



1 Centennial Square  
Victoria, BC V8W 1P6

E [grants@victoria.ca](mailto: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](mailto:grants@victoria.ca)
2. Assemble **Eligibility Documentation**

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

- ☒ 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**
- ☐ Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act **N/A**

## SECTION 1: CONTACT INFORMATION

Organization Name: Social Innovators Network  
Mailing Address: 2270 Kinross  
Contact Person: Norman Lee Email: norman@tedxvictoria.com  
Telephone: 250-882-6676 Website: tedxvictoria.com

## SECTION 2: ORGANIZATION INFORMATION

Are you registered under the *Society Act*? ☒ Yes ☐ No

Society Registration Number: S-56403

Are you a registered Charity? ☐ Yes ☒ No

Charity Registration Number: \_\_\_\_\_

Organization mission/mandate

to host TEDx Victoria event

Brief history and role in benefitting residents of Greater Victoria

This november will be our 5<sup>th</sup> event, our 3rd at the McPherson  
Before that, 2 at Victoria Conference Centre

How many paid staff at organization? Full Time: 0

Part Time: 0

How many volunteer staff at organization? between 8-50

Total volunteer hours: hundreds

## SECTION 3: ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? \$65,000 for the event.

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

Source	Total Funding	Use
Royal Roads University	\$15,000	production of event.
Ticket Revenue		production of event

Has the organization filed for bankruptcy or currently seeking credit protection?

☐ Yes

☒ No

## SECTION 4: PROJECT OR PROGRAM INFORMATION



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Project or program title: TEDx Victoria 5

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

We are entirely a volunteer organization. Grants & sponsorship, along with ticket revenue are used to pay for the cost of producing the event. Grants & sponsorship assist in offsetting the financial risk & lowering ticket prices. Please go to [TEDxVictoria.com](http://TEDxVictoria.com) to see the type of event we put on for the people 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 type="checkbox"/> Enhance and Steward Public Spaces, Green Spaces and Food Systems  |
| <input checked="" type="checkbox"/> Engage and Empower the Community        | <input type="checkbox"/> Complete a Multi-modal Active Transportation Network              |
| <input type="checkbox"/> Strive for Excellence in Land Use                  | <input type="checkbox"/> Nurture Our Arts, Culture and Learning Capital                    |
| <input 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 type="checkbox"/> Plan for Emergencies Including Climate Change Short and Long Term |
| <input type="checkbox"/> Make Victoria More Affordable                      | <input checked="" type="checkbox"/> Demonstrate Regional Leadership                        |
| <input 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.

By providing a stage for innovators and leaders with ideas worth sharing on a wide range of topics from the environment to technology to design, and people with an interest in how to change the world, a venue in which to experience & exchange ideas.

How many will benefit from the project or program? 772 + video Percentage of Greater Victoria Residents? \_\_\_\_\_%

Who is your target audience? \_\_\_\_\_



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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 \$ ~ 65,000 Amount Requested \$ 5,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 0 %

How much is the organization contributing to this project or program? \$ funding from ticket revenue

Please indicate the funding sources for this application:

☐ Government funding

Organization Name	Contact Person	Phone Number	Amount

☒ Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount
<u>Royal Roads University</u>	<u>Melgar Cabrera</u>	<u>250-391-2600 ext 4274</u>	<u>15,000</u>

☐ 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 \$ 15,000

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.

Increased financial risk to volunteer organizers and an inability to lower ticket prices.



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## SECTION 6: PROJECT OR PROGRAM TIMELINE

Project or program dates From: Nov 21/15 To: Nov 21/15

Project or program location: McPherson Theatre

Project or program timeline and major milestones.

Date	Milestone
<u>Nov 21/15</u>	<u>The event.</u>

## SECTION 7: PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 8 to 50 Total volunteer hours required:   

Can the project or program occur without volunteer support? ☐ Yes ☒ No

## SECTION 8: PUBLIC ACKNOWLEDGEMENT

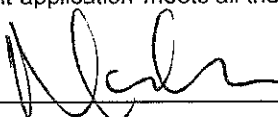
All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Website                    | <input type="checkbox"/> Newspaper Advertisement |
| <input checked="" type="checkbox"/> Social Media               | <input checked="" type="checkbox"/> Newsletter   |
| <input type="checkbox"/> Sponsor Plaque                        | <input type="checkbox"/> Annual Report           |
| <input checked="" type="checkbox"/> Other <u>at the event.</u> |  |

## 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:

- 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: 

Position: Treasurer

Name: Norman Lee

Date: June 26, 2015

Item Description	2014 Projected Cost	2014 Cost	2015 Projected Cost	2015 Cost	Notes
<b>EXPENSES</b>					
<b>PRINT COSTS</b>					
Banners	\$0.00	\$0.00	\$200.00	\$288.55	New table skirt purchased for Outreach/event day
Business Cards	\$0.00	\$0.00	\$100.00		2014: Old cards used (2013's design). 2015: New cards to be designed/printed.
Event Program	\$0.00	\$0.00	\$1,000.00		2014: Online Schedule only in 2014. 2015: 2-colour printed notebooks or recycled paper, stamped logo
Lanyard Badges	\$250.00	\$225.25	\$300.00		2014: Printed lanyard badges, with some laminated.
Sponsor Foamcore Boards	\$300.00	\$290.30	\$300.00		2014: Sponsor branding on site.
Posters	\$400.00	\$343.42	\$500.00		2014: \$17.92 for our posters, and \$325.50 for in store postering.
Sponsorship Packages	\$100.00	\$57.56	\$100.00		2014: \$52.64 sponsorship packages + \$4.92 cover pages
Stickers	\$20.00	\$16.80	\$0.00		2014: 100 Stickers printed (they will last a while)
Thank You Cards	\$25.00	\$22.40	\$50.00		
<b>PR &amp; MARKETING</b>					
Website Hosting Fees	\$200.00	\$0.00	\$200.00		(Anticipating costs here at some point)
Facebook Post Promotion	\$600.00	\$581.42	\$1,000.00		2014: \$105.85 (boosted posts) \$475.57 (Jordon Gordon online ads)
Flickr Fees	\$100.00	\$52.25	\$0.00		2 year subscription (up for renewal in 2016)
Promotional Video	\$2,000.00	\$1,903.88	\$2,500.00		2014: Dave Wallace/Innovate Imageworks recap/highlight/promo video. 2 30-second teaser video and possible second promo video.
<b>EVENT COLLATERAL / MERCHANDISE</b>					
Black T-Shirts (promo & outreach)	\$650.00	\$638.40	\$700.00		50 Shirts (outreach/promo purposes)
Black T-Shirts (event day merch)	\$1,500.00	\$1,780.80	\$700.00		50 Shirts (event day staff only)
Lanyards	\$1,700.00	\$1,659.17	\$800.00		2014: 1000 Lanyards ordered. 2015: 500 Lanyards to be ordered.
Storage	\$1,200.00	\$1,200.00	\$1,200.00		Storage costs for TEDxVictoria items (currently at Dylan's, at least until v

					out of space and need to rent more space)
<b>PRODUCTION COSTS</b>					
Audio Visual (in-house)	\$4,000.00	\$3,418.63	\$4,000.00		2014: Projector screen, equipment the McPherson doesn't have etc. 2015: same
Audio Visual Rental (out of house)	\$0.00		\$500.00		Sometimes we need specialty equipment
Stage Design	\$1,500.00		\$1,500.00		2014: Biophilia's operating budget for the stage construction and materials 2015: Studio Robazzo's operating budget
<b>FILM PRODUCTION COSTS</b>					
Video Post-Production/Editing	\$2,200.00	\$1,500.00	\$5,000.00		2014: Flat rate for Darren Labaree to edit (he is very generous). 2015: Darren working at his rate with a discount (still very generous)
Equipment Rental	\$0.00	\$0.00	\$0.00		2013 & 2014: Gamut Productions partnership. 2015: \$2500 is the cost, partnerships to be secured.
Webcasting Costs	\$500.00	\$0.00	\$0.00		2014: budget for possible costs related to streaming.
Extra Video Costs	\$250.00	\$0.00	\$0.00		2014: 2013's hard drives used for video production. 2015: we still have 2 hard drives.
<b>PERFORMANCE COSTS</b>					
Elder Opener	\$250.00		\$250.00		\$200 for opener in 2013 - need receipt for blanket for 2014
Lobby DJ	\$200.00	\$0.00	\$250.00		2013: We had a lobby DJ and needed to rent some equipment. 2015: we are not sure if we'll have a Lobby DJ yet, but just in case, we want some money for it.
Feature Performance	\$1,000.00	\$0.00	\$1,000.00		2014: Extra costs associated with feature performers - any rentals, tech, etc. needed. 2015: always budget this just in case artists need something extra
<b>SPEAKER EXPENSES</b>					
Travel Costs	\$1,500.00		\$1,500.00		2014: Airfare for 3 from San Francisco, as well as Taxi fees in Victoria. 2015: Number of non-Victoria speakers is still TBD.
Accommodation Costs	\$500.00	\$464.50	\$500.00		2014: Spinnakers Partnership (All speaker accommodations free, but

					emergency artist accommodations were paid for at Oswego Hotel). 2015 Spinnakers Partnership (4 suites for 2 nights each available)
<b>ORGANIZER COSTS</b>					
Food Costs	\$1,000.00		\$1,000.00		Money set aside to cater meetings, for the wrap up dinner, etc.
Phone Bills	\$2,000.00		\$2,000.00		Phone plans fees, extra minutes, long distance calls, etc for organizers (Someone always has to make long distance calls or use up their minute
Team Reimbursements	\$1,000.00		\$1,000.00		Core team member expenses: parking, food at outreach events, etc
TEDActive 2014 Fee	-	-	-		Dylan in 2014 (Licensee)
TEDActive 2015 Fee	\$10,000.00	\$9,936.56	-		Three team members in 2015 (Catherine, Dylan, Holly)
TEDActive 2015 Accommodation	\$1,500.00	\$1,279.95	-		Condo near the venue in Whistler (got an unbelievable deal)
TEDActive 2015 Travel / Food	\$1,000.00	\$300.00	-		Getting three team members to/from Whistler, feeding them en route (used Harbour Air partnership for costs to/from Vancouver, TED covered Van>Whistler, only costs were return from Whistler to Van)
TEDActive 2016 Fee	-	-	-		Costs TBD (determined by success of event)
TEDActive 2016 Accommodation	-	-	-		See Above
TEDActive 2016 Travel / Food	-	-	-		See Above
Core Team Professional Development	-	-	\$2,000.00	\$2,000.00	2015: Sent 6 team members to TEDxPortland
<b>VENUE COSTS</b>					
Venue Deposit	\$2,500.00	\$2,500.00	\$1,500.00	\$1,500.00	Venue Deposit cost for McPherson.
Venue Fee					Rental fees for two days (nonprofit rate)
Labour	\$12,000.00		\$15,000.00		Includes labour costs for FOH and stage crew for both setup day and event day.
Other Taxes (unspecified)					
Insurance	\$500.00	\$193.20	\$500.00		Cost of venue insurance for event day.
<b>Total McPherson Costs</b>		\$11,433.50			
<b>LIVE EVENT &amp; ACTIVE</b>					

SPACE COSTS					
Art Installations	\$5,000.00		\$5,000.00		Budget for The Active Space & After Party
Venue Rental	\$0.00		\$0.00		Sponsorship.
Food Costs	\$600.00		\$1,000.00		Catering for TEDxVictoriaSalons (2 events) & After Party
Entertainment			\$1,000.00		Entertainment costs for After Party - \$500 for band, \$500 for possible rer
Misc	\$400.00		\$500.00		For potential costs, damages, insurance, etc
<b>Total Active Space Costs</b>		\$4,449.58			2014: Missing receipt for Vanessa
FOOD COSTS					
Speaker Dinner (includes gratuity)	\$1,000.00	\$1,000.00	\$1,000.00		Relish Food and Coffee in 2013
Speaker / Photography / Volunteer Food (event day)	\$500.00		\$750.00		Snacks & beverages for event staff in 2013 - Need Charmaine's receipts
FOH Food Costs (event day)	\$0.00		\$100.00		Costs associated with FOH at McPherson - need receipts for coffee orde
Volunteer Brunch (post event)	\$1,000.00	\$1,000.00	\$1,000.00		No volunteer parting in 2014 - brunch instead
TEDx WORKSHOP COSTS					
Venue Rental	-	-	\$0.00		Venue for meeting/workshop?
Food Costs	-	-	\$0.00		Lunch for TEDx Organizers
Misc	-	-	\$0.00		Facilitator expenses if needed?
OUTREACH COSTS					
Materials Costs	\$400.00		\$350.00	\$67.19	2014: Cost of chalkboard plinth. 2015: Outreach at Car Free Day, Victori
Table Fees			\$150.00	\$125.00	Pride, others TBD; Table Skirt in Print (above)   6' table - \$67.19
					2015: Fees for CarFreeDay, Pride
<b>EXPENSES TOTAL</b>	<b>\$61,345.00</b>	<b>\$46,247.57</b>	<b>\$58,000.00</b>	<b>\$3,980.74</b>	



<b>REVENUE</b>					
<b>SPONSORSHIPS</b>					
Royal Roads University	\$5,000.00	\$5,000.00	\$15,000.00		
TheZone / TheQ	\$1,000.00	\$1,000.00			
SIN	-\$700.00	\$0.00	-\$500.00		Accounting fees for SIN covered by TEDxVictoria
<b>SALES</b>					
Sales	\$300.00		\$0.00		T-Shirts, Liquor, Pop
Silent Auction		\$0.00	\$0.00		No auction in 2014
Ticket Box Office - Discount Tickets	\$6,000.00	\$2,520.00	\$7,000.00		Advance ticket costs - \$69 (\$60 + fees)
Ticket Box Office - Regular tickets	\$32,000.00	\$31,440.00	\$24,000.00		Regular ticket costs - \$79 (\$70 + fees)
McPherson Ticket Box Office - Contributor tickets	\$12,000.00	\$6,000.00	\$12,000.00		Donor ticket costs - \$129 (\$120 + fees)
<b>REVENUE SUB TOTALS</b>					
Proceeds from last year	\$15,000.00	\$15,000.00	\$10,000.00		
Sponsor Income Total	\$5,300.00	\$6,000.00	\$14,500.00	\$0.00	
Sales	\$50,300.00	\$39,960.00	\$43,000.00	\$0.00	
<b>REVENUE TOTAL</b>	<b>\$70,600.00</b>	<b>\$60,960.00</b>	<b>\$67,500.00</b>	<b>\$0.00</b>	

NET PROFIT:	\$9,255.00	\$14,712.43	\$9,500.00	\$3,980.74	-