



City Enrichment Fund (CEF) 2025

Arts Program Area Arts Festivals Handbook



City Enrichment Fund

Arts Program Area

Objective

To provide opportunities for all the people of Hamilton to enjoy and actively participate in the arts while:

- Enhancing social, economic, and cultural prosperity
- Building strength in the arts sector

All programs funded through the Arts Program Area will support Hamilton's community vision, Our Future Hamilton. [Learn more about Our Future Hamilton here.](#)

How to apply for a grant

- Read the **City Enrichment Fund Guidelines** and the **Arts Handbook** for details about the program, stream objectives, eligibility, and criteria.
- Refer to the **Application Details** section to learn about expectations for each question.
- You will be required to complete all sections of the application online.
- Upload all documents (use the checklist to confirm that you have submitted all attachments).

ARTS FESTIVALS

Arts Program Area - Arts Festivals Handbook

Objective

To enhance the ability of organizations to produce and present arts festivals that have high merit, strong impact and solid viability.

Description

This funding stream supports the planning and delivery of arts festivals in Hamilton that have a city-wide impact through annual operating grants for established festivals and emerging festivals.

For the purpose of this funding stream, a festival is defined as a collection of arts activities presented over a set period of time with some theme of interest. A festival may be devoted to one or more disciplines and can be produced annually, on a reoccurring basis, or one-time. A festival has general appeal, a public profile and public access on a free and / or paid basis.

Funding Categories

Established Arts Festival

Definition	Incorporated not-for-profit organizations that have been incorporated for five or more years and have a history of sustained arts festival programming.
Status	Incorporated for five years or more
Maximum Funding	Up to a maximum of \$100,000 for eligible festival administrative and programming expenses. <ul style="list-style-type: none"> • Funding Requests Over \$15,001: Funding requests should not exceed 30% of the total program budget. • Funding Requests Below \$15,000: CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding / revenue sources. <p>Note: Audited Financial Statements are required for grant requests greater than or equal to \$30,000.</p>
Assessment Weighting	30% Organizational Capacity 40% Program Merit 30% Community Impact

Emerging Arts Festival

Definition	Incorporated not-for-profit organizations that have been producing the festival for less than five years.
Status	Incorporated for one to five years
Maximum Funding	Up to a maximum of \$10,000 for eligible festival administrative and programming expenses. CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding / revenue sources.
Assessment Weighting	30% Organizational Capacity 40% Program Merit 30% Community Impact

Arts Festival Guidelines

These guidelines are in addition to the general CEF guidelines and eligibility criteria

<p>Eligibility</p>	<p>Incorporated not-for-profit organizations with a mandate that includes producing an arts festival</p> <ul style="list-style-type: none"> • The organization’s head office must be located within Hamilton • The focus of the festival must be arts-based and occur within the city of Hamilton <p>Arts organizations that receive a City Enrichment Fund Arts Operating Grant may also apply for an Arts Festival grant on a one-year basis for a new festival initiative in the Emerging Arts Festival category.</p>
<p>Ineligible Festivals / Activities / Organizations</p>	<p>In addition to the general CEF ineligible criteria:</p> <ul style="list-style-type: none"> • Small neighborhood festivals • Book fairs • Literary reading series • Competitions • Sports and recreation tournaments and events • For profit, commercial or entertainment ventures • Trade shows, trade fairs and conferences • Stand-alone parades (e.g. Santa Claus Parade) • Events, defined as one-off single activities, gatherings or celebrations typically taking place over a concentrated period of time, such as a few hours. Examples of events are rallies, demonstrations, fundraising events, single performances or other single artistic activities. • Business Improvement Associations
<p>Eligible Expenses</p>	<ul style="list-style-type: none"> • Artistic (fees and travel) • Production and technical (including equipment and venue rental) • Marketing, promotion, and audience development • Administration • Insurance • Policing and security • Road closure charges • Evaluation
<p>Ineligible Expenses</p>	<p>In addition to the general CEF ineligible expenses:</p> <ul style="list-style-type: none"> • Hospitality including alcohol • Equipment purchase

	<ul style="list-style-type: none"> • Expenses not directly related to the festival • Expenses for festival components or activities that take place outside of the city of Hamilton
Assessment Criteria	<p>Each Funding Category will be assessed separately using the following assessment criteria and weighting:</p> <p>30% Organizational Capacity <i>as demonstrated by:</i></p> <ul style="list-style-type: none"> • Successful track record of achievement in Festival programming and delivery (if applicable) • The capacity of the applicant to present the festival as proposed • The soundness of the festival planning and the evaluation plan • Balanced, realistic budget • Capacity to generate earned and private sector revenue • Effective planning and evaluation • Appropriate and effective marketing and promotion <p>40% Program Merit <i>as demonstrated by:</i></p> <ul style="list-style-type: none"> • Clear vision that reflects the organization’s mandate • Quality and quantity of arts programming • Qualified, professional artistic leadership • Plans to allocate appropriate resources / fees towards festival programming • Contributing to the development of the festival sector in Hamilton • Attraction of tourists to Hamilton <p>30% Community Impact <i>as demonstrated by:</i></p> <ul style="list-style-type: none"> • Potential for public support, participation and attendance • Strong and successful relationships and partnerships with the business and the not-for-profit community • Audience development initiatives aimed at reaching Hamilton’s broad, diverse community • Offering meaningful opportunities for volunteers • Improving quality of life for the residents of Hamilton • Employment and training opportunities for Hamilton artists, cultural workers and contractors • Direct and indirect spending in Hamilton • Offering meaningful opportunities for volunteers

Arts Festivals Application - Online

- Create an account for organization.
- Applicants are responsible for providing all the information and attachments requested.
- Make updates to the saved organization information, contacts etc. before beginning a new application.
- Save information as you move between pages.
- The City Enrichment Fund will make decisions regarding your eligibility based on the information provided in your application.

APPLICATION

Application Information Form

Applicant Contact Information

Additional Contact persons for your organization: (We recommend including a secondary contact for your organization)

Organization Full Name

Is your organization legal name different than the above organization full name?
Yes / No

Organization Legal Name:

Should your application be successful, under what name are you able to deposit funds? Please note that legal names of organizations will be published.

Organization Establish Date

Organization Address

Legal Status or Organization (select all that apply)

Not-For Profit Registration Number and/or Registered Charitable Number

Is your organization's head office located in the City of Hamilton? Yes/No

Program Information Form

Program Area: Arts

Is this application for a returning program? Yes/No

To be considered returning, a program or service must be delivered by the same organization and have received funding through the same CEF program area and stream.

Arts Stream: Arts Festivals

Category: Established or Emerging

Would you like to be considered for Multi-Year Funding if eligible? Yes/No

This question will only be visible to those who answered Yes to the question: Is this Application a returning program?

Program Name: The name of the Arts Festival

Provide a brief summary of your program – Please note that this program will be included in a publicly accessible City of Hamilton Council report. This description is not scored.

Organization Mission or Mandate (Approx. 200 words)

Provide a brief history of your organization – include important milestones and / or changes to the organization’s direction over time. (Approx. 250 words)

Provide a detailed description of your program (Approx. 1000 words)

- The programming direction
- A summary of artistic activities describing the quality, diversity, and innovativeness
- A description of how artists/performers are selected and fees paid
- Festival dates and schedule
- Describe additional festival programming and activities
- Briefly describe your marketing plans

Specify how funding from the City Enrichment Fund will be used. (Approx. 500 words)

Your description should relate to the details provided in your programming description and to your proposed budget.

Describe how this program can be scaled should the total funding request not be received. (Approx. 500 words)

How will your program increase community participation? (Approx. 500 words)

- Details on the festival audience
- Volunteer program(s)
- Festival recognition and the impact on the city
- Artistic contributions / cultural impact

What are the measurable outcomes of your program?

Describe the outcome of your program to your organization and/or to the community as a direct result to your activities. Ensure that each outcome is measurable. Multiple measures for a single outcome are acceptable. If your application is successful and you receive funding, you will be required to report back on the outcomes provided.

Provide three measurable outcomes.

The outcomes listed should reflect the festival goals for the request year in a manner that can be measured and evaluated.

- What is your desired outcome / goal?
- How will you measure your success?
- What is the impact or affect for the organization?

Examples:

Outcome	Measure(s)	Impact or Results Expected
Increased social media presence.	<ul style="list-style-type: none"> • 100% increase in Facebook 'likes' (total of 400 likes). • 5 Facebook 'shares' per event / program. 	An increase in social media activity will expand our audience reach and increase direct communication
Increase annual membership by 5%.	<ul style="list-style-type: none"> • 100% renewal rate for 2024 membership (300). • Enroll 15 new members (5%) 	Our membership has remained at approx. 300 for the past 2 years. With the increased social media presence and focus on membership benefits we hope to attract new members.
Maintain 2023 sponsorship levels.	<ul style="list-style-type: none"> • After losing 2 significant sponsors in 2020, the organization is focusing on maintaining our 9 longtime sponsors. 	By evaluating the mutual benefits of each sponsor relationship, the organization hopes to enhance the value to current and future sponsors.

Describe both formal and informal program partnerships. How do these relationships enhance your program activities? (Approx. 300 words)

- Community outreach partners and relationships
- Partnerships with other not-for-profits and the partnerships festival roles
- Other organization partners
- For-profit partnerships and relationships

List the team members that will ensure your program is well managed and achieves your desired goals. Include a brief explanation of how their expertise/specialization will make your program a success. (Approx. 300 words)

This may include members from your staff, Board of Directors, and/or committee members. Consider how these team members reflect the community you serve.

How does this program enrich the city? (Approx. 300 words)

- What are the benefits and contributions to the community?
- How does your organization develop its audience and reach Hamilton's broad diverse community?

Community Vision

Review the City of Hamilton's Community Vision that aligns with this program.

Which of our community priorities align with this program? (select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Community Engagement and Participation | <input type="checkbox"/> Clean and Green |
| <input type="checkbox"/> Economic Prosperity & Growth | <input type="checkbox"/> Built Environment and Infrastructure |
| <input type="checkbox"/> Healthy and Safe Communities | <input type="checkbox"/> Culture and Diversity |

Describe how your program is aligned with the community priorities chosen.
(Approx. 200 words)

Multi-Year Funding Form

Multi-Year Funding is eligible for returning CEF applicants, in good financial standing, with a commitment to delivery the program or service from 2025-2027. Applicants must receive an A rating on the 2025 CEF application to be recommended for Multi-Year Funding.

Does this organization confirm its intention to continue this program annually for the duration of the Multi-Year Funding (3 Years)? – Yes/No

Upload 3 Year Programming Outline

Download required Program Plan Template from the portal: PDF Version or Word Version. Complete, and then re-upload attachment.

Program/Stream Specific Questions

Describe your organizational plans for the funding year. (Approx. 300 words)

- Your significant organizational plans for the request year and how they were shaped by the successes and challenges of last year?
- Discuss your organizational structure and any changes to staff or significant volunteer roles.

Describe the economic impact of your activities on the City of Hamilton? Provide an economic impact statement. Your response may include qualitative and or quantitative information. (Approx. 400 words)

Established Festivals only

BUDGET

Budget Information

In addition to financial statements, every City Enrichment Fund application requires a completed budget that represents the entire program including all revenues, expenses, and in-kind amounts. Reference the guidelines and handbook to ensure that all expenses are eligible. A good budget is realistic, thorough, detailed, and is reflected in the application.

1. Please note your CEF Request for the 2025 year in the budget form under Request Program Year Amount (\$).
2. Funding Requests Over \$15,001: Funding requests should not exceed 30% of the total program budget. Funding Requests Below \$15,000: CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding/revenue sources (cash only, excludes in-kind).
3. It is recommended that submitted budgets are balanced. Provide comments for programs that present a budget deficit or surplus under the third column for Budget Descriptions.
4. Please note that this budget is used by all CEF program areas. Use the most appropriate line items provided in addition to the blank spaces listed as 'other'.

Example:

Item	Request Program Year Amount (\$)	Previous Program Year Actuals (\$)	Brief Revenue Descriptions
Membership Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>
Admission Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sales and Commissions	<input type="text"/>	<input type="text"/>	<input type="text"/>

Item

List of budget line items

Request Program Year Budget Amount (\$)

Provide the festival budget for the request year (2025)

Previous Program Year Budget Actuals (\$)

Provide the festival budget from the previous year (2024 or the last year the festival was presented)

Brief Descriptions

Provide point form, brief notes to support proposed budget. of line items (point form). Some examples include:

- Confirm government funding, sponsorship etc., with *Pending or Confirmed*.
- Provide a breakdown of a line item i.e. *Total vendor fees, 15 vendors x \$250*.
- Provide information on new expense items i.e. *New festival fa family zone for 2023, includes set up (\$XXX) and animator fees (\$XXX)*.
- Provide notes for significant variances between the previous and request year i.e. *Increase of artist fees with launch of new stage. OR \$5K decrease as new sponsor is providing marketing services in-kind.*

In-kind

Provide the estimated volunteer hours and value of other in-kind contributions. They are not included within the cash portion of the program budget. For Volunteer Expenses, calculate at \$21/Volunteer hour contributed.

Attachments

Organization Attachments:

- Board of Directors list (**mandatory**). Include role titles, length on BOD.
- Staff list (**mandatory**). Include job titles and whether full or part-time for both administrative and artistic staff.
- Financial Statements (**mandatory**). If audited financial statements are not available, then unaudited statements are required. Please note, for grant requests greater than or equal to \$30,000 audited financial statements are mandatory.

Program Attachments:

- Program Marketing Material (**mandatory**). Poster, flyer, pamphlet.
- Program Specific Material
Optional up to 4 program materials, including;
 - Most recent annual report
 - Additional marketing material
 - Performance programs
 - Images
 - Festival statistics and data

IDEA Form

Please note: this task is not scored.

A form collecting information about the IDEA (Inclusion, Diversity, Equity & Accessibility) groups supported through City Enrichment Funds. Applicants are asked to specify the target population(s) of their projects, and if applicable, equity designated groups represented within their organization's governance structure.

Applications are not evaluated based on this form, which serves only for data collection.

Declaration Form

Declaration, terms of use, applicant signature(s).

Communications (confirm correct email)

Outstanding CEF Final Reports: Yes / No

Two signatures are required – Recommended 1 Board Member and 1 Staff member.

Submitting Your Application

Once you are ready to submit the application, please review the application. completeness by selecting '**Review**' (bottom right). You will be prompted to review each page. Any incomplete question/field will be clearly marked.