

City of Hamilton

# Arts Festivals Application Guide

City Enrichment Fund  
2027

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# Arts Festivals

## Application Questions

### Application Information Form

Please complete all questions within the Application Information Form.

- **Applicant Contact Information**
- **Additional Contact Information** (the CEF requires a secondary contact)
- **Organization 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** Provide the date that organization was formed / incorporated.
- **Organization Address**
- **Legal Status or Organization** (select all that apply)
  - Not-for-profit
  - Registered Charity
  - Individual artist or collective – *ineligible to apply to Arts Festivals stream*
  - Unincorporated group with not-for-profit goals and governance structure – *ineligible to apply to Arts Festivals stream*
- **Not-For Profit Registration Number and / or Registered Charitable Number**
- **Is your organization's head office located in the City of Hamilton?** Yes / No
- **Will the program for which you are applying take place within the city of Hamilton?** Yes / No

### Program Information Form

Please complete all questions within the Program Information Form. Refer to the question prompts tips on how to answer each question.

- **Program Area: Arts**
- **Is this application for a returning program?** Yes / No – *Organizations that applied for and received funding for the same program in the same CEF program area and stream in the immediately preceding year.*
  - Funding must have been granted through CEF program recommendations, not through motion, or other appeals methodology.
  - Staff reserve the right to define applications as new or returning on a case-by-case basis depending on significant history with the CEF program where appropriate. Where applicable applicants will apply as new, and staff will identify if they should be treated as returning during the recommendation process.
- **Arts Stream: Arts Festivals**
  - Category: Established, Emerging (for organizations incorporated for one to five years)
- **Program Name:** The name of the arts festival.
- **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.* (Max 60 words)
  - Provide information as if the reader is unfamiliar with your organization or program.
  - Include the time of year and location of the arts festival.
  - Do not use acronyms of organizations or program names.
- **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. Please indicate the number of years your arts festival has taken place.* (Approx. 250 words)
- **Provide a detailed description of your program** (Approx. 1000 words)  
Consider including:
  - 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
  - Festival evaluation
- **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)
  - The City Enrichment Fund does not guarantee that successful applicants will receive their full grant request. Applicants are asked to confirm how they will adapt to funding amounts below their request level.
- **How will your program increase community participation?** (Approx. 500 words)
  - Provide details on the festival participants and audience
  - Provide details on your volunteer program(s)
  - Volunteer program(s). How do you recruit volunteers?
  - Festival recognition and the impact on the city
  - Expand on the festival's 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 program goals for the request year in a manner that can be measured and evaluated.
    - What is your desired outcome / goal?
    - How will you achieve your goal and measure success?
    - What is the impact or affect for the organization?
  - Examples:
    - **Example 1**
      - **Outcome:** Increase social media presence.
      - **Measure:** 100% increase in Facebook 'likes' (total of 400 likes). 5 Facebook 'shares' per event / program.
      - **Impact or Results Expected:** An increase in social media activity will expand our audience reach and direct communication.
    - **Example 2**
      - **Outcome:** Increase annual membership by 5%
      - **Measure:** 100% renewal rate for 2027 membership (300 total), enroll 15 new members (5%)
      - **Impact or Results Expected:** Our membership has remained at approx. 300 for the past 2 years. Through (XXX) initiative and new membership benefits we hope to attract new members which will aid the

long-term sustainability of our organization and increase capacity in the delivery of public events.

▪ **Example 3**

- **Outcome:** Maintain 2026 sponsorship levels.
- **Measure:** After losing 2 significant sponsors in 2024, the organization is focusing on maintaining our 9 longtime sponsors.
- **Impact or Results Expected:** 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 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 up to three)
  - Community Engagement and Participation
  - Economic Prosperity & Growth
  - Healthy and Safe Communities
  - Clean and Green
  - Built Environment and Infrastructure
  - Culture and Diversity
- **Describe how your program is aligned with the community priorities chosen.** (Approx. 200 words)
  - Please explain how your organization / event / activity supports between one to three community priorities.

## Program / Stream Specific Questions

- **Describe your organizational plans for the funding year.** (300 words max.)
  - 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.
- **How would you describe the economic impact of your activities on the City of Hamilton? Provide an economic impact statement.** (400 words max.)
  - Your response may include qualitative and or quantitative information.

## Budget

### Budget Form

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.

- Please note your CEF Request for the 2027 year in the budget form under Request Program Year Amount (\$).
  - The maximum request within for Established Festivals is \$100,000.
  - The maximum request for Emerging Festivals is \$10,000
    - Funding Requests Over \$15,001: Funding requests should not exceed 30% of the total program budget (cash only, excludes in-kind).
    - 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).
  - In addition to funding maximums within CEF, please note that all funding sources from the City of Hamilton contribute to maximum funding percentages. Total funding received from all sources in the City cannot exceed 30% of the Total Eligible Program Budget for Funding Requests over \$15,001 and cannot be 100% of Funding Requests below \$15,000.
- Submitted budgets must balance. Provide comments for organizations that present a budget deficit or surplus under Budget Form Notes.

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.'

## Revenues Example

| Item                            | Request Program Year Amount (\$) | Previous Program Year Actuals (\$) | Brief Revenue Descriptions                |
|---------------------------------|----------------------------------|------------------------------------|-------------------------------------------|
| CEF Request                     |                                  |                                    | City Enrichment Fund grant amount request |
| Provincial Government           |                                  |                                    |                                           |
| Federal Government              |                                  |                                    |                                           |
| Admission Fees                  |                                  |                                    |                                           |
| Fundraising Events / Activities |                                  |                                    |                                           |
| Other                           |                                  |                                    |                                           |

Column 1: Item – List of budget line items

Column 2: Request Program Year Amount (\$) – Provide the budget for the request year (2027)

Column 3: Previous Program Year Actuals (\$) – Provide the budget from the previous year (2026, or the last year the festival took place)

Column 4: Name of Funding Program(s) / Brief Explanation of confirmed amounts, rentals etc.

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 notes for significant variances between the previous and request year
- Provide notes for significant variances between the previous and request year i.e. *Projecting a 15% fundraising increase with launch of fundraising initiative and new fundraising team members being onboarded this year. OR \$10 K decrease as 2026 was final year of OAC 'XXXXXX' project grant.*

## Expenses Example

| Item         | Request Program<br>Year Budget Amount<br>(\$) | Previous Program<br>Year Actuals (\$) | Brief Expenses<br>Descriptions |
|--------------|-----------------------------------------------|---------------------------------------|--------------------------------|
| Venue Rental |                                               |                                       |                                |
| Artist Fees  |                                               |                                       |                                |
| Materials    |                                               |                                       |                                |
| Other        |                                               |                                       |                                |

Column 1: Item – List of budget line items

Column 2: Current Program Year Amount (\$) – Provide the budgeted expenses for the request year (2027)

Column 3: Previous Program Year Actuals (\$) – Provide the expenses from the previous year (2026, or the last year the festival took place)

Column 4: Brief Explanation of Expense Line (Budgeted vs Actuals)

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

- Provide information on new expense items i.e. *New family zone for 2027, includes set up (\$XXX) and artist fees (\$XXX).*
- Provide notes for significant variances between the previous and request year i.e. *Increase of artist fees with launch of new stage.*

## In-Kind Example

| Item                              | Request Program<br>Year Budget Amount<br>(\$) | Previous Program<br>Year Actuals (\$) | Brief Expenses<br>Descriptions |
|-----------------------------------|-----------------------------------------------|---------------------------------------|--------------------------------|
| Estimated Volunteer<br>Expenses   |                                               |                                       |                                |
| In-Kind Rent<br>Expenses          |                                               |                                       |                                |
| In-Kind Materials and<br>Supplies |                                               |                                       |                                |
| Other                             |                                               |                                       |                                |

In-Kind expenses will not be included in the overall eligible budget but add to the overall understanding of the program.

- Provide the estimated volunteer hours and value of other in-kind contributions. For Volunteer Expenses, calculate at \$21/Volunteer hour contributed.

## Budget Notes

If needed, please provide brief, point form notes to support the proposed budget.

- Significant variances between the previous year and request year
- If projecting or carrying a surplus or deficit, please include a surplus justification or deficit reduction plan.

## Attachments

### Organization Attachments

- Board of Directors list (mandatory)
  - Include role titles, length on Board of Directors.
- 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
  - 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 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

The declaration includes terms of use and receives applicant signature(s).

- **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

After each task is finished, please press the '**Mark as Complete**' button. Once all tasks are marked complete, and the application is ready to be submitted, please review the application for completeness by selecting the '**Review**' button.

Applicants will be prompted to review each page. Any incomplete question / field will be clearly marked.

## After you Apply

- The application owner will receive confirmation from the portal that the application has been submitted.
- Application results, including the application score and if successful, the recommended level of funding, will be presented to the City of Hamilton Grants Sub-Committee for review and approval in spring 2027. Applications which receive a passing score in the adjudication process (above 60%), may be eligible to receive a funding recommendation dependant on the available budget.
- Funding notifications will be delivered by email. The email will include instructions to receive the funds and a timeline of when funds will be released.
- CEF funding must be used in the same year that it is awarded.
- Grantees must acknowledge the support provided by the City of Hamilton through the funds received by the City Enrichment Fund in program materials and promotion.
- Grantees must complete a Final Report and submit it to CEF staff by February 1<sup>st</sup> 2028. A template will be provided by the grant portal by Fall 2027. In the Final Report, grantees are required provide the following information:
  - The anticipated vs. actual budget
  - Examples of any marketing materials, supporting documents, photos, etc., that help tell the story of the initiative and its impact.
  - A follow up on the outcomes and measures included in within the application. Grantees must report on how your initiative achieved this goal by describing the direct or indirect impact on the organization or the community.
  - Describe any unanticipated changes made to the delivery or implementation of the program.
  - Describe learnings from this initiative and provide recommendations to improve this initiative if the organization were to initiate it again, or if the organization was providing advice others considering a similar initiative.

Applicants that do not provide complete Final Report(s) for each program that receives CEF funding will not be eligible to apply for future CEF grants.

