



City Enrichment Fund (CEF) 2025

Communities, Culture & Heritage Program Area Events & Established Activities Handbook



City Enrichment Fund

Communities, Culture & Heritage Program Area

Objective

To support organizations activities, programming, events, and projects that engage the public in strengthening and celebrating community identity – the people, places and things that make up Hamilton.

All programs funded through the Communities, Culture & Heritage Program 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 **Communities, Culture & Heritage 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).

Communities, Culture & Heritage Program Area – Events & Established Activities Handbook

Objective

To support public participation in the celebration of community identity through related activities (e.g. programs and events) delivered by cultural organizations that provide reoccurring experiences, which have merit, impact and viability.

Description

The Communities, Culture & Heritage – Events & Established Activities stream supports the planning and delivery of a variety of established activities (programs and events) that create opportunities for participation in and the celebration of community identity – the people, places and things that make up Hamilton.

In order to be eligible for funding, activities must have general appeal, a theme of interest, a public profile and public access on a free and / or paid basis. Events & Activities may occur on a reoccurring basis (e.g. annual, seasonally, etc).

Activities requesting more than \$15,001 in funding should have a city-wide appeal. Activities requesting less than \$15,000 can have impact on a smaller geographic or cultural group.

Funding Categories

Events & Established Activities - Large Requests (over \$15,001)

Definition	Open to cultural organizations whose mission is to preserve, research, document, interpret, and celebrate community identity--the people, places, and things that make up the city of Hamilton--through activities (programs and events) that may occur annually or on a reoccurring basis. Events & Activities typically take place over a concentrated period of time, such as a few days or hours and must have general city-wide appeal and public access on a free and / or paid basis.
Status of Organization	Incorporated not-for-profit organization, charities, or an unincorporated group with not-for-profit goals and governance structure.
Maximum Funding <i>New</i>	<p>Requests can be from \$15,001 up to \$100,000.</p> <ul style="list-style-type: none"> • Funding requests should not exceed 30% of the total program budget to a maximum of \$100,00. • CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding / revenue sources. <p>Total funding received from all sources in the City of Hamilton cannot exceed 30% of the project, event or operational budget.</p> <p>Note: Audited Financial Statements are required for grant requests greater than or equal to \$30,000.</p>
Assessment Weighting	<p>30% Organizational Capacity 40% Program Merit 30% Community Impact</p>

Events & Established Activities – Small Request (up to \$15,000)

<p>Definition</p>	<p>Open to cultural organizations whose mission is to preserve, research, document, interpret, and celebrate community identity- the people, places, and things that make up the city of Hamilton through activities (programs and events) that may occur annually or on a reoccurring basis. Events & Activities typically take place over a concentrated period of time, such as a few days or hours and must have general appeal and public access on a free and / or paid basis.</p>
<p>Status of Organization</p>	<p>Incorporated not-for-profit organization, organizations with charitable status, or an unincorporated group with not-for-profit goals and governance structure.</p>
<p>Maximum Funding <i>New</i></p>	<p>Up to a maximum of \$15,000 CEF funding requests cannot be 100% of the proposed project and must demonstrate additional funding / revenue sources.</p>
<p>Assessment Weighting</p>	<p>30% Organizational Capacity 40% Program Merit 30% Community Impact</p>

Events & Established Activities Guidelines

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

Eligibility	<p>Applicants must meet the eligibility criteria described in the Guidelines</p> <ul style="list-style-type: none"> • The organization’s head office must be located within Hamilton
Ineligible Organizations / Activities	<p>In addition to the general CEF ineligible criteria:</p> <ul style="list-style-type: none"> • Organizations that do not have their head office in Hamilton • Organizations that do not have a cultural mandate • <u>Programs / Projects that are camp and or recreation</u>
Eligible Events & Activities	<ul style="list-style-type: none"> • Event and / or activities themes must express community identity. Event and / or activities are encouraged to celebrate the unique people, places and things that honour Hamilton’s past, celebrate its present and envision its future • Applications must demonstrate in-kind, financial and/or organizational support from the local community (e.g. volunteer participation in the planning and activity delivery, partnerships with other organizations and groups, businesses as sponsors, etc.) • Activities must be promoted and open to the general public • Conferences, workshops, and other activities that are not intended for the general public
Eligible Expenses	<ul style="list-style-type: none"> • Costs including supplies, fees and expenses for artists, artisans, demonstrators, and performers of cultural and heritage activities • Volunteer costs (e.g., training, food, non-alcoholic beverages, distinctive clothing) • Logistical, production and technical requirements (except for alcohol related costs) • Marketing, promotion and audience development • Administration • Insurance • Policing and security cost (except for those costs related to alcohol) • Road closure expenses • Evaluation

<p>Ineligible Expenses</p>	<ul style="list-style-type: none"> • Alcohol and associated expenses (permit fees, police, fencing, etc.) • Equipment purchase • Expenses not directly related to the event and activities • Expenses for events and activities that take place outside of Hamilton
<p>Assessment Criteria</p>	<p>All applicants must be able to demonstrate good use of public funds. Large and small requests will be assessed separately using the following assessment criteria and weighting:</p> <p>30% Organizational Capacity as demonstrated by:</p> <ul style="list-style-type: none"> • Applicant demonstrates the ability to present the event or activity as proposed and in a manner that demonstrates responsible management • Capacity is demonstrated through organizational profile, program or event plan, volunteer plan, financials, etc. • Organization / program members reflect the community served and demonstrates capacity to deliver program • Appropriate and effective marketing and promotion • Outcomes identified to measure success of the activity are realistic • The ability to generate earned and private sector revenue for the activity (as needed) • Employment and training opportunities for Hamilton artists, cultural or community workers and contractors • Direct and indirect spending generated by the activity • Attraction of tourists to Hamilton

	<p>40% Program Merit as demonstrated by:</p> <ul style="list-style-type: none">• The event or activity reflects the organization’s mandate• The event or activity has a defined purpose and theme• Comprehensive and effective plan including all necessary resources to allow the event or activity to take place- a balanced and realistic budget, volunteers, staff, time management, etc.• A clear plan to evaluate the success of the activity and incorporate the findings into improving future offerings• A successful track record in event and or program planning and delivery• The quality and scope of the activity <p>30% Community Impact as demonstrated by:</p> <ul style="list-style-type: none">• The activity will add to the unique identity of Hamilton by providing new, improved or innovative ways for the public to participate• The activity’s potential to generate public support, participation, attendance, and its ability to offer meaningful opportunities for volunteers• The activity demonstrates strong and successful relationships and partnerships with the for-profit and the not-for-profit community• The marketing and promotion plan is appropriate for the target audience• The activity offers a unique cultural experience for the residents of Hamilton• The ability to reach Hamilton’s broad diverse community
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Events & Established Activities 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: Communities, Culture and Heritage

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.

CCH Stream: Events & Established Activities

Category: Large or Small

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 event or activity

Provide a brief summary of your program – Please note that this description 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, describe your programming theme and objective
- Program dates and schedule
- A summary of programming activities
- Location of the program and its significance
- Describe any success or challenges from the previous year and how they helped to shape this year's programming.
- Include your evaluation method
- Describe any additional programming and unique 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)

- Provide details on the participating communities and audiences
- Provide details on your volunteer program(s)
- Does your program bring recognition to the city?
- Cultural impact and/or community 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 profit and the role of this partnership on your program
- Other program partners
- For-profit partnerships and relationships

List the team members that will ensure your program is well managed and achieve 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 program 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

Only applicable to the Events & Established Activities Large Requests category. Applicants applying under the Small Requests category: insert n/a

Identify your target audience(s) and how you plan on reaching them. How will you promote the activity city-wide? (300 words max.)

How would you describe the economic impact of your activities on the City of Hamilton? Provide an economic impact statement. (400 words max.)

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. Grant Requests cannot be 100% of the Total Eligible Program Budget and must demonstrate additional funding / revenue sources (cash only, excludes in-kind).
4. It is recommended that submitted budgets are balanced. Provide comments for programs that present a budget deficit or surplus under Budget Form Notes.
5. 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 Amount (\$)

Provide the budget for the request year (2025)

Previous Program Year Actuals (\$)

Provide the budget from the previous year (2024 or the last year the program 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. If volunteer run, indicate lead volunteers with titles and explain time-commitment.
- 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
- Program 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 programs, and 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

Communications (confirming 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.