

Supports Item No. 1
CS&B Committee Agenda
May 21, 2009



ADMINISTRATIVE REPORT

Report Date: April 24, 2009
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Meeting Date: May 21, 2009

TO: Standing Committee on City Services and Budgets
FROM: Director, Cultural Services: Grants, Awards and Support Programs
SUBJECT: 2009 Celebration Grant Recommendations

RECOMMENDATION

THAT Council approve a total of \$208,300 in Celebration Grants to 36 organizations and \$75,000 in one-time only supplemental grants to 17 organizations as listed in **Appendix A** including one conditional grant to the Khalsa Diwan Society as noted. Source of funds to be the 2009 Celebration Grants budget and the unallocated portion of the New Grants Program budget for 2009.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services recommends APPROVAL of the foregoing.

COUNCIL POLICY

Approval of grant recommendations requires eight affirmative votes.

PURPOSE

This report recommends approval of \$208,300 to 36 organizations and \$75,000 in one-time only supplemental grants to 17 organizations (**Appendix A**). The report also summarizes the recommendation process, and provides information on the program (**Appendix B**).

BACKGROUND

Council approved creation of the Celebration Grants program in October 2002 for cash grants to community-based festivals, celebrations and large scale parades.

In July 2003, Council approved the establishment of a new service grant component of the program, which provide an offset of up to 50% of the cost of city services (police and engineering) incurred by major parades to a maximum sum of \$10,000.

On June 26, 2008, Council approved the first phase of the Culture Plan implementation (RTS 07236) which included approval of restructuring the Cultural Grants program to respond to the growing needs of the cultural community and create efficiencies in both the delivery of the programs and access to them. A priority recommendation was to align the cultural grants programs with the City's Culture Plan and strategic directions through the integration of several stand-alone grant programs including Celebrations. As such, this is the final intake for Celebration Grants as a separate program. The second phase of the implementation will see the development of a more comprehensive community arts and cultural component of the overall grants program which will address and respond to a greater portion of the arts and cultural community in Vancouver. Pending confirmed resources, it is anticipated that the second phase of the implementation will be rolled out in the Fall of 2009 with a report back to council later in the year.

DISCUSSION

Council established the Celebration Grants program as a means of encouraging and assisting community-based cultural festivals, celebrations and major parades. Through their provision of cultural interaction and entertainment, these events contribute to building a stronger sense of community in Vancouver.

On-going outreach is conducted in the community through a variety of channels: public service announcements, public information sessions, web page, paid ads, and an e-mailed distribution list targeted to the ethno-cultural and broader community. Staff also make themselves available to meet with applicants before and after the deadline to provide assistance in understanding the program and in submitting the application.

A technical review for operational issues and permit or site requirements is conducted by representatives from Cultural Services, Park Board, Engineering and Olympic Operations. A final review of the applications is conducted by staff with peer assessment committee members who are representative of the types of organizations who are applying or benefiting from the program.

Assessment Committee Recommendations and Process

Cultural Services invites independent peer community members to participate in the assessment process to review grant application requests. Committee members are sought through an ongoing call for nominations through the Cultural Services website and recommendations from previous and current committee members. For this intake the following independent peer members were:

- Susan Gordon, Vancouver Park Board Arts and Culture Coordinator (retired), active board member of community arts organizations in Vancouver
- Tanya Evanson, writer, poet, vocalist, dancer, Director - Mother Tongue Media Production Company
- Drew Dennis, Executive Director - Out on Screen

Well in advance of the Assessment Committee meeting dates, the peer members are sent the grant applications to review and assess. Staff also review the applications in addition to consulting with the applicants either through attending their events, phone conversations or personal meetings with organizers and board members. Both staff and peer members assess the requests against very specific evaluation criteria and form a consensus around priorities for funding.

The Committee's consensus recommendations reflect a thorough assessment of each application in the context of cultural or community interest, organizational capacity and resources to deliver the proposed event, and well-articulated community outreach and impact. As is consistent with every review process, not all organizations meet the criteria at the same level as their peers and therefore, in a competitive process with finite resources, not all are being recommended for support.

As part of ongoing evaluation and future development of our programs and assessment processes, Staff collect feedback from peer members as part of the meeting agenda. For this round, the peer members acknowledged the benefit of each other's expertise and contribution to the process and also considered staff input to complement the overall discussion and process. They were extremely helpful in making suggestions for application improvements including: revisions to questions and word changes in the application to increase clarity and access, improved clarity around how applicants report financial information, improved articulation of project descriptions, and in particular, changes and growth in projects over time, and considering an environmental component to evaluative criteria to encourage 'greener' events and also to Cultural Services administration to encourage 'greener' processes. They encouraged further outreach, and in particular, workshops to assist groups in accessing the programs, in advance of application deadlines. This feedback is timely and will inform the next phase of changes to the Cultural Grants Program and processes to best assist the new program going forward.

Celebration Cash Grants:

The cash grant component is available to help offset programming, outreach or administrative costs to a maximum sum of \$10,000.

For the Celebration Grants deadline of March 9th, 43 applications were received totalling a combined cash and city services request of \$292,045 with an available budget of \$183,800. The Assessment Committee recommended funding in this category to 36 applicants as per **Appendix A**, reflecting those projects which best met the evaluation criteria as outlined in the Celebration Grants Program Information Guidelines in **Appendix B**.

Celebration Service Grants:

The service grants component is available to help offset up to 50% of the cost of city services incurred by major parades up to a maximum sum of \$10,000. For this round three applicants requested \$24,500 in funding from the city service component of Celebration Grants. The Assessment Committee recommended \$24,500 to all three organizations in this category as per Appendix A.

One-time supplemental grants

As part of the implementation of restructuring the Cultural Grants Program to better serve the needs of the cultural community and to respond to a broader segment of the arts and cultural community, Council approved an annual increase of \$575,000 to support the expanded mandate and expanded community need of a new Cultural Grants Program. Of that amount, Council approved an allocation of \$311,500 to Operating and Project recipients on April 21st (RTS 07860). In this report the Assessment Committee is recommending an allocation of \$75,000 to 17 organizations as one-time supplemental grants to respond to expanded community need and the development of a comprehensive community arts and culture component of the Cultural Grants Program. The balance of unallocated funds will be recommended to be allocated towards the next phase of changes to the overall Cultural Grants Program which will include allocations to Theatre Rental Grants recipients. A report will be submitted to Council in July.

After careful assessment of all the grant requests and informed by specific direction from the peer members of the Assessment Committee in terms of priorities for funding, Staff are recommending an allocation of \$75,000 as one-time supplemental grants to 17 organizations.

FINANCIAL IMPLICATIONS

The 2009 Celebration Grants program budget is \$208,300. Approval of these recommendations (cash \$183,800 and city services \$24,500) will leave no balance in the 2009 Celebration Grants program budget. Approval of the one-time only supplemental grants of \$75,000 leaves an unallocated balance of \$188,500 in the New Grants Program budget for 2009.

Program	Requested	Recommendation
Celebration Cash Grants	\$292,045	\$183,800
Celebration Service Grants	\$24,500	\$24,500
One-time Supplemental Grants	\$0	\$75,000
Total	\$316,545	\$283,300

CONCLUSION

The Celebration Grants program provides support to community organizations holding festivals and celebrations throughout the year and throughout Vancouver's neighbourhoods. This is the last intake of the Celebration Grants program as a separate program. The goals and objectives of the Celebration Grants program will be integrated into a community stream of the new Cultural Grants Program that will be more comprehensive and reach a broader segment of community arts and culture.

The Director, Grants, Awards and Support Programs, Cultural Services notes the importance of the Assessment Committee's expertise, insight, and carefully balanced recommendations and recommends approval.

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Program Information

NOTE:
ONE DEADLINE ONLY IN 2009
March 9, 2009

CELEBRATION GRANTS

Program Objectives

This program is for community-based festivals, cultural celebrations and large parades, in recognition of the entertainment they offer and their contribution to a sense of community among residents of diverse cultures, ages and interests.

Assistance with specific costs is available to help community-based not-for-profit societies to present these events, which may include programs of music and performance, crafts, exhibits, culinary and other cultural expressions of the community.

Who can apply?

Applicants must be:

- registered as not-for-profit societies in British Columbia for at least six months
- located in the City of Vancouver (not in other Lower Mainland municipalities or the University Endowment Lands)
- have a cultural mandate which includes organizing festivals, celebrations or large scale parades in Vancouver

Examples of organizations that can apply include neighbourhood houses, resident associations, community service groups, ethnocultural societies, or arts and cultural organizations. Although Business Improvement Associations are not eligible on their own, community events they co-sponsor with not-for-profit community organizations are eligible.

The following are ineligible to apply:

- civic departments or branches (i.e. community centres, libraries)
- organizations receiving City of Vancouver cultural grants or those who would be eligible

What types of events are eligible?

Three types of events, organized for the purpose of building and celebrating a sense of community and held primarily for the benefit of Vancouver residents, qualify for assistance:

- Festivals:** annual or biannual events of at least two days, actively programmed around a theme related to cultural expression in the broadest sense, for example, through music or other performances, crafts, displays, cooking, or demonstration of cultural traditions.
- Celebrations:** one-day events, generally held outdoors, and actively programmed around a theme, anniversary, or other occasion, with a significant cultural component in the broadest sense.

- Major parades:** one-day events with a large audience and a significant cultural component, broadly defined to include music and other performances, costumes, floats, banners, arches and installations, or other pageantry elements.

Please note: To qualify as "major" a parade must have an event budget of over \$15,000; attract, or have the potential to attract, an audience of over 10,000; and have 20-25 organizations registered as entrants.

Ineligible activities and expenses:

- events whose primary theme or focus is not cultural
- sports and athletic events, runs, walks
- competitions
- demonstrations, marches, rallies
- block parties, picnics, garden shows, street markets, carnivals
- religious rites and ceremonies, small parades and processions
- events for marketing, promotional, or commercial purposes
- events that have a predominant commercial component
- events whose purpose is primarily fund-raising
- retroactive expenses or accumulated deficits
- city services costs of festivals or celebrations
- capital projects
- events or activities that would qualify for the City of Vancouver's cultural grants

What can grant funds be used for?

The Celebration Grants program has two components. The first provides for cash grants to festivals, celebrations and parades. Funds may be applied toward one or more of the following:

- Programming costs:** for example, performers' fees; display and exhibit costs; equipment rental; production technician's fees; costume creation, rental or cleaning; site decoration; parade floats and other pageantry elements.
- Staff and administrative costs:** for example, planning and co-ordination, fundraising, and event management.
- Publicity and marketing:** for example, development of marketing strategies; press kits; design and production of advertising for print, radio, television, and web sites; and purchase of advertising in mainstream and/or ethnic media.

Please note: Individual grant amounts will range from \$1,000 to a maximum of \$10,000, depending on the scale of the event. Requests may not exceed \$10,000.

The second component of the program provides for service grants to major parades. Up to 50% of the cost of services provided to major parades by the City is eligible for a grant. Service grants apply to police or engineering services such as traffic signs, barricades, and sanitation. The cost of Park Board, Coast Mountain Bus Company, or BC Ambulance services are not eligible.

Please note: The total annual budget for service grants to parades is \$30,000. Major parades may request up to 50% of their anticipated City service costs; requests may not exceed \$10,000.

How to apply

To obtain an application form, please contact Cultural Services staff, who manage the Celebration Grants program. Organizations must establish their eligibility for funding with OCA staff well in advance of submitting an application.

- To be considered for a grant, an organization must complete, sign and submit an original application form, together with three complete copies of the application. Photocopies of all attachments are required for original application and ALL copies.
- Organizations planning events on city streets or in parks must have all required approvals and permits from the Special Events Office or from the Park Board to hold their event in these locations or demonstrate that these approvals are in process.
- Under normal circumstances, the application, review and decision process takes eight weeks. Cash grants will generally be paid out within three weeks of Council approval. Service grants approved by Council for major parades will be applied to eligible City services following the event up to a maximum of 50% of costs.

How will applications be evaluated?

Since funds are limited, not all organizations meeting the eligibility criteria can be supported. This is a competition, based on the following evaluation criteria:

- Does the applicant provide evidence of confirmed revenues from sources other than the City of Vancouver? Revenues may include earned income from tickets and concessions, sponsorships, donations from individuals, businesses or community groups, memberships, in-kind donations, and support from foundations and government agencies.
- Does the event provide unique opportunities for the public?
- What is the quality of the programming? Does it demonstrate creativity, the involvement of persons with appropriate expertise, authenticity in presentation of cultural traditions, or uniqueness in expressing the character of a community or neighbourhood?
- How complete is the plan for delivering the event, including site or venue requirements, and engagement of key organizers? How complete is the budget; are there commitments from other sources of support? Is there a demonstrated need for a grant?
- If the application is for marketing assistance, what are the plans, resources and capabilities of the applicant for reaching a city-wide public, including diverse communities? Does the event have the capacity to attract and engage an audience and/or develop a new audience?
- How successful were previous events?
- Is there adequate administration, a functional Board of Directors and financial accountability?
- What is the level of community support and involvement, for example, public attendance, number of volunteers, and donation levels?
- Have impacts on the surrounding neighbourhood been considered and addressed?
- How effectively have major parade organizers managed their event in the past? What plans are in place to improve management, and control or lower the need for City services?
- How will grant funds support the growth and sustainability of the event?

Review process

- Cultural Services staff ensure that applications are eligible. City staff on the FEST committee and Park Board are consulted on operational impacts, site issues and permits. When possible, interviews with applicants are arranged.
- A grant program assessment committee of community members and individuals with event management experience reviews the proposals and provides comments. Staff then submit a report with recommendations for Council's approval, and notify applicants of the recommendations and the Council meeting date on which grants will be considered.

Conditions of Assistance

- Societies must provide their most recent financial statement within six months of their fiscal year end.
- Voting members of the applicant's Board of Directors must not concurrently hold paid staff positions, nor be paid for their services to the society. They may be reimbursed for expenses.
- The organizers must develop and promote the event and extend its services to the general public in the City of Vancouver in a non-discriminatory way.
- Support from the City of Vancouver must be appropriately acknowledged on all promotional materials related to the funded event, including brochures, print ads, programs, posters, signs, and media releases.
- The term of the grant is one year, and only one Celebration grant application per City fiscal year can be submitted. Previously funded projects must be completed before a new application can be accepted.
- Receipt of a grant does not imply funding in the following fiscal year.

Mailing address:

Cultural Services Department
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Offices located at:

Suite 310
555 West 12th Avenue
East Tower, City Square Mall

Celebration Grant Deadlines & Information

Completed applications must be received before 4:30 p.m. of the deadline date.

NOTE: THERE WILL ONLY BE ONE DEADLINE IN 2009:

March 9, 2009

More information and application forms are available from:

Marnie Rice
Cultural Planner
604.871.6634
marnie.rice@vancouver.ca

Grant information is also available on the City's web site at: vancouver.ca/oca

TABLE 1: CASH GRANT RECOMMENDATIONS

Organization Name	Request	Recomm.	Supp.	Total
African Peace Forum Soc.	7,000	3,500	0	3,500
Assn. Of United Ukrainian Canadians (AUUC)	10,000	10,000	5,000	15,000
B.C. Multicultural Health Services Soc.	3,000	2,000	0	2,000
Brazilian Community Assn.	6,000	0	0	0
Car Free Vancouver Soc.	10,000	10,000	5,000	15,000
Centre of Integration for African Immigrants	10,000	2,500	0	2,500
Chinese Benevolent Assn. of Canada	2,500	0	0	0
Chinese Benevolent Assn. of Van.	10,000	10,000	5,000	15,000
Chinese Canadian Artists Federation in Vancouver	4,000	4,000	0	4,000
Collingwood Neighbourhood House	7,000	4,500	0	4,500
Crab - Water for Life Soc.	1,850	1,850	0	1,850
Croatian Cultural Centre (United Croats of Canada, King Tomislav Branch)	10,000	0	0	0
Dunbar Residents' Assn.	1,000	1,000	0	1,000
Eastside Culture Crawl Soc.	10,000	10,000	5,000	15,000
False Creek Watershed Soc.	4,000	3,500	0	3,500
Farmfolk/City Folk	10,000	4,500	0	4,500
Frog Hollow Neighbourhood House (Assn. of Nghd. Houses of Gr. Van.)	5,000	3,000	0	3,000
Gordon House (Assn. of Nghd. Houses of Gr. Van.)	3,000	0	0	0
Granville Island Business and Community Assn.	8,000	0	0	0
Hellenic Canadian Congress of B.C.	10,000	10,000	5,000	15,000
Helping Mex Y Can Soc.	10,000	2,700	0	2,700

Kitsilano Neighbourhood House (Assn. of Neighbourhood Houses of Gr. Van.)	6,000	1,500	0	1,500
Latinos in Action Van. Foundation	10,000	8,000	3,500	11,500
Leave Out Violence, BC	5,500	4,500	0	4,500
Little Mountain Neighbourhood House Soc.	3,200	2,000	0	2,000
Main Art Drift Soc.	6,000	4,000	0	4,000
Media Un-defined Collective Soc.	6,300	0	0	0
Mount Pleasant Neighbourhood House (Assn. of Nghd. Houses of Gr. Van.)	2,000	2,000	0	2,000
Pandora's Collective Outreach Soc.	6,395	4,500	0	4,500
Pride in Art Soc.	10,000	8,000	3,500	11,500
Secret Lantern Soc.	20,000	10,000	7,500	17,500
South Asian Family Assn. (SAFA)	10,000	7,000	2,500	9,500
South Van. Neighbourhood House (Assn. of Neighbourhood Houses of Gr. Van.)	10,000	9,000	5,000	14,000
Still Moon Arts Soc.	10,000	10,000	7,500	17,500
Valerie Dudoward Foundation	3,500	0	0	0
Van. Dyke March and Festival Soc.	5,000	4,500	1,500	6,000
Van. Intl. Bhangra Celebration Soc.	8,000	4,500	2,500	7,000
Van. Métis Assn.	6,000	4,000	1,500	5,500
Van. Pride Soc.	10,000	10,000	5,000	15,000
Van. Venture for Diversity Soc.	3,500	1,000	0	1,000
Van. Wooden Boat Soc.	6,000	4,500	0	4,500
West End Senior's Network Soc.	2,300	1,750	0	1,750
TOTAL	292,045	183,800	65,000	248,800

TABLE 2: SERVICE GRANT RECOMMENDATIONS

Organization Name	Request	Recomm.	Supp.	Total
Chinese Benevolent Assn. of Van.	4,500	4,500		4,500
Khalsa Diwan Soc.*	10,000	10,000	5,000	15,000
Van. Pride Soc.	10,000	10,000	5,000	15,000
TOTAL	24,500	24,500	10,000	34,500

*CONDITIONAL GRANT: Subject to a FEST Committee meeting with organizers.