



ADMINISTRATIVE REPORT

Report Date: April 5, 2012
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Meeting Date: May 1, 2012

TO: Standing Committee on City Finance and Services
FROM: Director, Cultural Services, Grants, Awards and Support Programs
SUBJECT: 2012 Community and Neighbourhood Arts Development Grant Allocations

RECOMMENDATION

THAT Council approve a total of \$375,000 in Community and Neighbourhood Arts Development Grants to 56 organizations as listed in Appendix A. Source of funds to be the 2012 New Cultural Grants Program budget.

REPORT SUMMARY

The purpose of this report is to recommend grants to 56 organizations for a total of \$375,000.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

Approval of grant recommendations requires eight affirmative votes.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

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

REPORT

Background/Context

The Community and Neighbourhood Arts Development grants program is an evolution of the Celebration Grants program created in October 2002, which provided cash grants to community-based festivals, celebrations and large scale parades and in 2003 also provided a Service grant component providing an offset of up to 50% of the cost of City services (police and engineering) incurred by major parades to a maximum of \$10,000. As part the Cultural Grants program review in tandem with the implementation of the city's Culture Plan, the Celebration Grants program was revised and launched as the Community and Neighbourhood

Arts Development grants program in 2009 with expanded eligibility criteria in order to support a broader range of community-driven arts and cultural activities and reflecting the extensive community arts activity taking place in Vancouver. This grant program complements other Cultural Services grant programs (Operating and Project, Infrastructure and Theatre Rental) with its focus on encouraging meaningful creative collaboration between artists and community members, and providing opportunities for Vancouver residents to actively participate in arts and cultural activities.

Program Description and Objectives

In March 2012, Council approved the Cultural Operating and Project Grants streams, which support healthy and sustainable cultural organizations across the city. This granting program is project-based and invests in cultural expression and community engagement through the support of projects (both amateur and professional) that celebrate and promote Vancouver's unique communities and neighbourhoods. Please see Appendix B for detailed program objectives

Assessment Committee

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 public call for nominations. For this intake the following independent peer members were:

- David Jordan, Executive Director, Vancouver Fringe Festival
- Sharon Kravitz, Creative Director, Downtown Eastside Centre for the Arts
- Kazuho Yamamoto, former Production Coordinator, Powell Street Festival

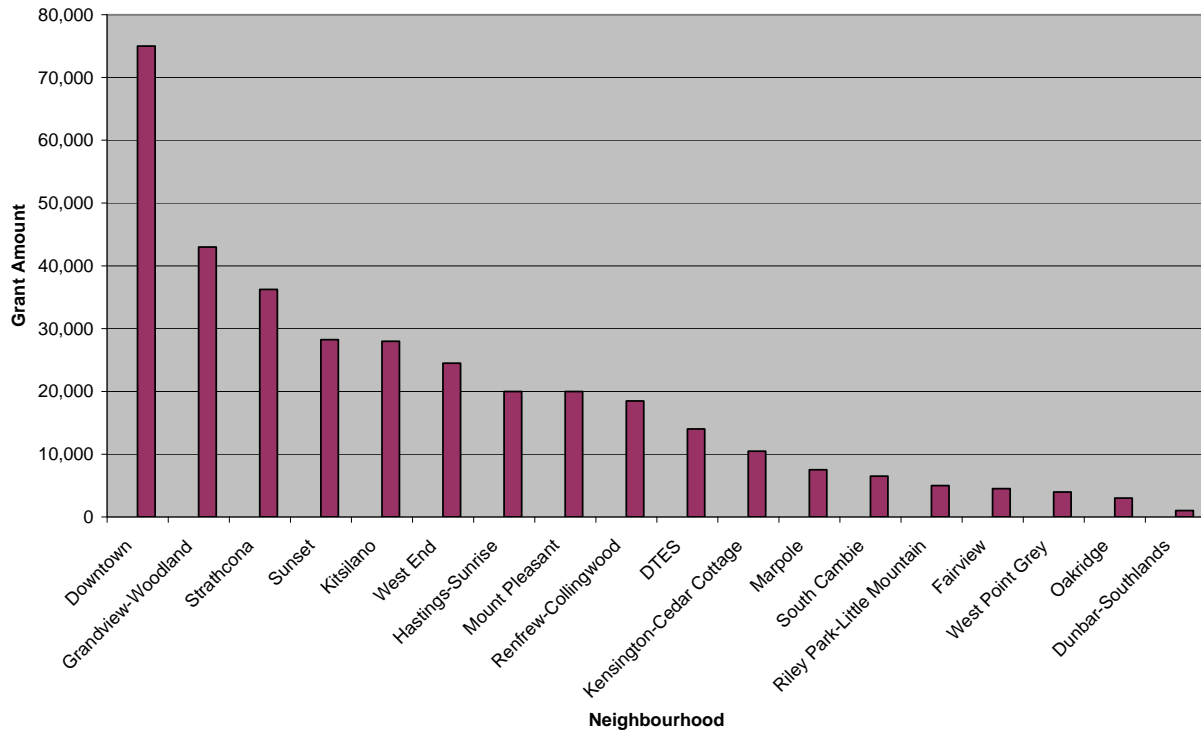
Assessment Committee members join staff in reviewing grant requests against very specific evaluation criteria and form a consensus on priorities and recommendations for funding.

Please see Appendix B for program information and evaluation criteria.

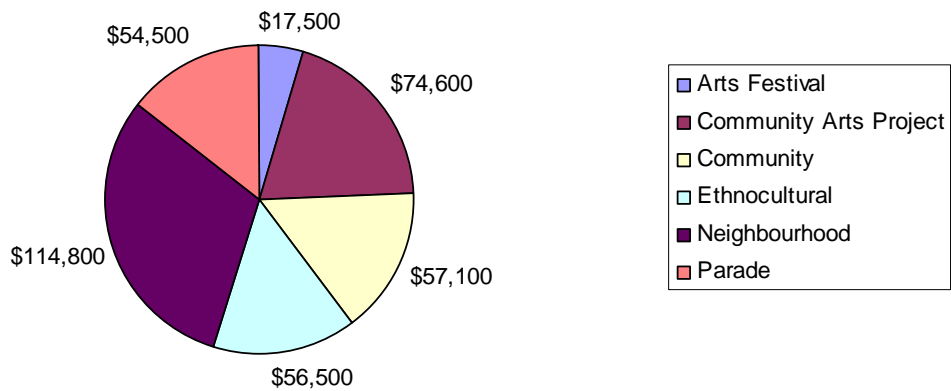
Summary of Recommendations

For this deadline, 71 applications were received (an increase of 45% over 2011) for a total request of \$643,299 and an available budget of \$375,000. The recommendations in this report reflect a thorough review of each application against evaluative criteria of merit, community impact and capacity. Not all organizations meet the criteria at the same level as their peers and therefore, in a competitive process with finite resources, not all requests are being recommended for support. As such, the Assessment Committee is recommending support for 56 organizations. See following charts for recommended grant amounts by neighbourhood and by activity.

Rec. Grant Amounts by Neighbourhood



Rec. Grant Amounts by Activity*



* Activity definitions:

- Arts Festival - informed by a specific artistic practice
- Community Arts Project - includes community engagement processes
- Community - festival or celebration informed by a particular community
- Ethnocultural - festival or celebration informed by a specific ethnic community
- Neighbourhood - festival or celebration for a specific neighbourhood
- Parade - large scale parade requiring significant City services)

Strategic Analysis

The aims of this granting program align with the Cultural Plan the City's objectives and long history of investing in our distinctive neighbourhoods where art and culture are recognized as essential contributors to the city's identity, neighbourhood character, people's learning and self expression as well as highlighting the talent, enterprise and diversity of our artists, communities and neighbourhoods. This program also supports other City departmental policy priorities, such as Social Policy's priorities, in its intent to enhance connectedness and resilience at the neighbourhood and community level.

Unlike the Cultural Operating and Project Grants streams, where supporting healthy and sustainable cultural organizations is a major objective, this granting program is project-based and invests in cultural expression and community engagement. The program aims to bring artists and different sectors of a community together (businesses, societies, residents) to effect positive change. It further encourages collaborations and partnerships, strengthens the resources of organizations and individuals, and encourages the development of unique cultural expression adding to healthier and creative neighbourhoods and communities.

A number of applications provide evidence that the introduction of the expanded eligibility criteria has encouraged greater engagement and collaboration between cultural organizations, community centres and Neighbourhood Houses to produce community celebrations, festivals and art projects. The clearly articulated program objectives have also advanced a deeper engagement with localized artistic communities. The human, organizational and, in some instances, financial resources that these organizations bring to their partnerships, provide cash as well as valuable peer mentoring opportunities and community capacity-building benefits.

Program Evaluation

Cultural Services staff responded to the 2011 Assessment Committee's recommendations to consider ways for more comprehensive outreach to the community to raise awareness of the program and build capacity. This was accomplished through the information sessions, grant-writing sessions, and increasing understanding of community arts practice by sharing successful project examples, and having clear definitions in the program material.

For this round of submissions, Assessment Committee members observed a wide range of proposals from grassroots, neighbourhood-focused events to large-scale celebrations and festivals, as well as in-depth artist and community collaborative creative projects. The Assessment Committee worked in a hybrid assessment approach with staff from Cultural Services for the evaluation process. The Committee offered suggestions on improvements to the application form and community outreach activities in support of the program.

*Implications/Related Issues/Risk (if applicable)**Financial*

Council is requested to approve a total of \$375,000 in Community and Neighbourhood Arts Development Grants to 56 organizations.

CONCLUSION

The Assessment Committee's expertise, insight, and carefully balanced evaluation has informed the recommendations in this report which propose to support a wide range of community-arts driven initiatives and innovative projects across the city that celebrate, provide valuable benefits to, and promote the diversity and unique characteristics of Vancouver's neighbourhoods and communities.

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2012 COMMUNITY AND NEIGHBOURHOOD ARTS DEVELOPMENT GRANT RECOMMENDATIONS

Organization	Request	Recomm
Accordian Noir Soc.	10,000	8,000
Artists in Our Midst	4,000	4,000
Asian Canadian Writers' Workshop Soc.	4,000	4,000
Atira Women's Resource Soc.	9,963	5,200
Balcone Art Soc.	13,550	0
Britannia Community Services Centre Soc.	10,000	5,000
Car Free Vancouver Soc.	25,000	12,500
Carnegie Community Centre Assn.	2,850	2,500
Celtic Fest Van. Soc. (cash)	10,000	10,000
Celtic Fest Van. Soc. (service)	10,000	8,000
Chinese Benevolent Assn. of Van. (cash)	10,000	10,000
Chinese Benevolent Assn. of Van. (service)	9,000	7,500
Chinese Community Policing Centre	2,600	2,600
Chinese Cultural Centre of Vancouver	15,000	0
CircusWest Performing Arts Soc.	8,000	5,000
Coast Foundation Soc.	9,400	0
Collingwood Neighbourhood House	6,000	6,000
Crab - Water for Life Soc.	2,500	2,300
Diwali Celebration Soc.	10,000	10,000
Downtown Eastside Women's Centre Assn.	5,000	4,000
Dunbar Residents' Assn.	1,000	1,000
Eastside Culture Crawl Soc.	10,000	10,000
Environmental Youth Alliance (Cottonwood Earthworks)	3,650	3,650
False Creek Watershed Soc.	9,000	8,500
Forras Hungarian Folkdance Ensemble (Van. Hungarian Folkdance Ensemble)	3,000	0
Frog Hollow Neighbourhood House (Assn. of Nghd. Houses of Gr. Van.)	4,000	0
Gathering Place Community Centre Assn.	10,000	8,000
Gordon House (Assn. of Nghd. Houses of Gr. Van.)	2,000	1,500
Hastings Community Centre Assn.	10,533	10,000
Hellenic Canadian Congress of B.C.	10,000	10,000

Organization	Request	Recomm
Immigrant Services Soc. of B.C.	10,000	0
International Arts Initiatives Assn.	15,000	15,000
Jamaican Canadian Cultural Assn. of B.C.	22,500	0
Khalsa Diwan Soc. (service)	10,000	9,000
Kitsilano Neighbourhood House (Assn. of Ngbd. Houses of Gr. Van.)	5,000	3,000
Latincouver Business & Cultural Soc.	10,000	5,000
Leave Out Violence, BC	4,500	2,500
Little Mountain Neighbourhood House Soc.	10,000	5,000
Livable Laneways Soc.	10,000	0
Magazine Assn. of B.C. (B.C. Assn. of Magazine Publishers)	10,000	5,000
Marpole Oakridge Family Place Soc.	10,000	7,500
Migrante B.C. - Filipino Soc.	13,800	6,000
Mount Pleasant Neighbourhood House (Assn. of Nghd. Houses of Gr. Van.)	10,000	7,500
Multicultural Helping House Soc.	5,250	0
Neighbourhood Care International Assn.	6,500	4,000
PAL Vancouver Studio Theatre Soc.	7,000	0
Pandora's Collective Outreach Soc.	8,000	4,500
Roundhouse Community Arts and Recreation Soc.	10,000	8,000
Sad Magazine Publishing Soc.	6,100	5,000
Secret Lantern Soc.	20,000	10,000
Seniors' Research Group of Chinese Opera and Music	5,000	3,000
Sophisticated Laughter Theatrical Soc.	10,000	0
South Asian Family Assn. (SAFA)	10,000	8,000
South Hill (Fraser Street) Business Assn.	12,000	7,750
South Hill Neighbours Soc.	3,500	3,500
South Van. Family Place Soc.	5,000	0
Still Moon Arts Soc.	12,500	12,500
Street Corner Media Foundation	7,500	5,500
Sunset Community Centre Assn.	11,150	8,000
Van. Adapted Music Soc.	6,500	6,500
Van. Area Cycling Coalition	4,473	2,000
Van. Cherry Blossom Festival Soc.	10,000	5,000

Organization	Request	Recomm
Van. Children's Choir Choral Soc.	5,000	0
Van. Dyke March and Festival Soc.	5,000	5,000
Van. Hack Space (VHS)	10,000	10,000
Van. Intl. Bhangra Celebration Soc.	10,000	6,000
Van. Israel Folk Dance Soc.	10,000	0
Van. Laughter Mission Soc.	10,000	0
Van. Métis Assn.	5,500	3,500
Van. Pride Soc. (cash)	10,000	10,000
Van. Pride Soc. (service)	10,000	10,000
Van. Seniors' Singing Club Assn.	16,380	5,000
Van. Wooden Boat Soc.	6,000	4,500
West End Senior's Network Soc.	4,100	3,000
Total	643,299	375,000

Cultural Services Community and Neighbourhood Arts Development Program Deadline: March 2, 2012

Program Description

In recognition of the numerous artist and community-driven collaborations taking place in Vancouver and contributing to a vibrant and creative city, this program supports projects that celebrate and promote Vancouver's unique communities and neighbourhoods through arts and cultural activities ranging from amateur to professional practices.

Program Objectives

To celebrate and promote the diversity and unique characteristics of Vancouver's communities and neighbourhoods

To encourage meaningful creative collaboration, engagement and connection between artists and community members (residents, businesses, organizations)

To encourage high levels of artistic merit, innovation and openness to new ideas

To provide benefit to all participants (skill development, learning opportunities, exchange of ideas and experiences, sense of belonging)

To provide opportunities for all to enjoy and actively participate in arts and culture in an inclusive and respectful environment

Eligible Applicants

City of Vancouver-based, not-for-profit societies, registered in BC and operating for at least 6 months prior to application deadline.

Eligible projects and activities

Festivals and Celebrations: events organized around an artistic or cultural theme, with a central focus on arts and cultural programming, open to the general public for broad public access and participation (ethno-cultural celebration or anniversary, neighbourhood festival, performing, literary or visual arts festival).

Major Parades: one-day events with a significant artistic or cultural component (performances, costumes, floats, banners, arches and installations), with the ability to attract a large audience (over 10,000), have a budget of over \$15,000, and have at least 20 organizations registered. Major Parades are also eligible to apply for a Service Grant to off-set costs and services provided by

the City, of up to 50% to a maximum of \$10,000.

Community arts projects: projects that demonstrate a comprehensive artist and community creative collaborative and engagement process, encourage active participation with clear benefits to participants, communities and neighbourhoods involved, and which result in some form of public presentation or documentation to share knowledge and create awareness.

Projects can be artist or community-initiated, but should demonstrate strong partnerships with artists and/or arts and cultural organizations.

Only one project application and grant per applicant, per year: repeat applications for projects (or phases thereof) can be considered only if previously funded projects or phases are complete and a final report is submitted and approved.

Ineligible projects and activities

- Organizations and activities eligible for, or receiving funds through, the City of Vancouver Operating or Project Cultural grants programs
- Organizations receiving funds for programs and activity from other City of Vancouver departments are not eligible to apply for the same initiative but may be eligible to apply for a different project.
- Projects where artistic or cultural activities are not central
- Sporting events, demonstrations, marches, and rallies
- Core training or in-class educational or curriculum-based activity
- Marketing, promotional or commercially-oriented events
- Fundraising events
- Retroactive activity
- Deficit reduction
- Capital projects

Use of Grant funds

Programming: fees* for artists and key creative or community contributors, production staff fees, exhibition costs, venue and equipment rental, design, display and decoration, documentation.

**The payment of artist fees is strongly encouraged. Refer to these organizations for guidelines to fees:*

- American Federation of Musicians: www.afm.org
- Canadian Actors Equity Association: www.caea.com
- Canadian League of Composers: www.clc-lcc.ca
- Canadian Alliance of Dance Artists: www.cadadance.org
- Professional Writers Association of Canada: www.pwac.ca
- Canadian Artists Representation/CARFAC: www.carfac.ca

Administration: planning, co-ordination, event or project management, fundraising, and office expenses.

Publicity and marketing: development and implementation of publicity and marketing strategies, advertising and promotional expenses.

Grant Fund Amounts

Under normal circumstances, the maximum level of grant will be \$10,000. The level of grant will depend on the proposed budget and scope of the project and how well it supports the program objectives and meets the evaluation criteria. For initiatives that engage multiple neighbourhoods or communities and meet all the evaluation criteria at a high level, a larger award may be considered.

Generally grant amounts will not exceed 50% of the proposed budget.

Evaluation

Members nominated from the community with relevant expertise and experience in community arts practice, festivals and celebrations, participate on the Assessment Committee along with staff. The Assessment Committee makes their recommendations based on how well the proposal meets and supports the program objectives, using the specific evaluation criteria outlined below. The proposals that meet most or all of the program objectives will rank the highest and will be the top priorities for funding. All recommendations are considered and given final approval by City Council.

Evaluation Criteria

Merit

- Strength and clarity of the intent or vision of the proposal
- Experience of the artists and key participants involved and quality of their work as demonstrated through past projects, training or experience
- Evidence of meaningful creative collaboration between participants
- Quality of creative community engagement processes if applicable
- Potential for innovation, risk-taking and openness to new ideas and practices

Impact

- Degree to which the proposal addresses real opportunities or needs of a particular neighbourhood or community
- Degree to which the proposal expresses the diversity of the communities or neighbourhoods involved
- There are benefits for all participants (learning, exchange of ideas, skill development, sense of belonging)
- Evidence of encouraging participation in an inclusive and respectful environment (outreach, childcare provision, meals, transportation, safe accessible venues)

- Evidence of meaningful collaboration, engagement and connection between artists, residents, businesses and organizations

Capacity

- Commitment of all partners/key participants to the project (dedication to a practice, experience of key participants, partnerships in place)
- Strength and rationale of the partnerships proposed
- Evidence of competent administration, a functional board and appropriate governance structure with the applicant organization
- Evidence of financial accountability; proposed budget is achievable, diversified and balanced, and there is a demonstrated need for public sector assistance (unallocated accumulated surpluses of over 50% of last actual budget call into question the need for public sector assistance)
- Sufficient planning is in place to support project objectives in the form of realistic schedules, timelines, programming, research, and evaluation

In addition to the above criteria, geographic distribution of the proposals may come into consideration when assessing the requests.

Contact Information

Contact us to discuss your project ideas and to obtain an application form.

Cultural Services
City of Vancouver
Woodward's Heritage Building
Suite 501 - 111 West Hastings St.
Vancouver, BC V6B 1H4

604.829.2007
culture@vancouver.ca
<http://vancouver.ca/culture>

Key Dates

Application Deadline: March 2, 2012, 4:30 pm (in office, not post marked)
Information Sessions and workshops: <http://vancouver.ca/commsvcs/cultural>

Glossary of Terms

In an effort to make the program objectives and evaluation criteria more clear, we offer these definitions.

Community

A group of people bound by common beliefs, values or interests, ethnicity or place of origin, geography (neighbourhood) or other self-identified commonality.

Diversity

For the purposes of this program diversity is defined in terms of ethnicity, gender, age, ability, sexual orientation, socio-economic status, religious beliefs and other forms of self-identification.

Professional Artist

For the purposes of this program, a professional artist is an individual that:

- has obtained specialized training in their artistic field (through educational institutions, mentorships, other forms of training or are self-taught)
- is recognized as a professional by peer artists working in the same artistic tradition and has received some public exposure
- is committed to devoting time and if possible financially to the artistic activity

Meaningful collaboration and engagement

All participants (artists and community members) are respected for their role in, or contribution to, the project/process/event and have some level of input or influence in the initiative (e.g. advisory capacity, planning, creation, implementation, and/or evaluation of the project).

Active participation

Participants are actively involved in project/process/event in some way either by contributing to the development, co-creating or creating elements of the initiative rather than experiencing or viewing an already determined project/process/event.

Process-oriented

The course of action taken and involvement of the participants is just as important as the end result.

Inclusive or Inclusion

There are efforts made to ensure the project/process/event is open to all who wish to participate such as eliminating barriers and creating a welcoming environment (providing childcare,