



***FINANCIAL ASSISTANCE PROGRAM
FOR ARTISTIC AND CULTURAL ACTIVITIES
IN THE CITY OF CLARENCE-ROCKLAND***

**Application deadline :
April 30th, 2020 at 4pm**

Clarence-Rockland

1. DESCRIPTION

General objectives of the Cultural Policy

According to the 2010 cultural policy – LOI 2010 - 01:

General objectives of the Financial Assistance Program for Artistic & Cultural Activities in the City of Clarence-Rockland :

RAISE PUBLIC AWARENESS and encourage the population to take part in the initiatives of artists, cultural organizations and event organizers.

STIMULATE AND SUPPORT the arts and cultural community.

BRING TOGETHER persons of all ages around the arts, culture and heritage; bring together members of the arts and cultural community around common goals.

PROMOTE the realization of arts and cultural projects put forth by the community and ensure discussion.

FOSTER a sense of belonging to our community among citizens.

ENSURE that communication and promotional tools are implemented and maintained.

ENSURE the preservation of the cultural and artistic heritage of Clarence-Rockland.

The artistic and cultural life of the City of Clarence-Rockland is dynamic. The number of people who are passionate about arts and culture continues to grow, bringing a renewed vitality to the region. The City of Clarence-Rockland is aware that the region is bursting with talent that deserves to be seen and heard.

In order to enable the region's arts and culture sector to flourish, the City of Clarence-Rockland wants to offer its support through a financial assistance program. This program is intended for artistic and cultural development organizations that operate on a project basis, and dedicated arts and culture organizations that prepare a special one-time initiative. **A maximum of \$1,000 may be granted per initiative or project.**

Application deadline for 2020: April 30th, 2020

2. DEFINITIONS

THE ARTS AND CULTURE includes all of the following disciplines: visual arts, media arts, crafts, song, music, dance, storytelling, literature, theater, and multidisciplinary arts.

THE APPLICANT IS:

- A **non-profit organization** (NPO) or a **not-for-profit organization** (NFPO) recognized by the City of Clarence-Rockland means any entity with or without legal personality, whether public or private, which is not intended to seek benefits to be shared among its members with a physical address in Clarence-Rockland. * Organizations whose mandate is not primarily artistic, but which presents artists and their works or an artistic project (eg, community organizations such as the Optimist Club or the Knights of Columbus with an artistic or cultural project or program).
- **Ad hoc group** is a temporary grouping of persons created for the fulfillment of an artistic or cultural task, a specific artistic or cultural initiative, on completion of which it is dissolved.
- **Individual artist** is a group working together on their own initiative, usually under their own direction, towards common goals.

3. GENERAL ELIGIBILITY CONDITIONS

To be eligible for the Financial Support Program, the applicant must meet all of the following criteria:

- reside on the territory of the City of Clarence-Rockland;
- must demonstrate that the mandate and objectives of their activity are related to the arts and culture and meets the general objectives of the cultural policy of the City of Clarence-Rockland;
- The activity must be in the territory of Clarence-Rockland;
- must complete the application form for financial support (**Appendix A**);
- must submit realistic budget forecasts demonstrating all sources of revenue (eg, grants, sponsorships, anticipated revenues from ticket sales, etc.) (**Section 3 of Appendix A**);
- must submit their application no later than **April 30th 2020 before 4:00 p.m.**;
- must submit a report, including a financial statement and results, no later than two months after the activity (**Appendix E**). If you do not submit the activity report you will not be considered when awarding financial support for the following year;
- **The activity that receives support must take place during the calendar year for which the grant was awarded;**

****Being eligible and submitting a complete application does not mean that the organization will necessarily receive support from the City of Clarence-Rockland.***

What does the financial support program not subsidize?

- Fundraising activities, benefits and competitions;
- Organizations, groups or collectives that apply for support for self-financing activities, to pay debts, or to pay expenses incurred in a previous activity;
- Organizations and institutions that are financed by public funds (eg, schools, hospitals, visitor centers);
- Activities already receiving financial support from the municipality.

4. EVALUATION PROCESS

Each application will be assessed individually by the designated selection committee of 5 jurors.

1. Director of Community Services or delegate
2. A member of Municipal Council
3. Cultural and Community Activities Coordinator
4. Two members of the Cultural Advisory Committee

4.1 – Role of the members of the evaluation and selection committee:

- Demonstrate vision, openness and generosity in their deliberations.
- Provide fair and objective opinions, based on evaluation criteria.
- Process requests fairly, without partisanship, without prejudice or bias.
- Work as a group.
- Express their opinions while respecting and listening to those of others.

4.2 Evaluation criteria and evaluation process:

The Financial Assistance Program must meet all eligibility criteria **(Appendix B)**.

4.2.1 The City of Clarence-Rockland encourages new activities and the activities that:

- has an economic and tourism impact on the community **(Appendix C)**.
- encourage activities that promote partnerships between different groups in the City **(Appendix C)**.

4.2.2 In order to allow an equitable distribution of financial support, the City of Clarence-Rockland will take into consideration:

- the target audience for each activity in order to allow an equitable distribution of financial support according to the age group(s) targeted by the activity **(Appendix D)**.
- the artistic and cultural sector that is targeted by the activity **(Appendix D)**.

- the geographic area in which the activity will be held (**Appendix D**).
- the percentage of NPO and NFPO members, ad hoc groups and artist groups residing in the City (**Appendix C**).

4.3 Required documents:

- 1- The duly completed financial support application form (**Appendix A**).
- 2- The budget forecasts form (**included in Appendix A**).
- 3- A final report, including a financial statement and the results obtained, no later than two months after the activity (**Appendix E**).



**APPENDIX A
FINANCIAL SUPPORT
APPLICATION FORM**

Section 1 : PROFIL OF THE ORGANIZATION		<i>Ce formulaire est également disponible en français</i>	
Name of the applicant :			
Address (head office):		City:	Province:
Contact person :		Title :	
Email :		Telephone number :	Fax number :
Have you ever applied for financial support from the City of Clarence-Rockland?	If yes, indicate the year:	# of participants to be expected at the activity:	
<input type="checkbox"/> Yes <input type="checkbox"/> No		Total amount of members residing in the City (a list of all members and their address must be joined) :	
Cultural / artistic activity <input type="checkbox"/> Visual arts <input type="checkbox"/> Music <input type="checkbox"/> Storytelling <input type="checkbox"/> Theatre <input type="checkbox"/> Dance <input type="checkbox"/> Literary <input type="checkbox"/> Media arts <input type="checkbox"/> Multimedia arts Other : _____	Is your organization recognized as a non-profit organization by the City of Clarence-Rockland: <input type="checkbox"/> Yes <input type="checkbox"/> No		Number of years in business:
Please describe, in a few words, who you are and what you would like to organize:			

Section 2 : INFORMATION ON THE FINANCIAL SUPPORT APPLICATION

Name of activity :		Date of the activity :	
		From :	To:
Address of the location of the event <i>(if it differs from the one indicated above)</i> :		City :	Province : Postal code :
Contact person for the event:		Title:	
Email :		Telephone number :	Fax number :
Description of the activity :			
The activity for which financial support is requested is at the following edition:			
<input type="checkbox"/> Punctual <input type="checkbox"/> First <input type="checkbox"/> Second <input type="checkbox"/> Third <input type="checkbox"/> Fourth <input type="checkbox"/> Fifth or more			
Identify your activity's target audience (more than one answer may be possible):		Identify the number of people expected during your activity:	
<input type="checkbox"/> Children <input type="checkbox"/> Youth <input type="checkbox"/> Young adults <input type="checkbox"/> Adults		_____ people	
<input type="checkbox"/> Seniors <input type="checkbox"/> Families <input type="checkbox"/> Minority group			
Does your activity involve other organizations of the region:	If yes, indicate which:		
<input type="checkbox"/> Yes <input type="checkbox"/> No			
The activity meets which of the general objectives of the cultural policy of the City of Clarence-Rockland (Appendix F):			
<input type="checkbox"/> Raise public awareness <input type="checkbox"/> Bring together citizens <input type="checkbox"/> Promote the realization of arts & cultural projects			
<input type="checkbox"/> Foster a sense of belonging <input type="checkbox"/> Stimulate and support the arts and cultural community			
Please describe how your activity meets the general objectives of the cultural policy			

Section 3 : BUDGET FORECASTS

Revenues generated from the activity		Expenses incurred from the activity	
Attendance revenues (e.g., ticket sales)	\$ _____	Administration (e.g., salaries, operating costs, renting the premises, etc.)	\$ _____
Cash sponsorships	\$ _____	Advertising (e.g., newspapers, Web, radio, television, etc.)	\$ _____
Other: _____	\$ _____	Other: _____	\$ _____
Total of anticipated revenues (A)	\$ _____	Total expenses (B)	\$ _____
Amount requested (B-A):\$ _____			

Section 4 : REQUIRED DOCUMENTS

The applicant must provide the following documents:

- The duly completed financial support application form (Appendix A) A report, including a financial statement and the results obtained, no later than two months after the activity (Appendix E).

Section 5 : DECLARATION AND SIGNATURE

Please note: Providing false information on this form may result in the stoppage and exclusion of an application for financial support from the City of Clarence-Rockland.

The applicant commits to:

1. inform the cultural advisory committee if there are any changes to the information provided above;
2. use the financial support solely for the activity mentioned above;
3. not use the financial support from the City to pay an employee of the organization; and
4. place the logo of the City of Clarence-Rockland on all advertising material.

I am authorized to act on behalf of the organization and confirm that the information provided on this form is complete and accurate.

Signature:

Title:

Date:

X

The application form must be submitted by 4 pm on Thursday, April 30th 2020.

To the attention of:

Christine Sarault, Cultural and Community Activities Coordinator,
City of Clarence-Rockland,

1560 Laurier St. Rockland, ON K4K 1P7

613-446-6022 ext. 2237 / csarault@clarence-rockland.com

Appendix B - Organization / Activity Eligibility Verification Form

The verification of the eligibility of an organization/group and its activity will be carried out by the Community Services and the selection committee of the City of Clarence-Rockland. In order to be eligible for financial support, the organization and activity must obtain a positive response for ALL of the following:

- Yes No The purpose of the proposed activity is related to the arts and culture.
- Yes No The head office of the organization, the group, the ad hoc committee and the collective of artists is located within the City of Clarence-Rockland.
- Yes No The activity for which funding was requested meets the general objectives of the cultural policy of the City of Clarence-Rockland.
- Yes No The activity for which the organization, the ad hoc committee, the collective of artists obtains financial support must take place within the City of Clarence-Rockland.
- Yes No The activity is organized for the benefit of the general public and to promote the arts and culture, while demonstrating who the target audience is (not only beneficial to members of the organization).
- Yes No The organization, group, ad hoc committee, artist collective has completed the application form for financial support (**Appendix A**).
- Yes No The organization, the group, the ad hoc committee, the collective of artists must submit the application before the deadline.
- Yes No The activity to be supported will take place during the year for which the grant was awarded.
- Yes No The organization, grouping, ad hoc committee, artists' collective has submitted budgetary forecasts that demonstrate all sources of revenue (eg, grants, sponsorships, anticipated revenues from ticket sales or others).

To be answered only if the organization has previously received financial support:

- Yes No **The organization, the group, the ad hoc committee, the artists' collective presented a report, including a financial statement and the results obtained, at the latest two months after the last activity for which financial support had been granted.**

Appendix C - Application Evaluation Form

Using the information provided in the Application Form (Appendix A), the Community Services and the selection committee must complete the following form. The number in parentheses under each checkbox corresponds to the score awarded for each answer.

- The activity for which financial support is requested is at the following edition:
 First (5) Second (4) Third (3) Fourth (2) Fifth (1) Score /5
- The activity for which the financial support is requested allows a partnership (assistance with the organization of the activity) with one or more organizations / groups:
 None (1) One (2) Two (3) Three (4) Four or more (5) Score /5
- The percentage of NPO and NFPO members, ad hoc groups and individual artist residing in the City of Clarence-Rockland (Appendix C)
 1 to 50 (1) 50 to 100 (2) 100 to 200 (3) 200 to 500 (4) 500 or more (5) Score /5
- Are the elements of the budget presented complete and representative of the proposed activity? The elements of the budget are:
 clear and representative (5) incomplete and unrepresentative (2) incomplete and not representative (0) Score /5
- Does the activity appear to be viable / achievable?
 Not at all viable (0) Unsustainable (1) Viable (3) Very viable (5) Score /5
- What is the percentage of the activity organizers residing in the City?
 0% to 49% (1) 50% to 79% (2) 80% to 89% (3) 90% to 99% (4) 100% (5) Score /5
- Total Score /30

General comments from the committee:

Amount requested : _____ \$

Amount awarded : _____ \$

Name of Jury :

Title:

Signature:

Date:

Council member representing Community Services

Community Services Director or Delegate

Cultural and Community Activities Coordinator

Two members of the Cultural Advisory Committee

Appendix D – Summary table of all applications

Once the applications have been evaluated individually, they will be placed in the following table, according to target audience and the score obtained in the evaluation (Appendix C):

<u>Arts / culture sector</u>	<u>Order of applications according to the scores from Appendix C</u>	<u>Score of the applications according to Appendix C</u>	<u>Target audience of the activity</u>	<u>Geographic area of the activity</u>
Visual arts		/30		
		/30		
		/30		
Music		/30		
		/30		
		/30		
Dance		/30		
		/30		
		/30		
Theatre		/30		
		/30		
		/30		
Other	1-	/30		
	2-	/30		
	3-	/30		

Appendix E –Final Report of the Activity

CULTURAL ADVISORY COMMITTEE
CITY OF CLARENCE-ROCKLAND

**FINAL REPORT
OF THE ACTIVITY**

Section 1 : INFORMATION ON THE SUPPORT APPLICATION			
Name of the applicant :		Date of activity :	
		From :	To:
Address of the location of the event :		City	Province Postal code
Contact person for the event:		Title	
Email :		Telephone number	Fax number
Section 2 : EVENT ATTENDANCE			
Identify the number of people that attended the event : _____			
Section 3 : BUDGET			
Revenues		Expenses	
Attendance revenues (e.g., ticket sales)	\$ _____	Administration (e.g., salaries, operating costs, renting the premises, etc.)	\$ _____
Cash sponsorships	\$ _____	Advertising (e.g., newspapers, Web, radio, television, etc.)	\$ _____
Other: _____	\$ _____	Other: _____	\$ _____
Total revenues (A)	\$ _____	Total expenses (B)	\$ _____
Surplus (A – B) : _____ \$			
Comments :			
Identify the factors that contributed to the success of your activity:			