Prosperity through Economic Development | <input checked="" type="checkbox"/> Plan for Emergencies Including Climate Change Short and Long Term |
| <input type="checkbox"/> Make Victoria More Affordable | <input type="checkbox"/> Demonstrate Regional Leadership |
| <input checked="" type="checkbox"/> Facilitate Social Inclusion and Community Wellness | |

Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.

PedalBox is a dynamic vessel for practicing many of the objectives mentioned in the strategic plan. PedalBox has supported innovative interdisciplinary artists including performers, painters, social practice artists, and filmmakers. Pedalbox engages the community outdoors on the myriad of active transportation pathways and roads in the city. When artists are able to be paid to do their work it is empowering. Having art displayed on a mobile platform facilitates social inclusion by giving the everyday citizen a chance to interact with art in an unexpected and collaborative fashion. This funding would help build financial capacity for our organization.

How many will benefit from the project or program? 8000 Percentage of Greater Victoria Residents? 10%

Who is your target audience? Everyday people who use active transportation pathways in Victoria, all ages, curious eyes



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SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$ 5000 Amount Requested \$ 3300

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 18 %

How much is the organization contributing to this project or program? \$ 200

Please indicate the funding sources for this application:

☒ Government funding

Organization Name	Contact Person	Phone Number	Amount
Government of British Columbia		eventhostbc@gov.bc.ca (no phone number available)	\$1500 (pending)

☐ Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount

☐ Matching funds

Organization Name	Contact Person	Phone Number	Amount

☐ In-Kind contributions

Organization Name	Contact Person	Phone Number	Amount

☐ Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount

☐ Other

Organization Name	Contact Person	Phone Number	Amount

Grand Total of Other Funding Sources \$ 1500

Partial funding may be available. Will the project occur without full funding by the grant? ☒ Yes ☐ No

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

If we do not receive full funding we won't show as many artists as planned, and pay less administrative fees. The PedalBox is active with or without funding, but our organization is striving to pay artists as much as possible



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PROJECT OR PROGRAM TIMELINE

Project or program dates From: August 2015 To: September 2015

Project or program location: many locations around the greater Victoria area

Project or program timeline and major milestones.

Date	Milestone
August 2015	Display art at the Greater Victoria Public Library for the Play On Words literary art festival.
August 2015	Find artists through a publicized call-out and hire them to make installations on PedalBox
September 2015	Host a 'bike-in' movie screening including footage from earlier PedalBox projects
September 2015	Hit 1000 Facebook likes (PedalBox currently has 400, MoCL has 2571)
September 2015	Work with the City of Victoria Youth Council to give youth an opportunity to curate the PedalBox gallery
September 2015	Submit final report

SECTION 6. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 5 Total volunteer hours required: 100

Can the project or program occur without volunteer support? No

SECTION 7. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

- | | |
|--|---|
| <input checked="" type="checkbox"/> Website | <input type="checkbox"/> Newspaper Advertisement |
| <input checked="" type="checkbox"/> Social Media | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Sponsor Plaque | <input checked="" type="checkbox"/> Annual Report |
| <input checked="" type="checkbox"/> Other <u>Event Posters</u> | |

SECTION 8. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature: see attached folder for signature

Position: PedalBox Coordinator

Name: Jonathan Dowdall

Date: June 26th, 2015

SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

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Signature: _____

Position: PedalBox Coordinator

Name: Jonathan Dowdall

Date: June 26th, 2015

Expenses			Revenues			
Administration	\$900		MoCL contribution	\$200		
Artist fees	\$2600		City of Victoria Strategic Plan grant	\$3300		
Materials	\$500		EventHostBC Grant	\$1500		
Promotion	\$500					
Insurance/permits	\$500					
total	\$5000			\$5000		