



Hamilton

## **City Enrichment Fund**

### **Arts Program**

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#### **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 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 complete the application.
- 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 OPERATING**

## Arts Operating Handbook - Arts Program

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### Objective

To provide not-for-profit arts organizations with a stable funding base to enable them to further their mission.

### Description

This funding stream provides annual and multi-year grants (multi-year funding is not yet available) to support the operation (administration and programming) of established professional, semi-professional and emerging organizations in all artistic disciplines.

### Funding Categories

#### Established Professional Organization

Definition	A professional arts organization is led by arts professionals who observe best practices and pursue standards of excellence within their discipline. Professional organizations are those who work with other arts professionals whom they pay, at minimum standard fees, for the artistic work.
Status	Incorporated for five years or more
Maximum Funding	Up to 30% of operating expenses
Assessment Weighting	34% Organizational Capacity 36% Program Merit 30% Community Impact

#### Established Semi-Professional Organization

Definition	A semi-professional arts organization is generally led by arts professionals who pursue standards of excellence within their discipline and includes participants who are not generally paid for the artistic work they do within the organization.
Status	Incorporated for five years or more
Maximum Funding	Up to 30% of operating expenses
Assessment Weighting	34% Organizational Capacity 36% Program Merit 30% Community Impact

### Emerging Organization (Professional or Semi-Professional)

Definition	An emerging arts organization is a not-for-profit professional or semi- professional arts organization which has been incorporated for between one and four years and has a history of sustained activity on a seasonal or year round basis.
Status	Incorporated for less than five years
Maximum Funding	Up to 30% of operating expenses to a maximum of \$30,000 per year (Professional) or to a maximum of \$10,000 per year (Semi-Professional)
Assessment Weighting	35% Organizational Capacity 50% Program Merit 15% Community Impact

### Arts Operating Guidelines

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

<b>Eligibility</b>	<ul style="list-style-type: none"> <li>Arts Operating applicants must be incorporated not-for-profit organizations</li> <li>Applicants must be operating year-round and be offering programs and services that are open to the public and publicized city-wide</li> <li>The organization’s head office must be located within Hamilton and the majority of their activities must occur within the city</li> </ul> <p>Applicants should apply based on the number of years that the organization has been incorporated. Please note the funding maximums within each Funding Category.</p> <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>
<b>Ineligible Organizations</b>	<p>In addition to the general CEF ineligible criteria:</p> <ul style="list-style-type: none"> <li>Organizations that are not incorporated</li> <li>Business Improvement Associations</li> </ul>
<b>Eligible Expenses</b>	<p>All ongoing artistic and administrative expenses are eligible.</p> <p>Not-for-profit arts organizations that operate a major stream of activity that is not eligible under the Arts Program (e.g. academic school), must exclude that activity in the application narrative and</p>

	in the provided Financial Information.
<b>Ineligible Expenses</b>	In addition to the general CEF ineligible expenses: <ul style="list-style-type: none"> <li>• Costs associated with capital projects (e.g. equipment, renovations, purchase of buildings).</li> </ul>
<b>Assessment Criteria</b>	<p>Each Funding Category will be assessed separately using the following assessment criteria and weighting:</p> <p><b>34% Organizational Capacity</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• Ability of the applicant to further their mission</li> <li>• Responsible management</li> <li>• Responsible oversight and active engagement of the Board</li> <li>• Financial stability and viability</li> <li>• Effective planning and evaluation</li> </ul> <p><b>36% Program Merit</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• Clear programming vision that reflects the organization’s mandate and/or mission</li> <li>• Successful track record of achievement: quality and quantity of programming</li> <li>• Leadership contribution to the development of the arts sector</li> <li>• The applicant’s activities bring provincial, national or international recognition to Hamilton</li> <li>• Improving the quality of life for the residents of Hamilton</li> <li>• Audience development initiatives aimed at reaching Hamilton’s broad, diverse community</li> </ul> <p><b>30% Community Impact</b> as demonstrated by:</p> <ul style="list-style-type: none"> <li>• Employment and training opportunities for Hamilton artists, cultural workers and contractors</li> <li>• Direct and indirect spending in Hamilton</li> <li>• Strong and successful relationships and partnerships with the business and the not-for-profit community</li> <li>• Offering meaningful opportunities for volunteers</li> </ul>

## Online recommendations

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

### Arts Operating 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 “Annual Operations”**

1. **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.*
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
- A summary of artistic activities describing the quality, diversity, and innovativeness
- Programming schedule
- A description of how artists are selected and fees paid
- Community outreach efforts and additional programming activities such as artist talks, education programming, lectures, etc.
- *(Established Organizations only)* How the programming contributes to the arts sector locally, provincially, or nationally

*Note: Established and Semi-Professional Established Organizations may submit additional programming information, text format and / or statistics, under Program Attachments. (2 page maximum)*

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)**

- Describe your audience / participants
- Volunteer program(s). How do you recruit volunteers
- Artistic contributions / cultural 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 operating 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> <p>An increase in social media activity will expand our audience reach and increase direct communication.</p>

<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>

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-profits and the partnerships roles
- Other organization 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 organization develop its audience and 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**

1. **Indicate your funding category** – select one of the following

- Established Professional Organization / Artist
- Established Semi-Professional Organization
- Emerging Organization / Artist

2. **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

3. **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)**

4. **Artists- Individuals** Insert n/a

5. **Indicate artistic field – Must select discipline / field to satisfy the online application**

**DO NOT UPLOAD ANY ATTACHMENTS HERE**

**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 (up to four, if applicable).  
*Optional up to 4 program materials, including;*
  - Additional Programming Information 2 page maximum (4b. continued)
  - Most recent annual report
  - Additional marketing material
  - Images
  - Programming / Organization statistics and data
  - Catalogues
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 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>○ Confirm government funding, sponsorship etc., with <i>Pending or Confirmed</i>.</li> <li>○ Provide a breakdown of a line item i.e. <i>Total rental fees, 5 rentals x \$800</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 fundraising initiative and team members. 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 artist fees, 20 artists/groups x \$2K</i>.</li> </ul>

- Provide information on new expense items i.e. *New 2019 rental fee reflects expansion of education programming across city (pilot program).*
- Provide notes for significant variances between the previous and request year i.e. *10% Increase to staff salaries overall, result of strategic plan initiative, providing nfp security to cultural workers. 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. 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.*