



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 Community, 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).

**NEW PROJECTS**

# New Projects Handbook - Communities, Culture & Heritage Program

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## Objective

To support new projects from cultural organizations that increase public access to cultural experiences, expressions, and content.

## Description

The Communities, Culture & Heritage – New Projects funding supports activities that are about community identity - the unique people, places and things that make up the city of Hamilton.

Project themes can honour Hamilton’s past, celebrate its present and / or envision its future. Themes can be city-wide or focus on a specific geographic or cultural group. Applicants must demonstrate how the public will interact with the project.

Project funding is for new, not previously offered, activities with a defined time frame. The project must occur within a single year. A project may be funded up to three times over multiple years in this category.

A project that has occurred three times will be considered as an Established Activity and is not eligible as a New Project.\*

\* Or at the discretion of the Program Manager.

## Funding Categories

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 projects that occur within a single year and up to three times. Projects must have general city-wide appeal and public access on a free and/or paid basis.
Status of Organization	Incorporated not-for-profit organizations, organizations with charitable status, or an unincorporated group with not-for-profit goals and governance structure.
Maximum Funding	Requests can be up to \$35,000 but can be no more than 30% of the total project budget.
Assessment Weighting	40% Organizational Capacity 40% Programming Merit 20% Community Impact

## **New Projects Guidelines**

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

<b>Eligibility</b>	<p>In addition to the general CEF eligible criteria:</p> <ul style="list-style-type: none"><li>• The project must have occurred less than 3 times. (Projects that have occurred more than 3 times may apply under Events &amp; Established Activities)</li><li>• The organization's head office must be located within Hamilton</li></ul> <p>Organizations receiving City Enrichment Fund under Events &amp; Established Activities may also apply for New Project funding for eligible projects.</p>
<b>Ineligible Organizations / Projects</b>	<p>In addition to the general CEF ineligible criteria:</p> <ul style="list-style-type: none"><li>• Activities that are not intended for the general public</li><li>• Projects that forecast a deficit</li><li>• Projects which have already taken place at the time of application submission</li><li>• Projects which have occurred more than three times</li><li>• Programs / Projects that are camp and or recreation based</li></ul>
<b>Eligible Projects</b>	<p>Eligible projects may include, but are not limited to:</p> <ul style="list-style-type: none"><li>• Projects that will increase public participation in cultural activities through exhibits, performances, events and experiences</li><li>• Research, documentation and interpretation of community identity, including educational programming, roundtables, workshops and oral history initiatives aimed at the general public</li><li>• Design, production, promotion and presentation of exhibitions and associated interpretive material</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>• Ongoing operations not directly related to the project</li> <li>• Day-to-day collections management activities not directly related to the project such as acquisitions, conservation, accessioning / deaccessioning, cataloguing, inventory, photography and the digitization of collections;</li> <li>• Purchase of equipment not directly related to the project</li> <li>• Minor capital items exceeding \$2,000</li> <li>• Development of project proposals or applications</li> <li>• Website development projects linked to in-house operations and not related to the project</li> <li>• Alcohol and associated expenses (permit fees, police, fencing, etc.) required to provide alcohol to project participants</li> <li>• Creation, production and / or distribution of souvenirs</li> <li>• Expenses related to competitions (e.g., purchase of prizes, expenses of jury members)</li> <li>• Expenses not directly related to the project or project components / activities that take place outside of the city 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>40% Organizational Capacity</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• Applicant 's capacity to deliver the project as proposed and in a manner that demonstrates responsible management</li> <li>• Projected project outcomes are realistic</li> <li>• The ability to generate earned and private sector revenue for the project (as needed)</li> <li>• The project demonstrates good use of public funds</li> </ul> <p><b>40% Program Merit</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• A successful track record in project planning and delivery</li> <li>• A clear project direction which reflects the organization's mandate</li> <li>• Effective plan including all necessary resources to allow the project to take place- a balanced and realistic budget, volunteers, staff, time management, etc.</li> <li>• A clear plan to evaluate the success of the project</li> <li>• A project that is new to Hamilton and / or innovative</li> <li>• Appropriate and effective marketing and promotion of the project and identifies a target audience</li> </ul> <p><b>20% Community Impact</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• The project will add to the unique identity of Hamilton by providing new, improved or innovative ways for the public to participate</li> <li>• The project's potential to generate public support, participation, attendance, and its ability to offer meaningful opportunities for volunteers</li> <li>• The project demonstrates strong and successful relationships and partnerships with the for-profit and the not-for-profit community</li> <li>• The project 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 New Projects 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 Address
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:** Insert Project Name

1. **Grant request:** *Requests should not exceed 30% of the total program program budget. This amount must match the request amount indicated in the Budget form – Revenue tab, Line 7.*

2. **Total program budget:** This must match the total amount in the budget sheet
3. **Did you receive funding for this program last year?** Yes / No
4. 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).*
4. b. **Provide a detailed description of your program (Approx. 1000 words)**
  - The programming direction 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
  - Briefly describe your marketing plans
4. 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.
4. 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
4. 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 project 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
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.
Increase annual membership by 5%.	<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>
Maintain 2018 sponsorship levels.	<ul style="list-style-type: none"> <li>• After losing 2 significant sponsors in 2017, the organization is focusing on maintaining our 9 long-time 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>

4. **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
4. **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.
4. **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"/> Economic Prosperity & Growth           | <input type="checkbox"/> Built Environment and Infrastructure |
| <input type="checkbox"/> Healthy and Safe Communities           | <input type="checkbox"/> Culture and Diversity                |

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

**Page: Program Specific Questions**

*Only applicable to the Events & Established Activities Large Requests category.*

**New Projects** applicants: 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: Organization 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 (up to four, if applicable).

- (Optional) Up to three program specific materials i.e., most recent annual report, additional marketing materials, catalogues, performance programs, etc.
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 – Recommended 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.*