



Hamilton

## City Enrichment Fund

### Communities, Culture & Heritage Program

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#### 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).

## EVENTS & ESTABLISHED ACTIVITY

## Events & Established Activity - Communities, Culture & Heritage Program

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### 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 \$5,000 in funding should have a city-wide appeal. Activities requesting less than \$5,000 can have impact on a smaller geographic or cultural group.

### Funding Categories

#### Events & Established Activities - Large Requests (over \$5,000)

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	Requests can be from \$5,001 up to \$100,000 but can be no more than 30% of the total program budget.
Assessment Weighting	30% Organizational Capacity 40% Program Merit 30% Community Impact

### Events & Established Activities – Small Request (up to \$5000)

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 appeal and public
Status of Organization	Incorporated not-for-profit organization, organizations with charitable status, or an unincorporated group with not-for-profit goals and governance structure.
Maximum Funding	Requests can be up to \$5,000 but can be no more than 30% of the total program budget.
Assessment Weighting	30% Organizational Capacity 40% Program Merit 30% Community Impact

### Events & Established Activities Guidelines

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

<b>Eligibility</b>	Applicants must meet the eligibility criteria described in the Guidelines <ul style="list-style-type: none"> <li>The organization’s head office must be located within Hamilton</li> </ul>
<b>Ineligible Organizations / Activities</b>	In addition to the general CEF ineligible criteria: <ul style="list-style-type: none"> <li>Organizations that do not have their head office in Hamilton</li> <li>Organizations that do not have a cultural mandate</li> <li>Programs / Projects that are camp and or recreation based</li> </ul>
<b>Eligible Events &amp; Activities</b>	<ul style="list-style-type: none"> <li>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</li> <li>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.)</li> <li>Activities must be promoted and open to the general public</li> <li>Conferences, workshops, and other activities that are not intended for the general public</li> </ul>

<p><b>Eligible Expenses</b></p>	<ul style="list-style-type: none"> <li>• Costs including supplies, fees and expenses for artists, artisans, demonstrators, and performers of cultural and heritage activities</li> <li>• Volunteer costs (e.g., training, food, non-alcoholic beverages, distinctive clothing)</li> <li>• Logistical, production and technical requirements (except for alcohol related costs)</li> <li>• Marketing, promotion and audience development</li> <li>• Administration</li> <li>• Insurance</li> <li>• Policing and security cost (except for those costs related to alcohol)</li> <li>• Road closure expenses</li> <li>• Evaluation</li> </ul>
<p><b>Ineligible Expenses</b></p>	<ul style="list-style-type: none"> <li>• Alcohol and associated expenses (permit fees, police, fencing, etc.)</li> <li>• Equipment purchase</li> <li>• Expenses not directly related to the event and activities</li> <li>• Expenses for events and activities that take place outside of Hamilton</li> </ul>
<p><b>Assessment Criteria</b></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><b>30% Organizational Capacity</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• Applicant demonstrates the ability to present the event or activity as proposed and in a manner that demonstrates responsible management</li> <li>• Capacity is demonstrated through organizational profile, program or event plan, volunteer plan, financials, etc.</li> <li>• Organization / program members reflect the community served and demonstrates capacity to deliver program</li> <li>• Appropriate and effective marketing and promotion</li> <li>• Outcomes identified to measure success of the activity are realistic</li> <li>• The ability to generate earned and private sector revenue for the activity (as needed)</li> <li>• Employment and training opportunities for Hamilton artists, cultural or community workers and contractors</li> <li>• Direct and indirect spending generated by the activity</li> </ul>

	<p><b>40% Program Merit</b> as demonstrated by:</p> <ul style="list-style-type: none"><li>• The event or activity reflects the organization’s mandate</li><li>• The event or activity has a defined purpose and theme</li><li>• 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.</li><li>• A clear plan to evaluate the success of the activity and incorporate the findings into improving future offerings</li><li>• A successful track record in event and or program planning and delivery</li><li>• The quality and scope of the activity</li></ul> <p><b>30% Community Impact</b> as demonstrated by:</p> <ul style="list-style-type: none"><li>• The activity will add to the unique identity of Hamilton by providing new, improved or innovative ways for the public to participate</li><li>• The activity’s potential to generate public support, participation, attendance, and its ability to offer meaningful opportunities for volunteers</li><li>• The activity demonstrates strong and successful relationships and partnerships with the for-profit and the not-for-profit community</li><li>• The marketing and promotion plan is appropriate for the target audience</li><li>• The activity offers a unique cultural experience for the residents of Hamilton</li></ul>
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## Online recommendations

Please turn off compatibility mode if you are using Internet Explorer as it may render false findings.

### Communities, Culture & Heritage Events & Established Activity Application

- Applicants are responsible for providing all the information and attachments requested.
- The City Enrichment Fund will make decisions regarding your eligibility based on the information provided in your application.

#### Page: Organizational Information / Applicant Artist Information

Select the CEF Program Area and stream

1. Applicant contact
2. Organization Overview
3. Organization Information
4. Head Office
5. Mailing Address and *Organization Established Date*
6. Organization mandate or mission (**Approx. 200 words**)
7. Provide a brief history of your organization – Include important milestones and / or changes to the organization’s direction over time. (**Approx. 250 words**)

#### Page: Organizational Overview

1. Confirmation of 30% funding maximum
2. Provide the organizations legal status details
3. Confirmation of program delivery in Hamilton

#### Page: Program Information

**Name of program:** The name of the event or activity

- **Grant request:** *Requests should not exceed 30% of the total program budget. This amount must match the request amount indicated in the Budget form – Revenue tab, Line 7.*
- **Total program budget:** This must match the total amount in the budget sheet
- **Did you receive funding for this program last year?** Yes / No

- **a. Provide a brief summary of your program in 60 words max.**  
This description will be published as part of your organization’s City Enrichment Fund Application Summary Report and is not scored (please note this response forms a part of a public facing document).
- **b. Provide a detailed description of your program (Approx. 1000 words)**
  - Describe your programming theme and objective
  - A summary of programming activities
  - Program dates and schedule
  - Describe any success or challenges from the previous year and how they helped to shape this year’s programming. Include your evaluation method
  - Location of the program and its significance
  - Describe any additional programming and unique activities
- **c. 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.
- **d. 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
- **e. Describe the outcome of your program to your organization and / or to the community as a direct result of your project. 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 our desired outcome / goal?
  - How will you measure your success?
  - What is the impact or affect for the organization

Examples:

OUTCOME	MEASURE
Increased social media presence.	<ul style="list-style-type: none"> <li>• 100% increase in Facebook ‘likes’ (total of 400 likes).</li> <li>• 5 Facebook ‘shares’ per event / program.</li> </ul> An increase in social media activity will expand our audience reach and increase direct communication.

<p>Increase annual membership by 5%.</p>	<ul style="list-style-type: none"> <li>• 100% renewal rate for 2018 membership (300).</li> <li>• Enroll 15 new members (5%)</li> </ul> <p>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.</p>
<p>Maintain 2018 sponsorship levels.</p>	<ul style="list-style-type: none"> <li>• After losing 2 significant sponsors in 2017, the organization is focusing on maintaining our 9 longtime sponsors.</li> </ul> <p>By evaluating the mutual benefits of each sponsor relationship to the organization hopes to enhance the value to current and future sponsors.</p>

- **f. 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
  
- **g. 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.
  
- **h. 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?

**Page: Your Program and the City’s Community Vision**

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

**1. Which of our community priorities align with this program? (check all that apply)**

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

2. Describe how your program is aligned with the City of Hamilton’s Strategic priorities chosen. (Approx. 125 words)

**Page: Program Specific Questions**

*Only applicable to the Events & Established Activities Large Requests category. The following mandatory questions were previously submitted within an attached document.*

Applicants applying under the Small Requests category: insert n/a

1. Identify your target audience(s) and how you plan on reaching them. How will you promote the activity city-wide? (300 words max.)
2. How would you describe the economic impact of your activities on the City of Hamilton? Provide an economic impact statement. (400 words max.)

**Page: Attachments**

**Organization Attachments:**

1. Board of Directors list (**mandatory**). Include role titles, length on BOD.
2. Staff list (**mandatory**). Include job titles and whether full or part-time for both administrative and artistic staff.
3. 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:**

1. Program Marketing Material (**mandatory**). Poster, flyer, pamphlet.
2. Program Specific Material  
*Optional up to 3 program materials, including;*
  - Most recent annual report

- Additional marketing material
- Performance programs
- Images
- Program / Organization statistics and data

**3. CV Not Applicable – DO NOT SUBMIT.**

**4. Program Budget Form (mandatory).** Must use the provided CEF Budget template.  
*It is strongly recommended that budget notes are provided under Column D.*

**Page: Declaration**

- 1. Have you received funding from other sources within the City of Hamilton? Yes / NO**
- 2. Declaration**
- 3. Municipal Freedom of Information and Signatures**  
*Two signatures are required – Preferably 1 Board Member and 1 Staff member.*

**Submitting Your Application**

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

It is recommended that a copy of the application is saved for your records. Select the **‘Print’** option to save a pdf copy.

When the review is complete, the bottom right button will now read **‘Submit’**.



**Additional Budget Template Information:**

1. Grant requests can be no more than 30% of the Total Eligible Program Budget (cash only, excludes in-kind). See *Budget Summary* tab line 22.
2. It is recommended that submitted budgets are balanced. Provide comments for programs that present a budget deficit or surplus on line 28 of the *Budget Summary* tab.

## Revenue

<b>Column B</b>	Provide the program revenue budget for the request year.
<b>Column C</b>	Provide the program revenue budget from the previous year (or the last year the program was presented).
<b>Column D</b>	<p>Brief explanation of line items (point form). Some examples include:</p> <ul style="list-style-type: none"> <li>○ Confirm government funding, sponsorship etc., with <i>Pending or Confirmed</i>.</li> <li>○ Provide a breakdown of a line item i.e. <i>Total vendor fees, 15 vendors x \$250</i>.</li> <li>○ Provide notes for significant variances between the previous and request year i.e. <i>Projecting a 15% fundraising increase with launch of new stage and fundraising team OR \$10K decrease as 2018 was final year of OAC 'XXXXXX' project grant</i>.</li> </ul>

## Expenses

<b>Column B</b>	Provide the festival (program) expense budget for the request year.
<b>Column C</b>	Provide the festival (program) expense budget from the previous year (or the last year the festival was presented).
<b>Column D</b>	<p>Brief explanation of line items (point form). Some examples include:</p> <ul style="list-style-type: none"> <li>○ Provide a breakdown of a line item i.e. <i>Total sound tech. fees, 5 tech. teams x \$4K</i>.</li> <li>○ Provide information on new expense items i.e. <i>New event wellness area for 2019, includes set up (\$XXX) and animator fees (\$XXX)</i>.</li> <li>○ Provide notes for significant variances between the previous and request year i.e. <i>Increase of performer fees with launch of new stage. OR \$5K decrease as new sponsor is providing marketing services in-kind</i>.</li> </ul>

### In-kind

Provide the estimated volunteer hours and value of other in-kind contributions. The total in-kind value will automatically be reflected on the program revenue.

*Please note that this budget is used by all CEF programs. Use the most appropriate line items provided in addition to the "other" spaces available.*