



**2021 FINANCIAL ASSISTANCE
PROGRAM FOR ARTISTIC AND CULTURAL
VIRTUAL ACTIVITIES
IN THE CITY OF CLARENCE-ROCKLAND**

**Application deadline :
April 30th, 2021 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 Virtual 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 2021: April 30th, 2021

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.

VIRTUAL ACTIVITY includes an online and opportunity-based on gathering that facilitates information sharing, collaboration and interaction.

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 proposed virtual 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 offered to the residents of Clarence-Rockland;
- must complete the application form for financial support (**Appendix A**) and must submit their application no later than **April 30th 2021 before 4:00 p.m.**;
- must submit realistic budget forecasts demonstrating all sources of revenue (eg, grants, sponsorships, anticipated revenues from ticket sales, etc.) (**Section 3 of Appendix A**);
- due to the uncertainty of the restrictions imposed by the Eastern Ontario Health Unit, the applicant must organize a virtual activity;
- the virtual 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.***

- 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;

What does the financial support program not subsidize?

- Activities in person / gatherings
- 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).

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 virtual activities and activities that:

- enable the region's arts and culture sector to flourish;
- 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 virtual 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 virtual activity **(Appendix D)**.
- the geographic area in which the virtual 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: Postal code:
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 virtual 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 virtual 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 virtual activity :		Date of the activity :	
		From :	To:
Contact person for the event:		Title:	
Email :		Telephone number :	Fax number :
		-	-
Description of the virtual activity :			
Identify your activity's target audience (more than one answer may be possible):			
<input type="checkbox"/> Children <input type="checkbox"/> Youth <input type="checkbox"/> Young adults <input type="checkbox"/> Adults / 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 virtual 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 completely 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 Friday, April 30th 2021.

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 virtual 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 virtual activity for which funding was requested meets the general objectives of the cultural policy of the City of Clarence-Rockland.
- Yes No The virtual activity for which the organization, the ad hoc committee, the collective of artists obtains financial support must be offered to the residents of the City of Clarence-Rockland.
- Yes No The virtual 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 virtual 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.**