



City of Victoria

Festival Investment Grant

GRANT POLICY & GUIDELINES

Purpose of the Grant:

The program is designed to assist organizations with the production of Festivals and Celebrations. The financial support through this program will help groups take advantage of development opportunities and improve or expand already existing events. The program is comprised of three components:

Development Funding Grant Program

Seed funding is available to assist groups in the development of an operating plan towards a new or new component of a Festival / Celebration. This plan must include program, budget, confirmed sponsors, audience identification and community involvement. Groups applying under this category will be expected to provide evidence of investment by the group and other agencies or sponsors.

First Year Production Grant Program

Funds will be allocated for the first year of production of a new Festival or the expanded portion of an existing Festival. This assistance will provide some stability to new events in their first year of operation. The applications for this grant program will be required to provide evidence of confirmed sponsors, audience identification, a marketing plan and a detailed budget.

Operating Grant Program

Assistance may be available to provide continued operational funding for Festivals / Celebrations. Repeating operating grant applicants must demonstrate continuous improvement with their event. The receipt of an operating grant one year does not ensure receipt in following years.

Eligibility Criteria:

1. Victoria City Council will consider applications for grants from applicant organizations planning or organizing Festivals / Celebrations held in the City of Victoria.
2. **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.
3. **CELEBRATIONS** must fit the City of Victoria 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. Often these events mark a civic or national holiday, special day, or other noteworthy event. These events are sponsored and organized by a registered non-profit society and possess city wide and regional appeal.
4. Festivals and Celebrations must also:
 - occur outside in a public space within the boundaries of the City of Victoria - Festival programming located outside the City of Victoria, may be eligible for support if the proposal includes confirmed equitable cost sharing with other municipalities and demonstrates a strong economic benefit for the City of Victoria. Indoor programming options will be given to shoulder season events (November to March)
 - be non-commercial in purpose

5. All Applications will be evaluated on the following assessment criteria:

a) **Merit of Festival or Celebration** – (45%)

- Solid vision, direction, goals and objectives that reflect and fulfil 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

b) **Economic Impact** – (20%)

- Solid track record of financial performance
- 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.)
- Will promote increased economic activity in the City
- Extent of Partnership initiatives and efforts to form new alliances
- Extent to which activities are undertaken to attract visitors to the Festival or Celebration in order to meet the stated mandate and objectives of the organization
- Demonstrates quantifiable results in terms of attracting tourists (e.g. ticket sales, surveys, rooms rented, etc.)
- Extent of destination marketing, including the use of media outlets

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
- Extent to which applicant caters to a broad audience and seeks to develop its audience

d) **Organizational Effectiveness and Ability to Meet Goals** – (15%)

- Evidence of a clear mandate
- Solid leadership structure and consistent management in professional, competent manner
- Solid infrastructure, including staff and volunteers
- Financial stability and accountability and evidence of effective long-term and short-term planning
- Reasonable financial goals
- Extent to which applicant's revenues are derived from multiple sources to create a stable funding base
- Appropriate outreach, public relations and marketing strategies to achieve established goals
- Extent to which applicant has established partnership initiatives and is reaching out to form new alliances
- Demonstrated need for financial assistance from the City of Victoria

6. The applicant organization must be a not-for-profit society in good standing with the Registrar of Companies. Grants to individuals are not permitted.
7. A grant may not necessarily be awarded for the same or a similar project in consecutive years.
8. Except in special circumstances, applications for projects, activities or events that will take place in the next calendar year only will be considered.
9. No percentage or portion of the annual budget funds towards development, operating or first year funding has been established. Priorities may change from year to year.
10. No event shall receive grants in excess of \$12,500 in a given year.
11. Operational grant funding will only be considered for events with operating budgets in excess of \$40,000. Seed and development funding budgets may be lower, however, consideration will be given in the assessment as to its future potential as a major festival or celebration.
12. Groups receiving C.R.D. arts grant funding or other City assistance (City services, use of festival infrastructure equipment etc.) may apply. However, that City support will be factored into the recommended Festival Investment Grant allocation. Organizations receiving CRD arts operational funding may only request assistance towards festival or celebration related direct costs that are unique and completely separate from the organization operational funding they receive from the CRD.
13. Applications will be considered **ineligible** if they relate to:
 - Events that are commercial in purpose
 - Events that are athletic / sporting / competitive
 - An event fundraiser (over and above event costs)
 - An event that crosses municipal boundaries or occurs outside the City of Victoria. These will be referred to the Capital Regional District who is responsible for facilitating Special Project Grants Arts funding and Arts Operating Grants.
 - Retroactive funding
 - Capital expenditures
 - One time, non recurring events
 - Activities already funded through other City programs

Application Procedure and Deadlines:

1. The administration of the Festival Investment Grant Program is managed as per the defined policy through the Recreation & Community Development Division of the Parks, Recreation and Community Development Department.
2. The official application form must be used. Forms can be obtained from the City's Recreation & Community Development Division office, the Public Service Counter at City Hall or on line through the City's website at www.victoria.ca Questions should be directed to the Recreation & Community Development at (250) 361-0358.
3. Please ensure that the entire application form is completed. **INCOMPLETE APPLICATION FORMS WILL NOT BE REVIEWED.** At least two authorized signatures of the Society are required on the application form including the Board chair and the individual responsible for completing the application.
4. No grant application will be considered from organizations that received funding in the past but did not submit a final report.

5. Each application will be reviewed and assessed by Recreation & Community Development Division staff. Following the staff review, the applications along with a staff report and recommendation on each application will be forwarded to Committee of the Whole (January). All decisions are final following ratification at the next City Council meeting. Applicants will receive a letter detailing Council's decision once it is finalized.
6. 80% of the approved grant funding will be issued on July 1st. For events held between January through April, early release of funds may be considered. Organizations receiving grants will be expected to complete a final report. Upon receipt and review of the final report, the remaining funding will be released. Final report forms will be distributed with grant approval notification.
7. Annual Timeline:
 - November 1 annually - Application Deadline
 - December - Council Approval
 - July 1 - Grant Payment (80%)
 - Prior to December 31 on receipt of final report - Final Payment (20%)

Conditions of Funding:

1. The successful applicant must acknowledge the total value of support of the City of Victoria, including both the FIG program and In Kind City Services. This will be done in all print, publicity and advertising relating to the event as well as site signage and verbal acknowledgement of the City during the event. The profile of City recognition must be relative to the total value of City support. City recognition by Festivals, celebrations and special events, must use the new City logo. Details and guidelines regarding use of the City logo will be forwarded to all approved grant applicants.
2. Funds must be used for the purpose for which they were requested. The City through the Recreation & Community Development Division 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.
3. 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.
4. 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.