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Emerging Event Program Phase Three Application

**A part of the Event Stimulus Program
delivered by Calgary Arts Development (CADA) on behalf of The City of Calgary**

DEADLINE: 4:30PM, MAY 12th, 2011

For applicants who have been selected to move forward through the Emerging Event Program after completing Phases One & Two.

**IMPORTANT: This is a sample of the online application.
Visit CalgaryArtsDevelopment.com/ESP_Emerging to access the online application,
and full program guidelines.**

SECTION ONE: APPLICANT & EVENT INFORMATION

Applicant information

- Name of organization or ad hoc group/committee
- Name that the applicant operates under if different from above
- Type of applicant (registered non-profit organization, Business Revitalization Zone, or ad hoc group)
- If applicable: Incorporation number and date
- Contact information: Mailing address, phone, fax, email, website
- Name and title of primary contact person regarding this application, and their contact information

Type of Application

- Single or multi-year funding (please check one)

Event info

- Event name
- Type of event
 - Arts & Culture
 - Sports & Recreation
 - Neighbourhood/Community Event/Street Festival
 - Other (please specify)
- Number of editions produced to date (select from 0 – 4)
- Start and end date(s) of most recently completed edition of event (if any)
- Start and end dates of the first (if this is a multi-year application) or only edition for which you are requesting funding
- Start and ends dates of the second edition for which you are requesting funding (if this is a multi-year application)

- Publicity statement: A short, 25-50 word statement about the event that can be used for the City of Calgary and CADA's publicity purposes.
- Organization and/or event logo (.jpg, .gif, or .png)
- Event publicity images (optional): Up to five images that can be used for The City of Calgary and CADA's publicity purposes (.jpg or .gif format of at least 300 dpi).

Mandate/Vision of Event or Producing Organization (350 words max.)

- Incorporated non-profit organizations must provide the legal mandate of the organization. Business Revitalization Zones must provide both their mandate as outlined in the Municipal Government Act, as well as their mandate specified by the organization's bylaws. Ad hoc groups without a legal mandate are required to provide a brief statement of the event's purpose/mission.

Signed Certification of Completeness and Accuracy

- Statement to be signed by the person who prepared the application and the organization's Board President. If the applicant is an ad hoc group without a Board President, then the person who prepared the application and one other member of the ad hoc group must sign the statement. Download the required *Certification of Accuracy* from CalgaryArtsDevelopment.com/ESP_Emerging, sign, scan or "Fax to File" (see *Guide to Online Granting* at CalgaryArtsDevelopment.com/GrantInterface) and then upload to the online application.

SECTION TWO: AMOUNT OF REQUEST

- **Year One**
 - Total projected event operating expenses
 - Total projected & confirmed cash revenue from other sources (including business, government or private contributions – excluding projected grant through this program)
 - Total projected & confirmed in kind revenue from other sources (excluding any in-kind volunteer commitments)
 - Total projected & confirmed applicant contribution (including self-derived revenues such as ticket revenue)
 - Subtotal (the sum of lines 2 + 3 + 4 above)
 - Total Event Stimulus funding request* (cannot exceed total on line 5, since this is a matching program)
 - Total confirmed event operating revenue (the sum of lines 5 + 6; should not be less than line 1.)
- **Year Two** – *Fill out this section only if this is a multi-year application.* Info required is same as for Year One.

SECTION THREE: WRITTEN SECTION

1. Describe how the planned programming and operations for the upcoming event edition(s) (maximum 1000 words):
 - Will provide opportunities for Calgarians as participants and spectators in creative, recreational and/or athletic activity;
 - Will create community cohesion and support community development;
 - Have a strong need and/or market (explain how the event's programming and operations meet that need).

2. Describe any partnerships that are essential to the success of the event, and/or City permits, licenses or services that will be required to run the event (maximum 500 words).
3. This funding program is a limited-time initiative and only supports events intended to be recurring. Describe your plan to sustain the event beyond the Emerging Event Program funding (maximum 750 words).

SECTION FOUR: PROGRAMMING INFORMATION

- Provide a brief description of the activities that have and/or will occur at your festival or event during your festival or event's (350 word max.):
 - Most recently completed edition, if applicable
 - Next edition
- Your description should include the following details about each individual activity included within the overall event:
 - Name of activity (if there is one)
 - Date(s)
 - Location/venue (proposed or actual)
 - Brief description of the activity.

SECTION FIVE: FINANCIAL & STATISTICAL INFORMATION

- Download the required *Financial Form* and *Statistical Form* from **CalgaryArtsDevelopment.com/ESP_Emerging**. Applicants need only complete the lines that are relevant to their festival or event. Once complete, applicants must upload the form to the online application in the appropriate file upload fields.
- Be aware that there are three columns on each form where applicants will be asked to complete their fiscal year information for:
 - The fiscal year previous to the year for which the applicant is requesting funding (if the applicant has already produced one addition).
 - The fiscal year of the edition for which the applicant is requesting funding. For multi-year applicants, this will be the first year of requested funding.
 - The fiscal year following the edition for which the applicant is requesting funding. For multi-year applicants, this may be the second year of requested funding if the editions occur annually.

If your organization or event currently has an accumulated deficit or surplus of 15% or more than your total expense budget, describe the reason for the deficit / surplus and your organization or event's plan to retire or address the deficit or to use the surplus (maximum 150 words).

SECTION SIX: ATTACHMENTS

Non-profit organization or Business Revitalization Zone Organizations please attach:

- Most recent audited financial statement – If an audited statement is not produced by the organization, submit the most recent annual financial statement reviewed and signed by two Board members who are not directly engaged in the preparation of the financial statements.
- A current list of the Board of Directors – Indicating roles.

- Organizational structure – Indicate staffing structure either in chart form showing reporting relationships or a description of staff roles and their reporting relationships. Indicate if positions are currently vacant. Include positions held by volunteers if they are key positions.
- Curriculum vitae – For the Executive Director as well as the person in charge of programming (if separate).
- Letter(s) of support from any partner(s) – Whose participation is integral to the success of the event (if applicable).
- Most recent annual return for society and non-profit company – proof of filing – A copy of the organization's most recent proof of filing from Alberta Corporate Registries.

Ad hoc groups/committees please attach:

- Current list of the group members – Indicating specific roles if any.
- Curriculum vitae – Of the principal group members.
- Staffing structure of the event – Either in chart form showing reporting relationships, or a description of staff roles and their reporting relationships. Indicate if positions are currently vacant. Include positions held by volunteers if they are key positions.
- Letter of support from sanctioning authority – City Council, CSC, CSTA, FCBIZ, TC, CADA, CED.
- Letter(s) of support from any partner(s) – Whose participation is integral to the success of the event.