

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



**Application deadline :
November 3rd, 2017 at 4pm**

Clarence-Rockland

1. DESCRIPTION

The artistic and cultural life of the City of Clarence-Rockland is developing at an impressive rate. 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 (visual arts, media arts, multimedia arts, dance and music, theater), established arts and culture organizations that operate on a project basis, and dedicated arts and culture organizations that prepare a special one-time initiative. Collectives or unincorporated groups may be eligible if they meet the special criteria listed below.

Application deadline for 2018: November 3rd, 2017

2. DEFINITIONS

A **non-profit organization (NPO)** or a **not-for-profit organization (NFPO)** means any entity with or without legal personality, whether public or private, which is not intended to seek pecuniary 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 whose members reside in Clarence-Rockland 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.

A non-profit collective of artists from Clarence-Rockland is a temporary group working together on their own initiative, usually under their own direction, towards common goals.

Arts and culture includes all the following disciplines: visual arts, media arts, crafts, song, music, dance, storytelling, literature, theater and multidisciplinary arts.

3. GENERAL ELIGIBILITY CONDITIONS

To be eligible for the Financial Support Program, the organization or group must meet ALL of the following criteria:

- NPOs, NFPOs, ad hoc groups and artists' collectives with physical address in the City of Clarence-Rockland.
- NPOs, NFPOs, ad hoc groups and artists' collectives must demonstrate that the mandate and objectives of their activity are related to the arts and culture.
- NPOs, NFPOs, ad hoc groups and artists' collectives must demonstrate that their activity meets the general objectives of the cultural policy of the City of Clarence-Rockland.
- The activity for which NPOs, NFPOs, ad hoc groups and artists' collectives are supported must be in the territory of Clarence-Rockland.
- The event should be organized for the benefit of the general public and demonstrate who the target audience is.
- NPOs, NFPOs, ad hoc groups and artists' collectives must complete the application form for financial support (Appendix A).
- NPOs, NFPOs, ad hoc groups and artists' collectives must submit their application by the date and time specified.
- The activity that receives support must take place during the calendar year for which the grant was awarded.
- NPOs, NPOs, ad hoc groups and artists' collectives must submit realistic budget forecasts demonstrating all sources of revenue (eg, grants, sponsorships, anticipated revenues from ticket sales, etc.) (Section 3 of Annex A)
- NFPOs, NFPOs, ad hoc groups and artists' collectives must submit a report, including a financial statement and results, no later than two months after the activity (Appendix E).

Note that NPOs, NFPOs, ad hoc groups and artists' collectives that do not submit this report will not be considered when awarding financial support for the following year.

Clarence-Rockland

What does the financial support program not subsidize?

- NPOs, NFPOs, ad hoc groups and artists' collectives that do not reside on the territory of the City of Clarence-Rockland.
- Fundraising activities, benefits and competitions.
- For-profit organizations, groups and commercial enterprises.
- An activity whose mandate and objectives are not related to the arts and culture.
- Organizations, groups or collectives that apply for support for self-financing activities, to pay debts, to pay the salaries of staff 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 the City of Clarence-Rockland. In order to ensure a fair, just and objective distribution of the support provided by the City of Clarence-Rockland, the selection committee consisting of 5 designated jurors will evaluate each of the applications in the following stages:

1. Verification of eligibility - NPOs, NPOs, ad hoc groups, artists' groups and activity (see Appendix B).
2. Evaluation of the activity (see Appendix C).
3. Accounting of all applications and prioritization processes (see Appendix D).

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

3.1- Evaluation process

The Community Services and the selection committee evaluate all applications. When allocating funds, the recommendations of the Community Services department and the Selection Committee will take into account the ability of the NPO, NFPO, ad hoc groups and artists' collectives to meet the following criteria:

- The application for support must meet ALL eligibility criteria (Appendix B).
- The City of Clarence-Rockland encourages activities that have an economic and tourism impact on the community (Appendix C).
- The City of Clarence-Rockland encourages activities that promote partnerships between different groups in the City (Appendix C).
- The City of Clarence-Rockland encourages new activities in the City (Appendix C).

- The City of Clarence-Rockland will consider 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 City of Clarence-Rockland will take into consideration the artistic and cultural sector that is targeted by the activity in order to allow an equitable distribution of financial support in all sectors (Appendix D).
- The City of Clarence-Rockland will consider the geographic area in which the activity will be held in order to ensure an equitable distribution of financial support in all geographic areas of the City (Appendix D).
- The City of Clarence-Rockland will consider the percentage of NPO and NFPO members, ad hoc groups and artist groups residing in the City (Appendix C).
- The City of Clarence-Rockland is committed to publicizing the call for submissions to the financial support program.

3.2 – Establishment of the selection committee

The mandate of the selection committee is to select the applications that best meet the evaluation criteria mentioned in section 3.1. Once the selection has been completed, the committee will have to allocate the amount it will be awarded (it should be noted that the amount will be known only after approval of the municipal budget). The amount awarded will reflect the ability of the application to meet the evaluation criteria.

The selection committee is composed of the following members:

3.3 – Formation of the evaluation and selection committee

- The evaluation and selection committee consists of 5 persons:
 - Community Services Director or Delegate
 - A member of Municipal Council
 - Cultural and Community Activities Coordinator
 - Community Cultural Intervenor or Cultural Advisory Committee Member
 - Artist of the community

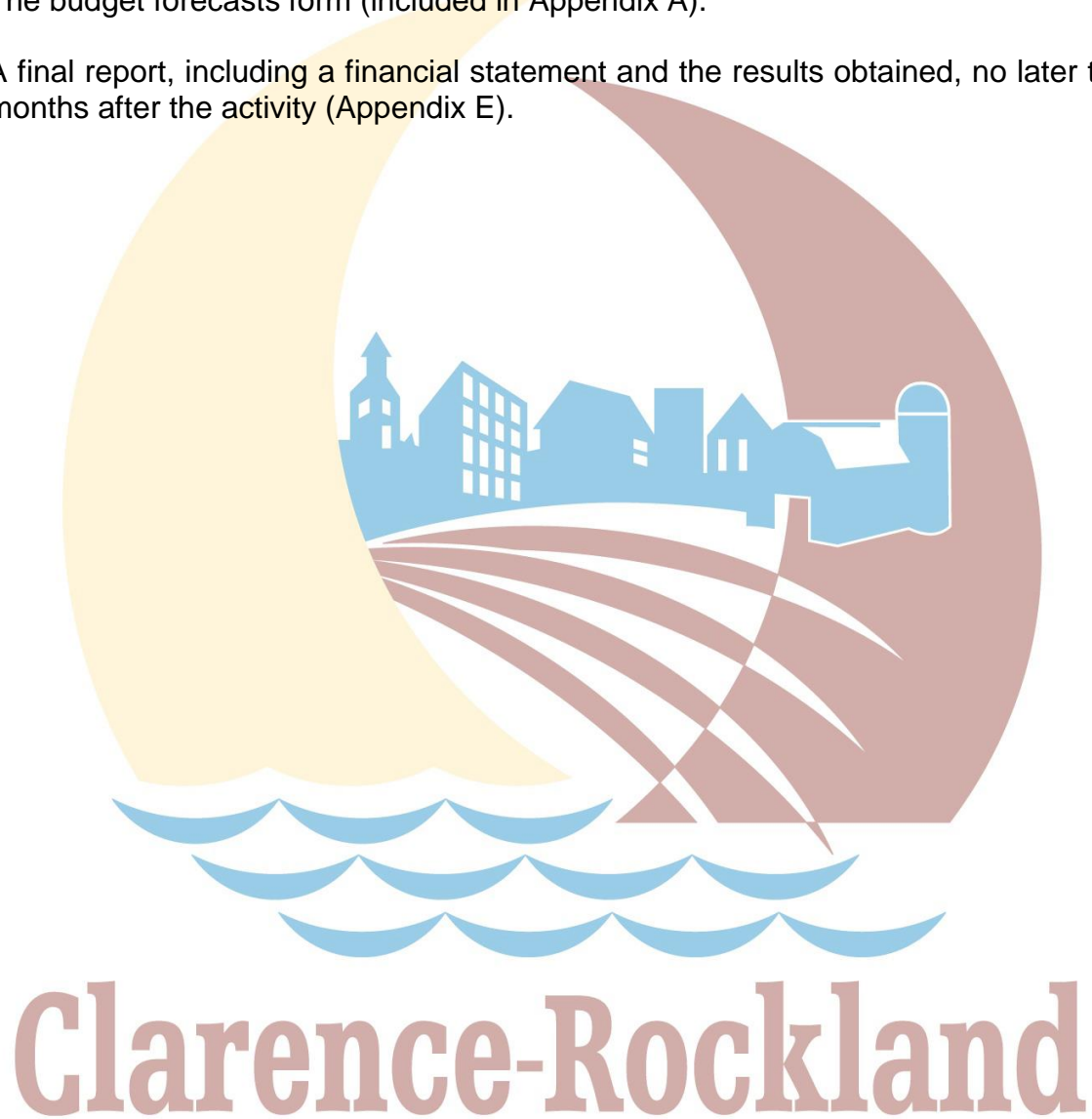
3.4 – Role of the members of the evaluation and selection committee

- 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. 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).

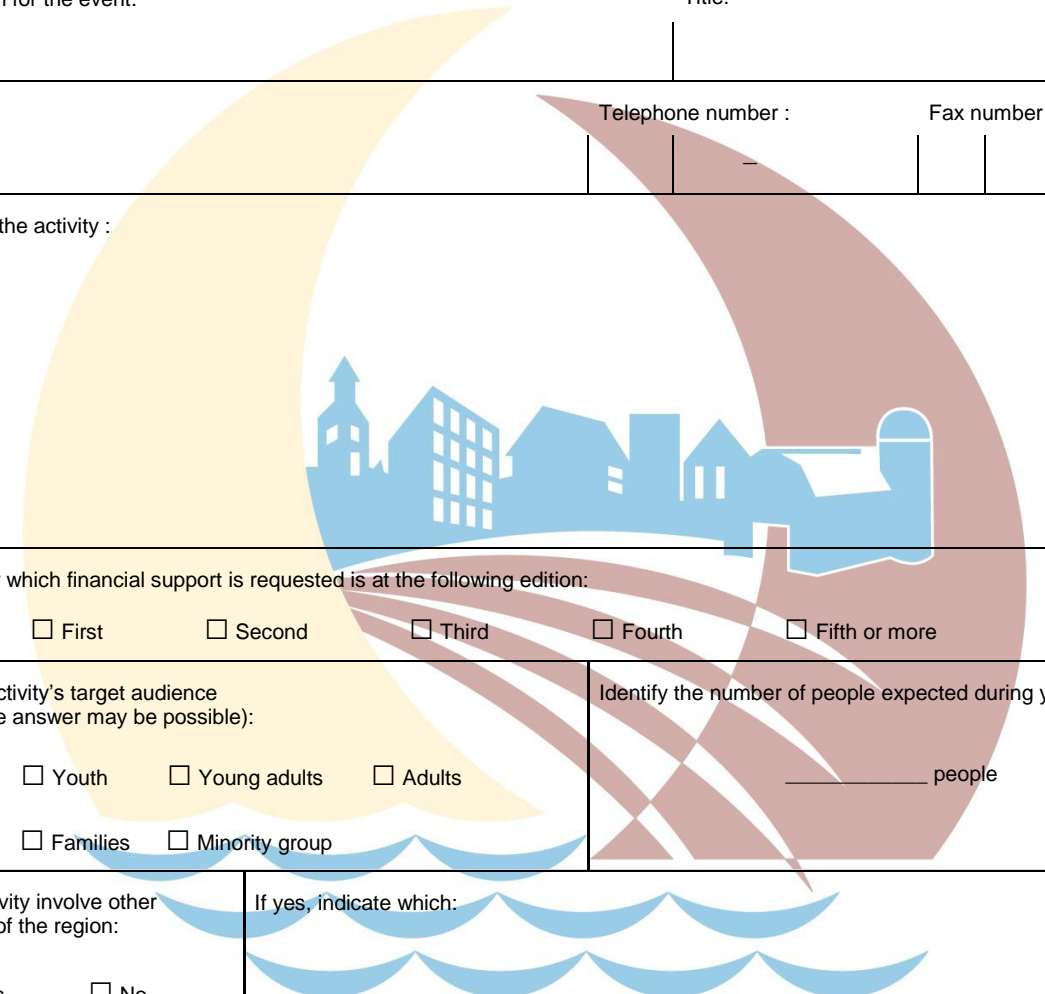




**FINANCIAL SUPPORT
APPLICATION FORM**

Section 1 : PROFIL OF THE ORGANIZATION		<i>Ce formulaire est également disponible en français</i>	
Name of the organization / group :			
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? <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, indicate the year:	Total amount of members:	
		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: <input type="checkbox"/> 0 to 3 years <input type="checkbox"/> 3 to 5 years <input type="checkbox"/> 5 to 10 years <input type="checkbox"/> more than 10 years
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
<input type="checkbox"/> Seniors	<input type="checkbox"/> Families	<input type="checkbox"/> Minority group	_____ people
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 projects	<input type="checkbox"/> Foster a sense of belonging
<input type="checkbox"/> Ensure that promotional tools are implemented	<input type="checkbox"/> Stimulate and support the arts and cultural community		

Please describe how your activity meets the general objectives of the cultural policy (Appendix F):

Section 3 : BUDGET FORECASTS

Revenues generated from the activity		Expenses incurred from the activity	
Attendance revenues (e.g., ticket sales)	\$ _____	Attendance revenues (e.g., ticket sales)	\$ _____
Cash sponsorships	\$ _____	Cash sponsorships	\$ _____
Other: _____	\$ _____	Other: _____ _____	\$ _____
Total of anticipated revenues (A)	\$ _____	Total of anticipated revenues (A)	\$ _____
Amount requested (B-A):\$ _____			

Section 4 : REQUIRED DOCUMENTS

The organization 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 organization 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:

X

Title:

Date:

Clarence-Rockland

The application form must be submitted by 4 pm on Friday, November 3rd.

To the attention of:

Martin Irwin, Cultural and Community Activities Coordinator,
 City of Clarence-Rockland,
 1560 Laurier St. Rockland, ON K4K 1P7
 613-446-6022 ext. 2298 / mirwin@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:

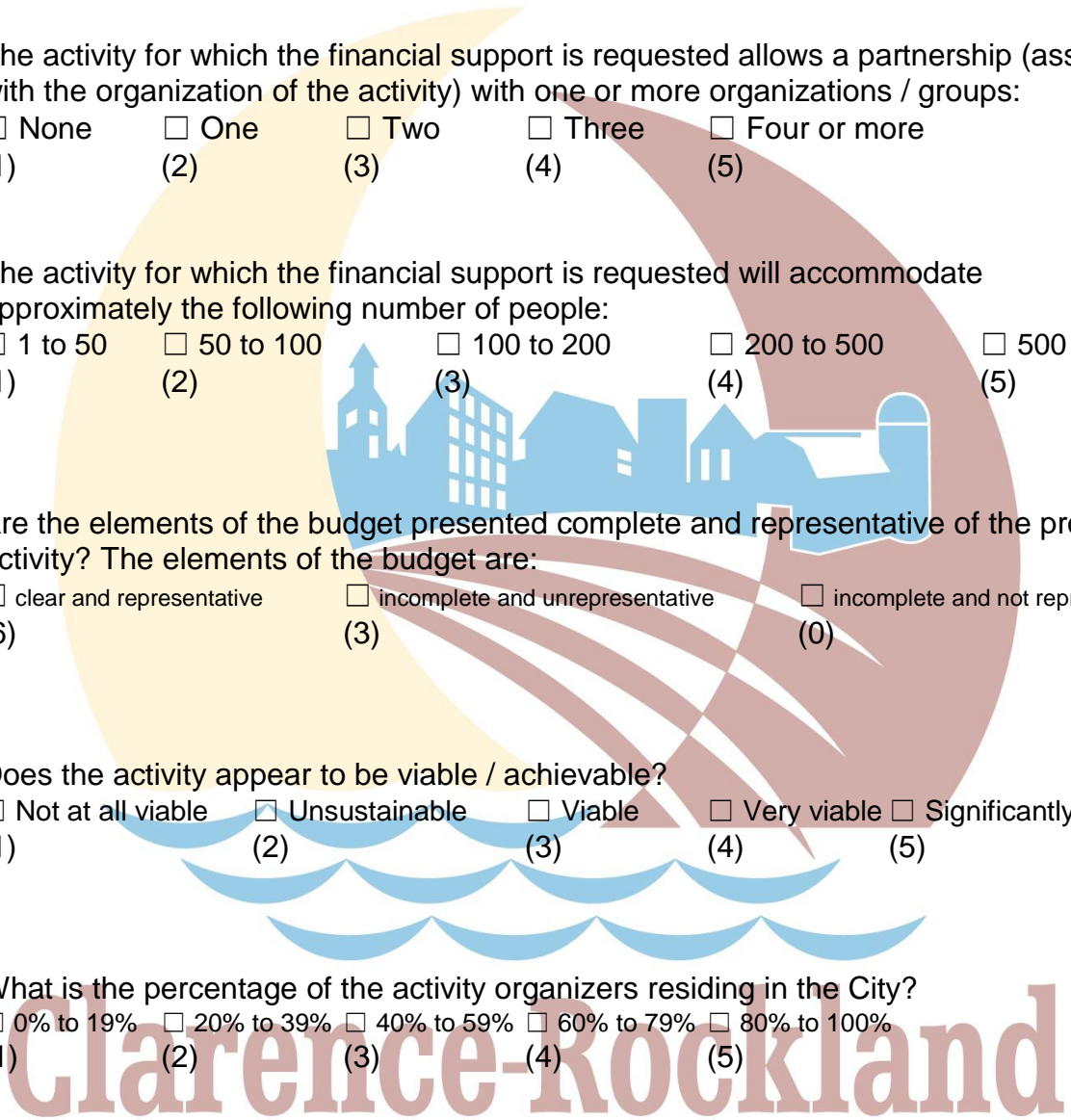
- Yes No The purpose of the proposed activity is related to the arts and culture.
- Yes No The head office of the organization, the group, the ad hoc committee and the collective of artists is located within the City of Clarence-Rockland.
- Yes No The activity for which funding was requested meets the 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 (see 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 (4) Second (3) Third (2) Fourth or more (1) Score / 4
- 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 activity for which the financial support is requested will accommodate approximately the following number of people:
 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 (6) incomplete and unrepresentative (3) incomplete and not representative (0) Score / 6
- Does the activity appear to be viable / achievable?
 Not at all viable (1) Unsustainable (2) Viable (3) Very viable (4) Significantly viable (5) Score / 5
- What is the percentage of the activity organizers residing in the City?
 0% to 19% (1) 20% to 39% (2) 40% to 59% (3) 60% to 79% (4) 80% to 100% (5) Score / 5
- 

➤ General comments of the selection committee :

Total Score: /30

Amount requested : _____ \$

Amount awarded : _____ \$

Signatures :

André Lalonde
Community Services Councillor

_____ Date

Pierre Boucher
Director of Community Services

_____ Date

Martin Irwin
Community and cultural activities coordinator

_____ Date

Clarence-Rockland

JUROR 4 - Cultural community member or member of the Cultural advisory committee

_____ Date

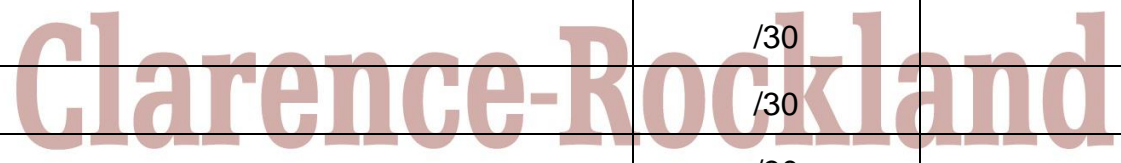
JUROR 5 – Professional artist from the community

_____ Date

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		



Annexe E –Final Report of the Activity

Section 1 : INFORMATION ON THE SUPPORT APPLICATION			
Name of activity :		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:			
Clarence-Rockland			
Identify the factors that need to be improved upon for the next edition of your activity:			

Appendix F – General objectives of the Cultural Policy

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

General objectives:

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.

