



**City of Victoria**  
**Festival Investment Grant**  
**Application Form**  
**COVER SHEET**

Event Name:	Date(s):
Venue(s):	

Organization Name:		
Address:		
City and Postal Code:		
Contact Person(s):		
Phone: (250)	Fax: (250)	Email Address:

Grant Amount Requested: \$ _____	Total Project Budget: \$ _____	
Funding Type: Developmental <input type="checkbox"/>	First Year <input type="checkbox"/>	Operating <input type="checkbox"/>
Event Type: Festival <input type="checkbox"/>	Celebration <input type="checkbox"/>	
Have you previously applied for a Festival Investment Grant? Yes <input type="checkbox"/>	No <input type="checkbox"/>	Years: _____
If yes, when: _____	Latest Grant Amount: \$ _____	

City Services (ie. police, traffic control, fire, parks, festival equipment, street cleaning or other Public Works):		
Past City Services Support received: Yes <input type="checkbox"/>	No <input type="checkbox"/>	For: _____
Requested City Services Support:: Yes <input type="checkbox"/>	No <input type="checkbox"/>	For: _____

Does your organization receive C.R.D. Funding: Yes <input type="checkbox"/>	No <input type="checkbox"/>
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**Declaration (Two Authorized Signatures Required)**

- 1) On behalf of and with authority of the Society, I certify that the information given on this grant application and attachments is true, correct and complete in every respect and if the Society is awarded the grant, agrees to abide by the established grant terms and conditions.
- 2) The information provided in this grant application is subject to the Freedom of Information and Protection of Privacy Act. The City cannot guarantee that any of the information provided by you will be treated as confidential if a request for access is made under the Act.

Signature of Board Chair or President: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Person preparing the form: \_\_\_\_\_ Date: \_\_\_\_\_

**Please forward your completed application by NOVEMBER 1<sup>st</sup> annually by mail to:**

**Festival Investment Grant**  
**Recreation & Community Development**  
**City of Victoria**  
**633 Pandora Avenue, Victoria V8W 1N8**

Questions? Phone: 361- 0363 or email [smckay@victoria.ca](mailto:smckay@victoria.ca)

# Festival Investment Grant

## EVENT INFORMATION

Please provide relevant event information for which grant funding is being sought and limit responses to within the established pages of the application.

### **Part 1 MERIT OF FESTIVAL OR CELEBRATION**

1. Event Purpose(s):

2. Event Description (maximum 50 words):

3. Event Uniqueness:

4. Event Benefits to the City of Victoria:

5. Planned Event Improvements From Last Year:

6. Program Expansion / Growth:

## Part 2 ECONOMIC IMPACT

### Event Employment and Training Opportunities

1. Estimated total number of individuals involved in the presentation of your event: \_\_\_\_\_ Total Hours: \_\_\_\_\_  
No. of Employees: \_\_\_\_\_ Contractors (performers & production crew etc): \_\_\_\_\_ Volunteers: \_\_\_\_\_  
How does this compare to last year's event? Increase  Decrease
2. What training opportunities will you be providing for your staff and volunteers?

### Audience

1. Have you previously conducted an audience survey? Yes  No  If yes, please include your results with your application.  
Do you plan to conduct a survey in the coming year? Yes  No
2. Expected total audience: \_\_\_\_\_ Local Residents: \_\_\_\_\_ Visitors: \_\_\_\_\_  
How does this compare to last year's event: Increase  Decrease   
Last year's Actual: \_\_\_\_\_ Local Residents: \_\_\_\_\_ Visitors: \_\_\_\_\_
3. What spending do you estimate will occur as a result of your event? eg. hotel rooms, visits to downtown, eating etc.

### Marketing

1. What marketing strategies and other activities will you be undertaking to attract and engage more visitors locally, nationally and internationally?
2. Describe how your event will enhance the image of the City of Victoria and promote the City as a "Cultural Destination":

### Event Operation

1. Estimated event operating costs: Expenditures: \$ \_\_\_\_\_ Revenue: \$ \_\_\_\_\_  
How does this compare to last year's event? Increase  Decrease   
Last year's Actual Event Expenditures: \$ \_\_\_\_\_ Actual Event Revenue: \$ \_\_\_\_\_
2. What % of this budget is spent locally? \_\_\_\_\_%
3. Local business sponsorship:  
Total Value: \$ \_\_\_\_\_ Cash: \$ \_\_\_\_\_ In-kind: \$ \_\_\_\_\_

## Part 3 COMMUNITY IMPACT AND INVOLVEMENT

### Local Audience:

1. Please describe your local audience.

2. How will the local community participate in or have access to your event? How will you accommodate special groups such as the disabled, seniors? How family friendly is your event?

### Volunteer Component:

No. of Volunteers Estimated: \_\_\_\_\_ No. of Volunteer Hours: \_\_\_\_\_

### Public Accessibility: (check appropriate boxes)

1. Outdoor:  Indoor:  Combination:

2. Free Component: Yes  No  % of Overall Festival Program: \_\_\_\_\_%

Total Expenditures Related to Free Component: \$ \_\_\_\_\_

3. Gated or Ticketed: Yes  No

Expected Event Admission or Ticket Revenue: \$ \_\_\_\_\_ % of Event Budget: \_\_\_\_\_%

Admission Prices (if applicable): \$ \_\_\_\_\_

If applicable, what is your ticketing policy?

### Community Support:

1. Describe the extent of involvement with your event by:

a) Community organizations

b) Professional performers, producers, technicians:

c) Local Business Partnerships:

## Part 4 ORGANIZATIONAL EFFECTIVENESS AND ABILITY TO MEET GOALS

1. Organization Incorporation Number: \_\_\_\_\_ Date of Incorporation: \_\_\_\_\_
2. Organization Mandate or Purpose :
3. Please provide a copy of your organizations most recent **ANNUAL FINANCIAL STATEMENT** and comment on your organization's:
  - a) Financial stability -
  - b) Current fundraising initiatives -
  - c) Long Range Planning -
  - d) Need for financial assistance from the City of Victoria -

### APPLICATION CHECK LIST

- |   |  |
|---|--|
| <input type="checkbox"/> Completed & signed Application Form (Part 1-4) | <input type="checkbox"/> Organizations Most Recent Financial Statement |
| <input type="checkbox"/> Completed Budget (Part 5)                      | <input type="checkbox"/> Support Letters (if available)                |
| <input type="checkbox"/> Audience Survey (if available)                 |  |

**Deadline – November 1 annually**