

Memo



Date: November 18, 2009
File: 8100-01
To: City Manager
From: Jim Gabriel, Director, Recreation & Cultural Services
Subject: Arts, Culture & Heritage Grant Review
Report Prepared by: Sandra Kochan, Cultural Services Manager

Recommendations:

RE: Festivals Kelowna

THAT City of Kelowna funding support continue to be provided to Festivals Kelowna for Parks Alive! (including Arts Alive! and Buskers Program) and Canada Day, in the amount of \$245,100 for 2010 and amounts in future years to be adjusted as needed;

AND THAT City of Kelowna funding of \$100,000 used for the Music & Arts Festival be removed from the Festivals Kelowna budget for 2010 and re-allocated for use in the Community Festivals, Events & Projects (CFEP) Grants;

AND THAT the 2009 Financial Plan be amended to provide an additional \$73,000 to Festivals Kelowna funded from the Festivals and Community Celebrations Reserve;

AND THAT for 2010 only, \$30,000 from CFEP funds be refunded to the Festivals and Community Celebrations Reserve;

AND THAT staff report back to Council with a Festivals Kelowna proposal for repayment, over a three year period commencing in 2010, of \$43,000 to the City of Kelowna (Festivals and Community Celebrations Reserve) and a revised arms length governance model for Festivals Kelowna.

RE: Arts, Culture & Heritage Grants

THAT in 2010 and future years, grant requests from professional arts organizations will be reviewed by staff rather than by a peer review jury;

AND THAT staff will continue to annually bring forward funding recommendations for professional arts grants to Council for approval;

AND THAT organizations receiving professional arts grants present an annual report to Council;

AND THAT the revised guidelines and criteria for Arts, Culture & Heritage (ACH) Operating Grants (\$80,000 - formerly Amateur Arts Grants) are approved and staff are authorized to proceed with an application intake for 2010;

AND THAT the proposed guidelines and criteria for Community Festivals, Events & Projects Grants are approved and staff are authorized to proceed with an application intake for 2010;

AND THAT staff report back to Council, as information, regarding application forms for the ACH Operating Grants and CFEP Grants, and confirmation of contract arrangements for administration of adjudication.

Background:

1. FESTIVALS KELOWNA GENERAL

Festivals Kelowna (the legal name of the Society is Festivals and Special Events Development Society of Kelowna) receives approximately \$345,100 per year from the City of Kelowna Recreation & Cultural Services budget. These funds represent approximately 50% of Festivals Kelowna's total operating budget and are supplemented by revenues derived from a variety of sources including sponsorship, grants, and earned income.

The organization was incorporated as a non-profit Society on February 22, 2007 for the purpose of managing and producing select festivals and special events for the City of Kelowna. These events include:

- Parks Alive! (includes Buskers Program, Arts Alive! vendors program, and Parks Alive!)
- Canada Day
- Music & Arts Festival (formerly Life & Arts Festival)

The society is comprised of up to eleven members, with the City of Kelowna being the only corporate member. The members are also the Board of Directors. Membership applications (and hence Board members) must be approved by Council. Currently two voting Board positions are filled by City management staff (Jim Gabriel/Sandra Kochan) and one voting Board position is reserved for the private sector.

Festivals Kelowna currently employs two full-time staff from an independent office location in downtown Kelowna. Outside contractors, summer students and other staff are also involved in operations and programming as needed.

Due to the composition and appointment process for the Board of Directors, Festivals Kelowna does not have an arms length relationship with the City and is considered a closely-held agency of the City. City funding represents approximately 50% of the society's total revenues. Staff are recommending a review of the organization's constitution, bylaws and operations with the intent of making changes as needed to create an organization which is independent and arms length from the city.

2. 2009 KELOWNA MUSIC & ARTS FESTIVAL

The 2009 Kelowna Music & Arts Festival (KMAF) was a reconfiguration of the previous Life & Arts Festival (2004-2008). KMAF had a new summer timeslot, a more focused format, and different artistic direction. It also added general admission fees for the first time in the Festival's history. An extensive marketing campaign was implemented. Ticket sales did not reach forecasted targets. Other external forces (District of West Kelowna fires with impacts on tourism and media coverage, bad weather, a soft economy reducing contributions from sponsors) were also at work.

As a result, a deficit was incurred, and through expense reductions and application of reserves, the deficit was reduced to approximately \$73,000. Other programs operated by Festivals Kelowna were generally able to meet budget projections, with only minor variances.

The Board of Directors of Festivals Kelowna has, as a result, undertaken a review of the KMAF and has decided to discontinue the event and release City of Kelowna funding of \$100,000 attributable to the event back to the City for use in a new community event granting fund (described in section 4 of this report).

Further, the Board of Directors and staff of Festivals Kelowna have re-stated their commitment to the continuation of Parks Alive! and Canada Day as successful core programs of the organization. Staff are recommending that the City of Kelowna continue to provide sufficient funding (\$245,100 for 2010) to Festivals Kelowna for this purpose.

The proposed 2010 operating budget for Festivals Kelowna indicates the following:

	Expenses	Percentage of total budget
Administration (accounting, insurance, marketing, office, payroll for 2 full time staff)	\$172,000	48%
Canada Day (incl Folkfest/Canada Pops)	\$94,500	27%
Parks Alive! (incl Parks Alive! Arts Alive! & Buskers)	\$88,000	25%
TOTAL BUDGET	\$354,500	100%
CITY SUPPORT	\$245,100	69%

As proposed, City funding will represent approximately 69% of Festivals Kelowna's operating expenditures. Other than vendor/artist fees, donations, sponsorships and grants from other sources, revenue generation potential from Canada Day and Parks Alive! is limited, as all events are free admission.

3. PROFESSIONAL ARTS GRANTS

Professional Arts Grants were administered by the Kelowna Arts Foundation (KAF) until 2007. Starting with the 2007 grant cycle, Council approved the creation of a peer review jury led by Cultural Services staff for adjudication of these grants, with Council approval of the grants upon completion of adjudication.

Professional arts organizations are defined as 'organizations that have ongoing paid professional artistic leadership and administration and that pay principle artistic contributors for their services in accordance with generally accepted professional standards.'

Since 2007, the list of organizations receiving professional grants, and the amount available for distribution, has remained constant: Ballet Kelowna (\$25,000), Okanagan Symphony Orchestra (\$50,000) and the Alternator Centre for Contemporary Art (\$20,000).

Given that the recipients and the budgets for these grants has not changed for several years, staff have determined that an application process is unnecessary and propose to eliminate applications and the peer review jury. However, in order to ensure appropriate accountability, staff will require each organization to provide a year-end report documenting their use of City funds and outlining their plans for the coming year as part of a staff-led review process. Further, staff are recommending that each of the professional organizations present an annual report to Council and that Council continue to approve the grants annually.

4. AMATEUR ARTS GRANTS REVIEW / 2010 ARTS, CULTURE & HERITAGE OPERATING GRANTS

After the dissolution of the Kelowna Arts Foundation (KAF) in November, 2008, Council approved a one time arrangement on December 3, 2008 for the Arts Council of the Central Okanagan (ARTSCO) to administer application intake and evaluation for the 2009 Amateur Arts Grants. Recommendations for \$77,000 in grants to 15 arts organizations were approved by Council on April 20, 2009. ARTSCO received a \$3,000 fee for the 2009 administration process.

The December 3, 2008 Council Report also included a recommendation that 'staff report back with recommendations regarding a future process to administer the Amateur Arts Grants by September 2009.'

Recommendations regarding the revised Arts, Culture & Heritage Operating Grants in this report are based on the following materials, research and consultations:

- a) Report dated October 26, 2004, by consultant Diane Bond (Esithroc Enterprises Ltd.) entitled 'Report on CKAF (City of Kelowna Arts Foundation) Clients and Recommendations for Cultural Funding and Planning in 2005';
- b) Reports by consultant Geraldine Parent: 'Growth Management Plan for CKAF' dated November 18, 2005, and 'Organizational Assessment Final Report' February 2006
- c) Meetings with members of evaluation panel for 2009 Amateur Arts Grants (panelists were drawn from Arts Council of Central Okanagan and former members of the Kelowna Arts Foundation);
- d) City of Vancouver 'Review of Grant Programs' dated June 13, 2008;
- e) Meetings and discussions with past grant applicants and recipients, and with organizations which have been unable to access grant funding in the past;
- f) Examination of arts, culture and heritage granting programs in Saskatoon, Metro Vancouver, North Vancouver, Ottawa, Vancouver, Victoria, Berkeley CA, Regina and Halifax;
- g) Review of other local granting program benefiting arts, culture and heritage including Arts Council of Central Okanagan and the Central Okanagan Foundation;
- h) An online survey - approximately 50 existing and potential arts grant applicants were invited to complete the survey and as of the November 13, 2009 deadline 20 completed responses were received.

The general framework for existing and proposed grants provided by the Recreation & Cultural Services Department is attached as Appendix 1.

The proposed eligibility criteria for Arts, Culture & Heritage Operating Grants are attached as Appendix 2.

Changes to previous criteria are:

- Inclusion of heritage organizations for the first time. This reflects recommendations from the Kelowna Heritage Strategy, March 2007 (Donald Luxton & Associates Inc.);
- Clearly articulated adjudication criteria;
- Clarified and reinforced requirements for engagement of local artists, community outreach and accountability, including annual reporting at year end as a prerequisite to future funding in any category;
- Third party funding by grant recipients (i.e. organizations providing travel or achievement bursaries to individuals) now allowed;
- Clarification that funding is reviewed on a year by year basis and is not to be considered an ongoing entitlement;

- Ability for organizations receiving Operating Grants to also apply for Project Grants in the same year (see section 4 below);
- Arms length adjudication process by professional, qualified peer and community representatives;
- Objective to receive, adjudicate, approve and pay out grants within a 60 day period.

Staff propose the first application intake pursuant to the new criteria for January 29, 2010. Staff will monitor the strengths and weaknesses of the new criteria and gather feedback throughout 2010, and will report back to Council in late 2010. If any adjustments are required to the criteria, they will be brought forward at that time.

5. 2010 COMMUNITY FESTIVALS, EVENTS & PROJECTS (CFEP) GRANTS

Between 1997 and 2002, a Committee established by Council (called the Arts and Cultural Development Committee from 1997 to 1999 and the Arts and Cultural Advisory Committee from 1999 to 2002) played a role in advising staff and Mayor and Council on a wide range of cultural policies, issues and initiatives, including administration of the city's Festivals Fund.

The Festivals Fund was built with budget allocations of \$33,000 in 1999, \$66,000 in 2000, and \$100,000 in 2001 with the intent to continue thereafter with an annual allocation of \$100,000.

The objective of the Festivals Fund was specifically to support and enhance the City's cultural tourism objectives by providing grants for new events which might stimulate cultural tourism or expand tourism outside the peak season.

Events supported through the Festivals Fund over the years included Festival Japan, the Okanagan Film Festival, the International Kelowna Comedy Festival, the Kelowna Clay Festival, and the Okanagan Zone Theatre Festival.

The Committee's mandate ended in late 2002 and the Festivals Fund was eventually absorbed into the Cultural District implementation work and the City's matching contribution for the Cultural Capital of Canada award in 2004. Other funds once dedicated to events which no longer occur (Regatta and Snowfest for example) have been used for other purposes including the Olympic Games Torch Relay, the opening celebrations for the WR Bennett Bridge.

There is currently no formal framework in place by which community groups can access arts, cultural and heritage event funding in an equitable and transparent way. Ad hoc requests for funding continue to come in to the Mayor, Councillors and staff and in the absence of a formal process, these requests often cannot be addressed.

With the discontinuation of the Kelowna Music & Arts Festival, staff is proposing that the City of Kelowna funding attributable to that event be re-allocated for a new category of grants for Community Festivals, Events & Projects (CFEP). Approximately \$100,000 will be available, with adjustments in 2010/2011 as a result of pending arrangements regarding the Festivals Kelowna deficit.

The proposed eligibility criteria for CFEP Grants (festivals, events and projects are hereafter called 'events' for ease of reference) are attached as Appendix 3.

Noteworthy criteria are:

- Funding is available for initiatives or events featuring arts, culture and/or heritage based elements for the benefit of Kelowna residents. Community cultural development, rather

than tourism is the primary objective, although visitors may be drawn to events as they emerge and develop.

- The initiative can be new, or existing. If existing, continuing financial need and growth trends must be present to qualify for funding.
- Applicants need not be organizations from within the arts, culture and heritage sector. Any non-profit organization whose event meets the criteria is eligible.
- Organizations which benefit from Arts, Culture & Heritage Operating Grants, organizations which operate cultural facilities, and professional arts grants recipients are also eligible for one Project Grant per year. This enhances the likelihood for innovation and collaboration between these groups as it introduces new money for new projects.
- Funding is intended to support the actual costs of creating and delivering an initiative or event, to a maximum of 50% of those costs. The same project can be supported for up to 3 consecutive years, but is then no longer eligible for support.
- Special projects such as feasibility studies and arts, culture and heritage information materials in a variety of media are also eligible for support. This recognizes that many small community organizations lack the resources for long-range planning and publishing of materials which the community (and visitors) would find informative, entertaining and useful. Some limits and exclusions apply.

As with the ACH Operating Grants, staff propose the first application intake pursuant to the new criteria for January 29, 2010. Staff will monitor the strengths and weaknesses of the new criteria and gather feedback throughout 2010, and will report back to Council in late 2010. If any adjustments are required to the criteria, they will be brought forward at that time.

Internal Circulation:

- John Vos, General Manager, Community Services
- Carla Stephens, Director, Community & Media Relations
- Keith Grayston, Director of Financial Services
- Stephen Fleming, City Clerk
- Lorna Gunn, Grants Manager
- Maria Stanborough, Planner Specialist (Heritage)

Existing Policy:

This report is submitted pursuant to Arts & Cultural Policy 274 and Chapter 15 of the Official Community Plan.

Revisions to Grant-In-Aid Funding Requests Policy #58 may be required once the new granting framework is in place.

Revisions to Arts & Cultural Policy 274 to reflect changes to the granting framework (and other changes) are pending and will be submitted to Council in 2010.

Financial/Budgetary Considerations:

Revisions to the granting framework as proposed above, with the exception of the new reserve for Strategic Event Development, will require re-allocation of existing budgets within Recreation & Cultural Services, but will not result in additional demands from taxation for the 2010 year.

Personnel Implications:

For both the Operating and Project Grants, administration and adjudication will be provided by an external agency, with appropriate oversight and pursuant to an agreement with the City. Staff are soliciting proposals from qualified agencies in this regard and will report back to Council.

External Agency/Public Comments:

As described above in Section 4.

Communications Considerations:

Staff will work with Community & Media Relations to develop a communications plan relating to the new direction for Festivals Kelowna and the availability of new funding opportunities for community groups.

As application intakes for both Operating and Project grants are at the end of January, staff will need to proceed immediately.

Considerations not applicable to this report

Legal/Statutory Authority

Legal/statutory Procedural Requirements

Technical Requirements

Alternate Recommendation

Submitted by:



J. Gabriel, Director, Recreation & Cultural Services

Approved for inclusion:



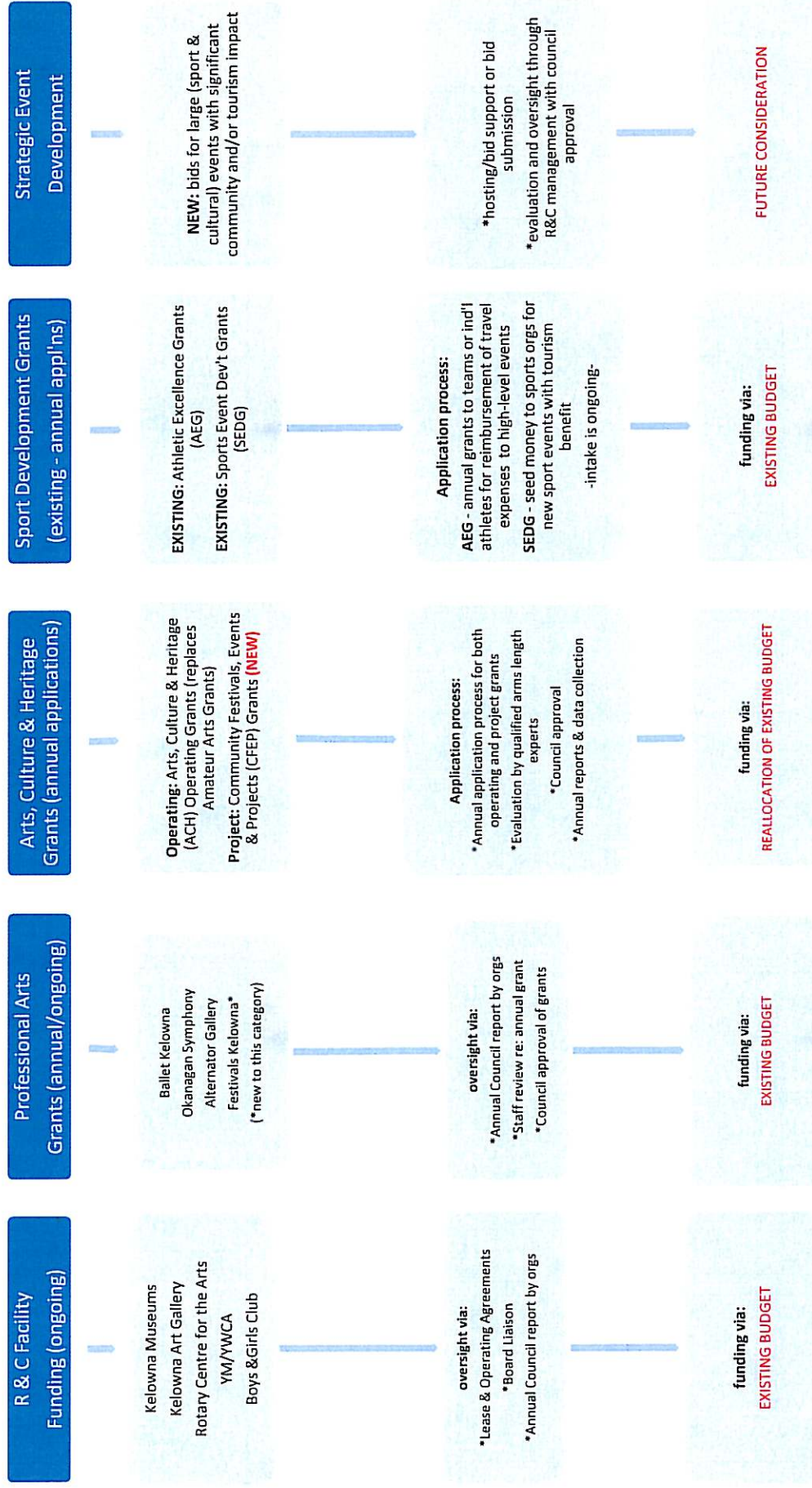
J. Vos, General Manager, Community Services

CC:

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- Carla Stephens, Director, Community & Media Relations
- Keith Grayston, Director of Financial Services
- Stephen Fleming, City Clerk
- Lorna Gunn, Grants Manager
- Maria Stanborough, Planner Specialist (Heritage)
- Renata Mills, Festivals Kelowna

APPENDIX 1 - RECREATION & CULTURAL SERVICES – PROPOSED GRANT FRAMEWORK

Arts, Culture & Heritage Grant Review





2010 Arts, Culture & Heritage (ACH) Operating Grants

OPERATING GRANT DEADLINE: January 29, 2010 at 3:00 pm 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:

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

INFORMATION SESSION

An information session about various City of Kelowna Arts, Culture & Heritage grant programs including Operating Grants will be held on:

Thursday, January 7, 2010
7:00 PM
Scotiabank Meeting Room, 2nd Floor
Rotary Centre for the Arts, 421 Cawston Avenue

As eligibility criteria and application forms have changed, potential applicants are encouraged to attend.

2010 Arts, Culture & Heritage (ACH) Operating Grants

The City of Kelowna allocates annual grant funding of \$80,000 to arts, culture and heritage organizations which provide arts, culture and/or heritage based programming and activities for the benefit of Kelowna residents.

This support acknowledges that the work of these organizations contributes to Kelowna's quality of life, identity and economy, and is extended to recipients who demonstrate vision, accountability and a spirit of community service in their operations.

These grants have been developed to replace the former Amateur Arts Grants previously administered by the Kelowna Arts Foundation and the Arts Council of Central Okanagan.

Note that these grants have an operating focus - organizations may also be eligible to apply for a Project Grant (Celebrations/Events/Festivals/Community Projects) in the same year via a separate application process. Eligibility criteria and forms are available at kelowna.ca/culture or by contacting Cultural Services.

OPERATING GRANT DEADLINE: January 29, 2010 at 3:00 pm PST

Note re: deadline - Funding is intended to support operating expenses for the fiscal year beginning January 1, 2010. As this is a transitional year for new application forms and eligibility criteria, the deadline has been extended to the end of January, but will revert to a December, 2010 deadline for 2011 funding.

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As eligibility criteria and application forms have changed, potential applicants are encouraged to attend.

For more information contact:

Stephanie Moore
Cultural Services Branch
smoore@kelowna.ca / 250 469-8474

Eligibility

Applicants must, in their applications, demonstrate that they meet the following adjudication criteria:

- Be incorporated and in good standing as a British Columbia non-profit society. Charitable status is not required;
- Be in existence and active for at least one full year prior to the application deadline;
- be an independent organization with a clear mandate which includes the provision of public programs and services with an arts, culture and/or heritage focus;
- be directed by recognized arts/cultural/heritage professionals and/or experienced volunteers;
- carry out the majority of their work (e.g. performances, exhibitions, events, programs, rehearsals, administrative activity, membership) in the City of Kelowna;
- if arts based, create, produce or present work primarily by local artists/performers/artisans (amateur and/or professional) - the program may include some artists who are not local
- If heritage based, create, provide or facilitate events, materials, communications and/or services which interpret and convey the human history of Kelowna to residents and visitors;
- demonstrate an inclusive, diverse and welcoming approach in their operations and activities;
- demonstrate financial need;
- 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.

Operating grants are not to be used for:

- Start-up costs
- Seed money for projects or events
- Construction, renovation, property purchase or major equipment purchases
- Deficit reduction
- Supporting organizations primarily focused on sports, education, religion, healthcare, ethnicity, or social service.

Multiple Applications for Operating & Project Grants

Organizations receiving Operating Grants may also apply for one Community Festivals, Events & Projects (CFEP) Grant within the same calendar year in which they receive operating funding.

Organizations which benefit from City of Kelowna Cultural Facility Grants or Professional Arts Grants are not eligible to apply for Operating Grants but will be eligible to apply for CFEP Project Grants.

Adjudication & Notification Process

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

Panelists are invited to participate based on their experience, merit and familiarity with 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:

- provide written notification to applicants of the status of their grant application; and
- present the recommendations to Kelowna City Council for approval.

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 within 60 days (by end of March, 2010) of the application deadline.

Grants are awarded on an annual basis. Applicants must re-apply each year. Continued funding is not guaranteed.

Grant Recognition & Acknowledgement

Grant recipients must acknowledge the financial assistance of the City of Kelowna on all communications and promotional materials relating to the organization (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, accompanied by the following statement:

‘We gratefully acknowledge the financial support of the City of Kelowna.’

City of Kelowna logo files and usage standards are available on request.

Reporting

Successful applicants will provide year-end reports 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.

A grant recipient seeking to make significant changes to its operations as outlined in an application should consult with Cultural Services staff prior to implementation.

Completing & Submitting Applications

- The application form is available both as a pre-printed form and as a fillable on line PDF form at www.kelowna.ca/culture. Forms as digital files (Word or fillable PDF) can also be requested by emailing smoore@kelowna.ca. Information should be typewritten - handwritten forms will not be accepted.
- 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.
- Budget information should be provided only in the requested format.

- 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 the Cultural Services Manager, skochan@kelowna.ca, 250-469-8935.
- 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:

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

APPLICATION FORM IN SEPARATE DOCUMENT



2010 Community Festivals, Events & Projects (CFEP Project) Grants

CFEP PROJECT GRANT DEADLINE: January 29, 2010 at 3:00 pm 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:

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

INFORMATION SESSION

An information session about various City of Kelowna Arts, Culture & Heritage grant programs including CFEP Project Grants will be held on:

Thursday, January 7, 2010
7:00 PM
Scotiabank Meeting Room, 2nd Floor
Rotary Centre for the Arts, 421 Cawston Avenue

As eligibility criteria and application forms have changed, potential applicants are encouraged to attend.

2010 Community Festivals, Events & Projects (CFEP 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.

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.

These grants have been developed as a result of reallocation of funding previously used in support of the Life & Arts/Music & Arts Festival.

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 via a separate application process. Eligibility criteria and forms are available at kelowna.ca/culture or by contacting Cultural Services.

CFEP PROJECT GRANT DEADLINE: January 29, 2010 at 3:00 pm PST

Note re: deadline - Funding is intended to support operating expenses for the fiscal year beginning January 1, 2010. As this is a transitional year for new application forms and eligibility criteria, the deadline has been extended to the end of January, but will revert to a December, 2010 deadline for 2011 funding.

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Stephanie Moore
Cultural Services Branch
smoore@kelowna.ca / 250 469-8474

Definitions

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.

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
- Emphasis on new or emerging technologies, media, techniques and practices

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 (2 and 3 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 expressions which explore, interpret and celebrate:

- Human diversity including First peoples/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 CFEP Project Grants, all festivals, events and projects as defined above must:

- Be open and/or accessible to the public;
- 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 (for example, a trend of increase in audience, participation and 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 application
- Evidence of financial need, and ability to fund from other sources at least 50% of the project costs. Project grants cannot exceed 50% of the total project costs.
- 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 activity.
- Potential to attract a non-resident audience (from within the Okanagan region or beyond)
- Sensitivity to and minimization of any environmental impacts arising from the initiative

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 in existence and active 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 - examples include brochures, interpretive signage, maps and video. Websites, promotional items (ads, posters, handbills) and wayfinding signage are excluded.
- Volunteer recruitment, training and support;
- Research or feasibility studies to a maximum of \$1,500, 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. 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:

- Events or activities which already receive financial support from other civic 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;
- 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, competition, fundraising, education, religion, healthcare, or social service.

Important Note re: Limitation of Eligibility

Depending on fulfillment of all criteria, including financial need, recipients of CFEP Project Grants may re-apply for funding of the same initiative in each of 2 consecutive years, but after 3 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.

Multiple Applications for Operating & Project Grants

Some organizations receiving CFEP 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 arms length contracted agency in consultation with the City of Kelowna staff.

Panelists are invited to participate based on their experience, merit and familiarity with events and unique initiatives in the local 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:

- provide written notification to applicants of the status of their grant application; and
- present the recommendations to Kelowna City Council for approval.

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 within 60 days (by end of March, 2010) of the application deadline.

Grants are awarded on an annual basis. Applicants must re-apply each year. Continued funding is not guaranteed.

Grant Recognition & Acknowledgement

Grant recipients must acknowledge the financial assistance of the City of Kelowna on all communications and promotional materials relating to the organization (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, accompanied by the following statement:

‘We gratefully acknowledge the financial support of the City of Kelowna.’

City of Kelowna logo files and usage standards are available on request.

Reporting

Successful applicants will provide year-end reports 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.

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.

Completing & Submitting Applications

- The application form is available both as a pre-printed form and as a fillable on line PDF form at www.kelowna.ca/culture. Forms as digital files (Word or fillable PDF) can also be requested by emailing smoore@kelowna.ca. Information should be typewritten - handwritten forms will not be accepted.
- 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.
- Budget information should be provided only in the requested format.
- 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 the Cultural Services Manager, skochan@kelowna.ca, 250-469-8935.
- 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:

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

APPLICATION FORM IN SEPARATE DOCUMENT