

PROJECT



2012 Project Grant GUIDELINES

APPLICATION DEADLINE: December 9, 2011 at 3:00 p.m. PST

Mail or deliver completed and signed application form and a digital copy (PDF or Word document) on disc, along with supporting materials by the deadline to:

Project Grants
City of Kelowna Cultural Services Branch
Capri Centre
#133 - 1835 Gordon Drive
Kelowna, BC V1Y 3H4

Trouble finding us? Cultural Services is located near the main entrance to Extra Foods, situated between Itto Sushi and the Medical Clinic at the Capri Centre Mall. There is no access to the Cultural Services office from inside the mall.

2012 Project Grants

The City of Kelowna allocates annual grant funding to community organizations which intend to provide a festival, event or project featuring arts, culture and/or heritage based elements for the benefit of Kelowna residents. Eligible organizations need not be from the arts, culture or heritage sector. Innovation and collaboration across sectors and interests is encouraged.

Project Grant funds may be requested for up to 50% of the total cost of a project, to a maximum of \$10,000. Please review the eligible uses for funding within this package for further information.

This support acknowledges that:

- New initiatives often need 'seed money' to get started and ongoing support to become established;
- Community events build social connectedness and engagement;
- Successful events and projects which include creative, cultural or historical content can be initiated by individual or collaborative groups whose primary mandates may be unrelated to arts, culture and heritage; and
- The work of community organizations and the availability of arts, culture and heritage activities, contributes to Kelowna's quality of life, identity and economy.

Note that these grants have a project focus - organizations may also be eligible to apply for an Arts, Culture & Heritage Operating Grant in the same year through a separate application process. Eligibility criteria and forms are available at kelowna.ca/culture or by contacting Cultural Services.

PROJECT GRANT DEADLINE: December 9, 2011 at 3:00 p.m. PST

Funding is intended to support expenses for projects occurring between March 2012 and December 2012. For projects occurring prior to March 2012, please contact Cultural Services staff.

For more information and/or to receive an application form, contact:

Cultural Services Branch
culture@kelowna.ca / 250 469-8811

Definitions

Project - a special initiative which may be one-time, and may be characterized by:

- New or unconventional collaboration between/across genres, disciplines or sectors;
- Creation of new work or materials; and/or
- Emphasis on new or emerging technologies, media, techniques and practices.

Festival - an organized event which occurs over more than one day, incorporates an intensive level of planned activity into those days and demonstrates established or potential audience support from a broad range of the community.

Event - an organized performance, gathering, activity or cluster of activities which occurs on a single day.

Art - includes all genres within the following disciplines (list is not exhaustive and two or more genres or disciplines may be combined):

- Performance (music/dance/theatre/spoken word/improvisation)
- Visual (two and three dimensional/performance/fine or artisanal craft/site specific or temporary installation)
- Literary (poetry/prose)
- Media/new media (film/video/still photography)
- Design (fashion/graphic/industrial/interior)

Culture & Heritage - broadly conceived to include both tangible and intangible characteristics of the following elements, with activities and expression which explore, interpret and celebrate:

- Human diversity including First Nations/ethnicity/different abilities and orientations/gender and age
- Human and natural history
- Ecology & environment (as themes for artistic practice or historical interpretation)
- Heritage buildings, sites (including neighbourhoods, gardens, views), collections, archives, documentation, interpretation
- Storytelling, narratives, traditions and values, artisanal methods

Eligibility

In order to be eligible for Project Grants, all festivals, events and projects as defined above must:

- Be open and/or accessible to the public, and reach beyond the organization's members and artists to the broader community;
- Offer a unique experience not duplicated by other ongoing organizations and their activities;
- Be a one-time or new initiative, or if existing, demonstrate expansion and growth (e.g. a trend of increase in audience, participation and/or activity);
- Be supported by budgets which are distinct from regular operating budgets of the lead organization; and
- Prominently feature art, cultural or heritage content.

Applicants must, in their applications, demonstrate fulfillment of the following adjudication criteria:

Festival/Event/Project Criteria:

- Evidence of community need
- Evidence of community support (levels of commitment from volunteers, donors, partners)
 - Provide letters of support with the application (*Letters of support from the Mayor, Kelowna City Councillors and City staff will not be accepted*).
- Evidence of financial need, and ability to fund from other sources, at least 50% of the project costs. Project grants are limited to a maximum of \$10,000 and cannot exceed 50% of the total project costs. See 'Eligible Uses for Funding' on page 5 for further details.
- Uniqueness of project (not duplicated by any other initiative or organization)
- Innovation of project (for example original new work, new approaches, new collaborations)
- Inclusive, accessible, diverse and welcoming approach to a broad audience within the community
- A viable business plan which outlines clear, measurable objectives, actions and outcomes, including budgets and potential economic impact
- Evidence of responsible and experienced project leadership and management (personnel, planning, records and controls)
- If an existing initiative, evidence of a growth trend in audience, participation and/or activity
- Potential to attract a non-resident audience (from the Okanagan region or beyond)
- Sensitivity to and minimization of any environmental impacts arising from the initiative
- Festival/Event/Project must be complete by December 2012.

Applicant Criteria:

- Be incorporated and in good standing as a British Columbia non-profit society. Charitable status is not required. Organizations and commercial enterprises without non-profit status can be involved as supporters, collaborators and partners but cannot be a primary applicant. If the project involves a collaboration of several organizations, one eligible non-profit organization must be designated as the primary applicant and project lead;
- Be active as an incorporated non-profit society for at least one full year prior to the application deadline;
- Be an independent organization with a clear mandate which authorizes the activities and initiatives included in the application. Applicants do not need to have a primary mandate relating to arts, culture or heritage;
- Be directed by recognized professionals and/or experienced volunteers;
- Carry out the majority of their work (e.g. events, services, programs administrative activity, membership) in the City of Kelowna;
- Demonstrate an inclusive, diverse and welcoming approach in their operations and activities;
- Be fiscally responsible (e.g. diversified revenue base, annual budgeting process, proper financial records and reports, support from an accredited bookkeeper/financial advisor); and
- Have a sound governance model which provides for staff/volunteer/board recruitment and development, planning, committees and partnerships.

Eligible Uses for Funding:

Project grants are intended to be used for:

- Fees for licenses, permits, insurance and security;
- Venue rental and other venue related costs (tents, furniture, audio/visual/lighting and other equipment, technical/trade services);
- Material costs relating to design, production/fabrication and installation of new or original works, structures, sets or costumes relating to the project;
- Payment of fees and expenses for participating artists/creators/performers/presenters;
- Design, production and distribution of non-commercial (no advertising content) information materials relating to arts, culture or heritage. Materials can be in printed or other media and must be suitable and available at no charge for a public audience (for example, brochures, interpretive signage, maps and video). Websites, promotional items (ads, posters, handbills) and directional signage are excluded;
- Volunteer recruitment, training and support; and
- Research or feasibility studies to a maximum of \$1500, on the condition that completed studies are released to the City of Kelowna on an unrestricted basis.

Project grants cannot exceed 50% of the total project costs, to a maximum of \$10,000. Applicants must self-fund or seek other sources of funding for at least 50% of the total project costs.

Project grants are NOT TO BE USED FOR:

- *Initiatives which already receive financial or in kind support from other City of Kelowna sources for the same purpose*
- *Ongoing operating or administration expenses*
- *Research or feasibility studies except as above*
- *Costs of purchased advertising*
- *Décor, food and beverage costs*
- *Costs relating to fundraising (projects are not eligible if they are fundraising events)*
- *Retroactive funding for events which have already occurred*
- *Construction, renovation, property purchase or major equipment purchases*
- *Deficit reduction*
- *Supporting events or activities which are politically partisan or primarily focused on sports, commercial activity (tradeshow, conferences), competition, education, religion, healthcare, social service, and/or seek to attract a special interest audience.*

Important Note re: Limitation of Eligibility

Depending on fulfillment of all criteria, including financial need, recipients of Project Grants may re-apply for funding of the same initiative in each of two consecutive years, but after three consecutive years of funding are no longer eligible to apply for support of the same initiative. This ensures that the group of organizations and initiatives benefiting from these grants is refreshed on an ongoing basis.

Applications for Both Operating & Project Grants

Some organizations receiving Project Grants may also be eligible for Arts, Culture & Heritage Operating Grants within the same calendar year. A separate application is required.

Organizations which benefit from City of Kelowna Cultural Facility Grants or Professional Arts Grants are each eligible to apply for one Project Grant per calendar year. Their applications will be adjudicated on the same criteria as other applicants.

Adjudication & Notification Process

All grants will be adjudicated by a panel of professional qualified peer and community representatives convened by an arm's length contracted agency in consultation with City of Kelowna staff.

Panelists are invited to participate based on their experience, merit and familiarity with granting processes and the local arts, culture and heritage community. To the extent possible, the panel will reflect the diversity of the community at large and the range of disciplines and activities reflected in the list of applicants.

Panelists who have a real or perceived conflict of interest regarding any application will be required to declare that such a conflict exists and will not participate in decisions relating to that application.

Cultural Services staff will be present as observers and facilitators during the adjudication process, but will not be active participants.

The adjudication panel will, within 30 days of the application deadline, provide its recommendations to the contracted agency, which in turn will present the recommendations to Kelowna City Council.

Subject to Council approval, the recommendations of the adjudication panel are final.

Funds will be disbursed as soon as possible after Council approval. The objective is to have all funds disbursed by the end of February 2012.

Grants are awarded on an annual basis, based on the merits of the application and the program criteria. Applicants must re-apply each year. Continued funding is not guaranteed.

Cultural Services staff are available to review applications prior to submission and to provide feedback after the review process is complete.

Grant Recognition & Acknowledgement

Grant recipients must acknowledge the financial assistance of the City of Kelowna on all communications and promotional materials relating to the festival/event/project (such as programmes, brochures, posters, advertisements, websites, news releases and signs).

Acknowledgement is provided by using the City of Kelowna logo in accordance with prescribed standards.

City of Kelowna logo files and usage standards will be provided to successful applicants. Failure to acknowledge the City's support may result in the inability of an organization to obtain grant support in future years.

Reporting

Successful applicants will provide a final report within 60 days of completion of the project, in a prescribed format, to the City of Kelowna Cultural Services Branch. Receipt of these reports is a pre-condition for consideration of an organization's future grant applications in any category and will be part of the review panel resources in future grant application reviews.

A grant recipient seeking to make significant changes to its initiatives as outlined in an application should consult with Cultural Services staff prior to implementation. If the changes result in the cancellation or a significant delay in the completion of the initiative, the applicant will, after consultation with staff, be required to return to the City all Project Grant funds paid for that year.

Completing & Submitting Applications

- Application forms are available (in PDF or Word format) by contacting the Cultural Services Branch at 250-469-8811 or by email at culture@kelowna.ca. Information should be typewritten - handwritten forms will not be accepted.
- Cultural Services staff are available to review your application prior to submission and to provide feedback after the review process is complete.
- Applications which are late or incomplete are ineligible for adjudication.
- Answer all questions on the form concisely, and include all of the requested supporting materials - use the provided checklist to ensure that your application is complete.
- A project budget, separate from the organization's budget, is required.
- Support materials are welcome on the understanding that they will not be returned or retained.
- Information about an applicant's operations is collected for the purpose of adjudicating the application and for administrative purposes. It is collected under the authority of the *Local Government Act*, RSBC 1996, c323, *Community Charter*, SBC 2003, c26 and the *Freedom of Information and Protection of Privacy Act*, RSBC 1996 c165. Questions about the collection of this information are to be directed to Sandra Kochan, Cultural Services Manager, at skochan@kelowna.ca, or 250-469-8935.
- Mail or deliver completed and signed application form and a digital copy (PDF or Word) on disc, along with supporting materials by the deadline to:

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