

**FINANCIAL SUPPORT PROGRAM FOR NON-PROFIT
ARTS AND CULTURE ORGANIZATIONS
IN THE CITY OF CLARENCE-ROCKLAND**



**Application Deadline:
October 1st, 2015**

Clarence-Rockland

1- Preamble:

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 to non-profit organizations working in the arts and culture field. Community Services, in collaboration with the cultural advisory committee, has established a financial support program, as it knows that artistic and cultural activities require significant financial support. The purpose of the program is to establish a fair and equitable distribution of financial support to all of the City's arts and culture organizations.

2- Eligibility criteria:

To be eligible for the financial support program, your organization must meet ALL of the following criteria:

- The organization must be a non-profit company that is recognized by the City of Clarence-Rockland (contact Community Services for more information).
- The organization must demonstrate that its mandate and the objectives of its activity are related to the arts and culture field.
- The organization's head office must be located in the Clarence-Rockland area.
- The organization must demonstrate that its activity meets the general objectives of the cultural policy of the City of Clarence-Rockland.
- The activity for which an organization obtains support must take place in the Clarence-Rockland area.
- The activity must be organized for the benefit of the general public, while indicating who its targeted clientele is (not only beneficial for the organization's members).
- The organization must fill out the financial support form (see Appendix A).
- The organization must submit the application before the specified deadline.
- The activity that receives support must take place during the calendar year for which the subsidy was granted.
- The organization must submit realistic budget forecasts showing all revenue sources. (e.g., subsidies, sponsorships, anticipated revenues from ticket sales, etc.) (See section 3 of Appendix A.)
- The organization must submit a report, including a financial statement and the results obtained, no later than two months after the activity (see Appendix E).

Note that organizations that fail to submit this report will not be considered during the granting of financial support in the following year.

The following are not eligible:

- Non-profit organizations and commercial businesses.
- Organizations with mandates and objectives that are not related to the arts and culture field.
- Non-profit organizations that submit support applications for self-funding activities, to pay debts, to pay the salary of their personnel, or to pay for expenses incurred during the previous activity.
- Organizations and institutions that are funded by public funds (eg, schools, hospitals, seniors home)

3- Evaluation process:

Each application will be evaluated individually by the designated selection committee of the City of Clarence-Rockland. In order to ensure a fair, equitable and objective distribution of the support offered by the City of Clarence-Rockland, the designated selection committee will evaluate each application according to the following steps:

- 1- Verify the eligibility of the organization and the activity using the verification form (see Appendix B).
- 2- Evaluate the activity using the evaluation form (see Appendix C).
- 3- Account for all applications and the prioritization process (see Appendix D).

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

3.1- Evaluation criteria

Community Services and the selection committee will evaluate all applications. During the granting of funds, the recommendations of Community Services and the selection committee will consider the organization's capacity to meet the following criteria:

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

- The City of Clarence-Rockland encourages activities that promote partnerships between various groups of the City (Appendix C).
- The City of Clarence-Rockland encourages new activities to take place in the City (Appendix C).
- The City of Clarence-Rockland will consider the target audience of each activity to allow for a fair distribution of financial support, according to the age groups targeted by the activity (Appendix D).
- The City of Clarence-Rockland will consider the arts and culture sector targeted by an activity to allow for a fair distribution of financial support in all sectors (Appendix D).
- The City of Clarence-Rockland will consider the geographic area in which the activity will take place to allow for a fair distribution of financial support in all geographic areas of the City (Appendix D).
- The City of Clarence-Rockland will consider the percentage of members from the organization that reside in the City (Appendix C) .

3.2 – Establishing the selection committee

The selection committee's mandate consists of selecting the applications that best meet the evaluation criteria mentioned in Section 3.1. Once they have made their selection, the committee will allocate the amount granted to each selected application (note that the amount will be known only after the municipal budget has been approved). The amount granted will reflect the capacity of the application to meet the evaluation criteria.

The selection committee is made up of the following members:

- 1- The director of Community Services or his or her delegate
- 2- A member of the municipal council (member related to Community Services)
- 3- The coordinator of cultural and community activities of the City of Clarence-Rockland

4- Required documents:

- 1- The duly completed financial support application form (Appendix A).
- 2- The budget forecasts form (included in Appendix A).
- 3- A 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



CULTURAL ADVISORY COMMITTEE OF
THE CITY OF CLARENCE-ROCKLAND

**FINANCIAL SUPPORT
APPLICATION FORM**

Ce formulaire est également disponible en français

Section 1: PROFILE OF THE ORGANIZATION

Name of the organization:			
Address (head office):		City:	Province: Postal code:
Contact person:		Title:	
Email address:		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) :
Culture / arts sector to which your organization belongs <input type="checkbox"/> Visual arts <input type="checkbox"/> Music <input type="checkbox"/> Theatre <input type="checkbox"/> Dance <input type="checkbox"/> Other: _____		Is your organization recognized as a non-profit organization by the City of Clarence-Rockland: <input type="checkbox"/> Yes <input type="checkbox"/> No A negative response to this question will result in your application for financial support being automatically disqualified. Please contact Community Services in order to be recognized by the City.	
		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 briefly describe the nature of your organization and the type of activity it offers:			

Section 2: INFORMATION ON THE FINANCIAL SUPPORT APPLICATION

Name of the activity:		Date of the activity: From : YYYY/MM/DD To: YYYY/MM/DD	
Address of the location of the event (if it differs from the one indicated above):		City:	Province: Postal code:
Contact person for the event:		Title:	
Email:		Telephone number:	Fax number:
Activity description:			

The activity for which financial support is being requested is at the following edition:

- First
 Second
 Third
 Fourth
 Fifth or more

Identify your activity's target audience (more than one answer may be possible):

- Children
 Youth
 Young adults
 Adults
 Elderly persons

Identify the number of persons expected during your activity:

_____ persons

Does your activity involve other organizations of the region:

- No
 Yes

If yes, indicate which:

The activity meets which of the general objectives of the cultural policy of the City of Clarence-Rockland (see LOI2010-01 - Appendix F):

- Raise public awareness
 Bring together citizens
 Promote the realization of projects
 Foster a sense of belonging
 Ensure that promotional tools are implemented
 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., operating costs, renting premises, etc.)	\$ _____
Cash sponsorships	\$ _____	Advertising (e.g., newspapers, Web, radio, television, etc.)	\$ _____
Other: _____	\$ _____	Other: _____	\$ _____
Total of anticipated revenues (A)	\$ _____	Total of anticipated expenses (B)	\$ _____

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:

Title:

Date:

X

Appendix B – Form verifying the eligibility of the organization / of the activity

Community Services and the selection committee of the City of Clarence-Rockland will be verifying the eligibility of an organization and its activity. To be considered eligible for financial support, the organization and the activity must obtain a positive response to ALL of the following:

- Yes No The organization is a non-profit company recognized by the City of Clarence-Rockland.
- Yes No The mandate of the organization and the objectives of its activity are related to the arts and culture field.
- Yes No The head office of the organization is located in the Clarence-Rockland area.
- Yes No The activity for which funding is being requested meets the general objectives of the cultural policy of the City of Clarence-Rockland.
- Yes No The activity for which the organization is obtaining financial support must take place in the Clarence-Rockland area.
- Yes No The activity is organized for the benefit of the general public, while indicating who its targeted clientele is (not only beneficial for the organization's members).
- Yes No The organization has filled out the financial support application form (see Appendix A).
- Yes No The organization must submit the application before the specified deadline.
- Yes No The activity that receives the support must take place during the year for which the subsidy was granted.
- Yes No The organization submitted budget forecasts that show all revenue sources (e.g., subsidies, sponsorships, anticipated revenues from ticket sales or other).

Answer only if the organization has previously received financial support:

- Yes No The organization submitted a report, including a financial statement and the results obtained, no later than two months after the last activity that received financial support.



Appendix C – Application Evaluation Form

Using the information provided in the financial support application form (Appendix A), Community Services and the selection committee must fill out the following form. The number placed in parentheses under each checkbox corresponds to the points awarded for each answer.

➤ The activity for which financial support is requested is at the following edition:

- First (4)
 Second (3)
 Third (2)
 Fourth edition or more (1)

Score /4

➤ The activity for which financial support is requested allows for a partnership with the following number of organizations/groups:

- None (1)
 One (2)
 Two (3)
 Three (4)
 Four or more (5)

Score /5

➤ The activity for which financial support is requested will be able to accommodate approximately the following number of persons:

- 1 to 50 (1)
 50 to 100 (2)
 100 to 200 (3)
 200 to 500 (4)
 500 and more (5)

Score /5

➤ Are the submitted budget components complete and representative of the proposed activity? The budget components are:

- Clear and representative (6)
 Incomplete and somewhat representative (3)
 Incomplete and not representative (0)

Score /6

➤ Does the activity seem viable / feasible?

- Not viable (1)
 Somewhat viable (2)
 Viable (3)
 Very viable (4)
 Significantly viable (5)

Score /5

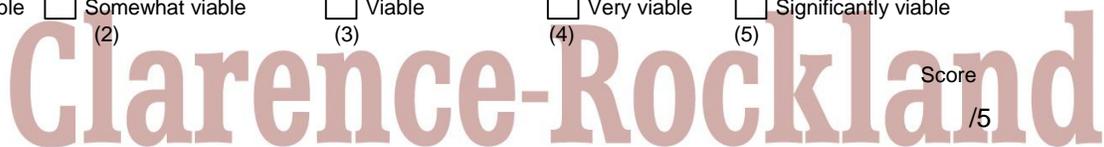
➤ What is the percentage of members from the organizations that resides in the City?

- 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 committee:

Total score : /30



Amount requested : _____ \$

Giving amount : _____ \$

Signature :

André Lalonde
Community Services counsellor

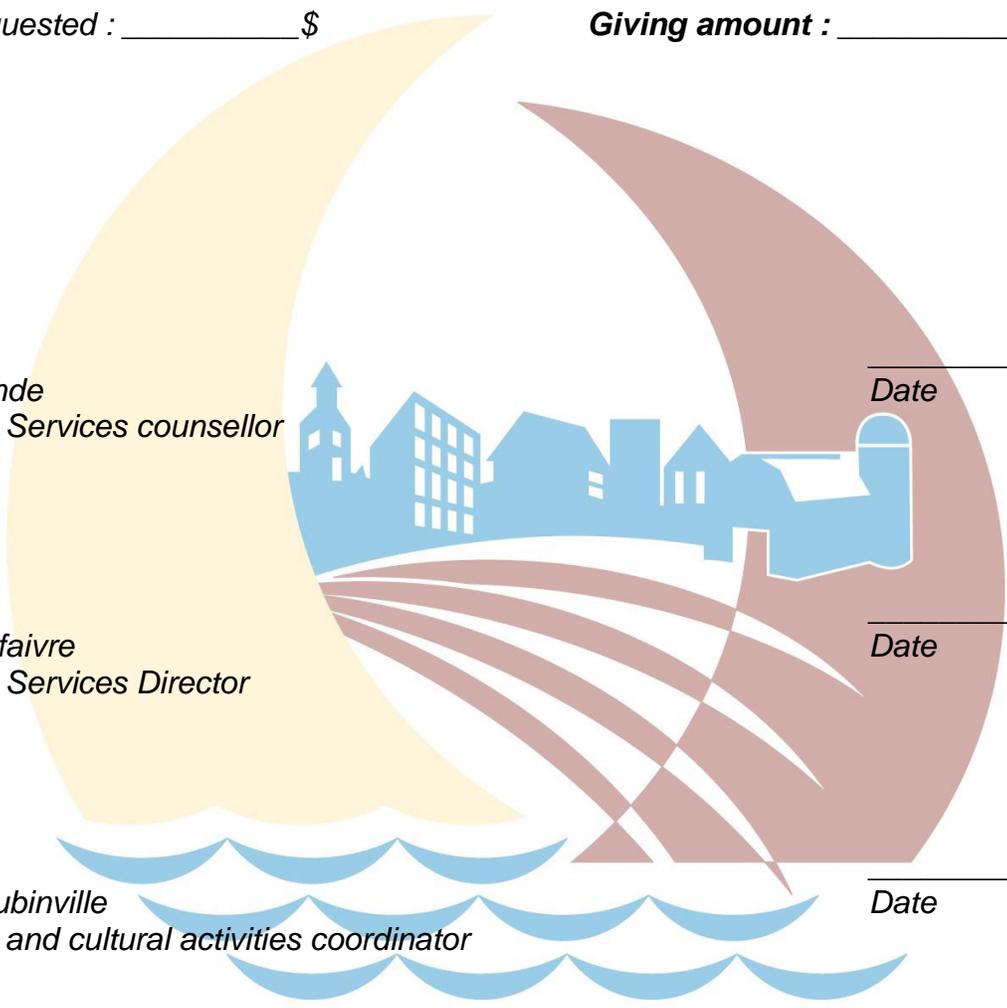
_____ Date

Thérèse Lefavre
Community Services Director

_____ Date

Jean-Luc Jubinville
Community and cultural activities coordinator

_____ Date



Clarence-Rockland

Appendix D – Summary table on 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	1-	/25		
	2-	/25		
	3-	/25		
Music	1-	/25		
	2-	/25		
	3-	/25		
Dance	1-	/25		
	2-	/25		
	3-	/25		
Theatre	1-	/25		
	2-	/25		
	3-	/25		
Other	1-	/25		
	2-	/25		
	3-	/25		

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CULTURAL ADVISORY COMMITTEE OF
THE CITY OF CLARENCE-ROCKLAND

**FINAL REPORT OF
THE ACTIVITY**

Section 1: INFORMATION ON THE SUPPORT APPLICATION

Name of the activity:		Date of the activity: From: YYYY/MM/DD To: YYYY/MM/DD	
Address of the location of the event		City	Province Postal code
Contact person for the event		Title	
Email		Telephone number	Fax number

Section 2: NUMBER OF PERSONS WHO ATTENDED THE EVENT

Identify the number of persons expected during your activity:
_____ persons

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:

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.

