



ADMINISTRATIVE REPORT

Report Date: April 19, 2010
Contact: Margeret Specht
Contact No.: 604.871.6842
RTS No.: 08579
VanRIMS No.: 08-2000-20
Meeting Date: May 20, 2010

TO: Standing Committee on City Services and Budgets
FROM: Director, Cultural Services: Grants Awards and Support Programs
SUBJECT: 2010 Celebration Grants Recommendations

RECOMMENDATION

THAT Council approve a total of \$208,300 in Celebration Grants to 38 organizations as listed in **Tables 1 and 2**, including one conditional grant to the Khalsa Diwan Society as noted. Source of funds to be the 2010 New Cultural Grants budget.

GENERAL MANAGER'S COMMENTS

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

COUNCIL POLICY

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 may provide an offset of up to 50% of the cost of city services (police and engineering) incurred by major parades to a maximum amount of \$10,000.

Approval of grant recommendations requires eight affirmative votes.

BACKGROUND

The Celebration Grants program was established in 2002 and since that time has contributed to hundreds of community-driven and neighbourhood celebrations, festivals, events and large scale parades. 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 was the final intake for Celebration Grants. In its place, a new pilot Community and Neighbourhood Arts Development grant program is being developed and will be announced later this year. This more comprehensive grant program will address community arts initiatives and neighbourhood celebrations and respond to a greater portion of Vancouver's arts and cultural community. It will further support several priorities in the City's Culture Plan 2008 - 2018.

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, Cultural Services website, paid advertisements, and an e-mail distribution list targeted to the ethno-cultural and broader community. Staff also make themselves available to meet with applicants before 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, and Engineering. 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:

- David Kerr, production manager for the Vancouver International Children's Festival, PuSH International Performing Arts Festival and Vancouver Folk Music Festival
- Rick Lam, financial planner and treasurer of the Vancouver Chinatown Revitalization Committee
- Renae Morriseau, aboriginal singer, actor, director and producer of theatre, film and television productions

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 development of our programs and assessment processes, staff collect feedback from committee members as part of the meeting agenda. For this round, the members acknowledged the complementary nature of each other's skills and contributions as well as staff expertise and input as part of the overall discussion and process. They were extremely helpful in making suggestions for application improvements including: revisions to questions to increase clarity and access and to improve how applicants report financial information and describe their projects. Committee members also encouraged Cultural Services to research alternatives to paper applications and to pursue 'greener' processes where possible. This timely feedback will inform the next phase of changes to the Cultural Grants programs and processes.

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 2010 Celebration Grants deadline of March 8th, 45 applications were received totalling a combined cash and city services request of \$352,152 with an available budget of \$208,300. The Assessment Committee recommended funding in this category to 38 applicants as per Table 1, reflecting those projects which best met the evaluation criteria as outlined in Appendix A: Celebration Grants Program Information Guidelines.

TABLE 1: CASH GRANT RECOMMENDATIONS

Organization Name	Request	Recomm
African Peace Forum Society	7,000	2,500
Artists in Our Midst Society	4,500	0
Association Of United Ukrainian Canadians	10,000	9,500
Car Free Vancouver Society	10,000	9,000
Celtic Fest Vancouver Society	10,000	9,500
Centre of Integration for African Immigrants	5,000	0
Chinese Benevolent Assn. of Vancouver	10,000	9,500
Chinese Canadian Artists Federation	4,000	3,500
Collingwood Neighbourhood House	4,500	4,500
Crab - Water for Life Society	2,300	1,800
Diwali Celebration Society	14,000	9,000
Dunbar Residents' Association	1,000	1,000
Eastside Culture Crawl Society	10,000	9,500

FarmFolk/CityFolk Society	5,000	4,500
Frog Hollow Neighbourhood House	4,000	2,500
Global Seniors Day Anniversary Society	10,000	0
Gordon House (Assn.of Neighbourhood Houses of Greater Vancouver)	2,000	1,000
Granville Island Business & Community Association	5,000	0
Hellenic Canadian Congress of BC	10,000	8,000
Islamic Heritage Society	10,000	3,500
Kitsilano Neighbourhood House	6,000	1,500
Kiwassa Neighbourhood House	6,000	2,500
Latinos in Action Vancouver Foundation	15,000	8,000
Leave Out Violence (LOVE BC)	6,500	4,000
Little Mountain Neighbourhood House	3,200	1,500
Main Art Drift Society	6,000	3,500
Mount Pleasant Neighbourhood House	2,000	1,500
Myanmar Heritage Cultural Assn.	3,000	0
Nisga'a Ts'amkis Vancouver Society	10,000	4,000
Pandora's Collective Outreach Society	6,177	4,500
Secret Lantern Society	20,000	9,500
Senior Chinese Society of Vancouver	5,400	0
South Asian Family Association. (SAFA)	10,000	7,000
South Hill Neighbours Society	3,925	2,000
Still Moon Arts Society	10,000	9,000
Theatre in the Raw Society	3,750	1,000
Vancouver Aboriginal Friendship Centre Society	7,500	1,000
Vancouver Dyke March and Festival Society	6,000	4,500
Vancouver Int'l. Bhangra Celebration Society	8,000	4,500
Vancouver Métis Assn.	6,000	3,500
Vancouver Pride Society	15,000	9,500
Vancouver Venture for Diversity Society	5,000	0
Vancouver Wooden Boat Society	6,000	4,500
West End Senior's Network Society	2,400	1,500
Total	\$311,152	\$177,300

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 amount of \$10,000. The Assessment Committee recommended funding to four organizations in this category as per Table 2.

TABLE 2: SERVICE GRANT RECOMMENDATIONS

Organization Name	Request	Recomm
Celtic Fest Vancouver Society	10,000	6,000
Chinese Benevolent Assn. of Vancouver	5,000	5,000
Khalsa Diwan Society	10,000	10,000
Vancouver Pride Society	16,000	10,000
Total	\$41,000	\$31,000

FINANCIAL IMPLICATIONS

Approval of these recommendations totalling \$208,300 (cash \$177,300 and city services \$31,000) will leave a balance of \$145,000 in the New Cultural Grants Program budget for 2010. A portion of the balance will be allocated to support the first intake of the Community and Neighbourhood Arts Development pilot grant program later this year.

Program	Requested	Recommendation
Celebration Cash Grants	311,152	177,300
Celebration Service Grants	41,000	31,000
Total	352,152	208,300

CONCLUSION

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

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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