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Strategic Event Enhancement Program Guidelines

Pre-Screen Application Deadline – 4:30pm, Friday, March 11th, 2011.

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

To support strategic enhancement of existing Calgary festivals and events resulting in an increase to the vitality of the city.

Background

Developed by The City of Calgary, the Event Stimulus Program is part of The City's Festival and Event Policy adopted in 2010. The Policy recognizes that festivals and events enhance the quality of life in Calgary and are an essential element in creating complete communities. Festival and event experiences are recognized to have significant value by citizens and visitors and are a vital ingredient in Calgary's ongoing development as an active and creative city. The overall goal of the Event Stimulus Program is to increase both the quantity and quality of events and festivals in Calgary. The Event Stimulus Program will be administrated by CADA on behalf of The City as two separate programs:

1. **Strategic Event Enhancement Program**, for eventsⁱ that have produced one or more editions and require support for a specific strategic project within the event (**information for this program is contained in these guidelines**); and
2. **Emerging Event Program**, for events that have produced between zero and four editionsⁱⁱ and require base operating support. Guidelines available for download at CalgaryArtsDevelopment.com/ESP_Emerging.

Applicants may only submit one application to one program per deadline.

Total funding committed by The City for the 2011 application round of the Event Stimulus Program (both the Emerging Event Program and the Strategic Event Enhancement Program) is \$500,000.

Other City Support for Festivals and Events: The City of Calgary's new Festival and Event Policy has a process whereby eligible festivals and events may receive subsidies for City fees such as park permits, building permits, road closures, parking fees and policing costs (excluding fees related to the operation of beer tents and pay-duty officers for beer tents). This subsidy program is separate from the Event Stimulus Program. Learn more about these fee subsidies by navigating to CalgaryArtsDevelopment.com/ESP and clicking on "Festival and Event Policy."

One-time events or the first edition of a proposed regular event that does not qualify for assistance from the Event Stimulus Program may be eligible to apply for the Council Strategic Initiative Fund. Learn more about this program by navigating to CalgaryArtsDevelopment.com/ESP and clicking on "Council Strategic Initiative Fund."

The Pre-Screen application deadline (4:30pm, Friday, March 11th, 2011) is for projects occurring between July 1st, 2011 – June 30th, 2012 in the case of single year applications, or between July 1st, 2011 and June 30th, 2013 in the case of multi-year applications.

Contact

If you have questions about the program or deadline that best fits your event, or the application process or program in general, please contact CADA at grants@calgaryartsdevelopment.com or 403-264-5330.

Eligibility

The applicant's activities may include, but are not limited to, arts, entertainment, culture, sports, tourismⁱⁱⁱ, celebratory parades and community street festivals.

The applicant's activities must meet The City's definition of a Recurring^{iv} Festival or Event. In addition, applicants must maintain a majority of festival/event activities that are accessible to the citizens of Calgary and must be either:

- A non-profit organization registered within the Province of Alberta;
- A Calgary Business Revitalization Zone (BRZ) recognized by The City of Calgary; or
- An ad hoc group or committee (such as an event host committee for a recurring event) as sanctioned by City Council and/or one of the following designated authorities:
 - **Calgary Sport Council (CSC)**
 - Phone: 403-387-7772
 - Email: info@calgarysportcouncil.ca
 - **Calgary Sport Tourism Authority (CSTA)**
 - Phone: 403-750-2389
 - Email: jeffd@tourismcalgary.com
 - **Federation of Calgary Business Revitalization Zones (C-BIZ)**
 - Phone: n/a
 - Email: info@c-biz.ca
 - **Tourism Calgary**
 - Phone: 403-750-2389
 - Email: jeffd@tourismcalgary.com
 - **Calgary Arts Development Authority (CADA)**
 - Phone: 403-264-5330
 - Email: grants@calgaryartsdevelopment.com
 - **Calgary Economic Development (CED)**
 - Phone: 403-221-7831
 - Email: info@calgaryeconomicdevelopment.com

Applicants must have produced at least one edition of their event or festival in order to apply to the Strategic Event Enhancement Program, regardless of how many years the producing organization may have been in existence. Alternately, organizations or groups that have produced between zero and four editions may be eligible to apply to the Emerging Events Program at CalgaryArtsDevelopment.com/ESP_Emerging.

Ineligible Activities

The following types of organization and activity are not eligible:

- One-time events (see Other City Support on page 1 for alternative programs that may support one-time events)

- Political, Trade Union or Fraternal Lodge organizations;
- Events and festivals whose primary purpose is to support a political campaign or party;
- Events and festivals whose primary purpose is to raise funds;
- Trade shows and/or consumer fairs;
- Conferences, including academic and business conferences.

What You Can Apply For

This is a project grant. Applicants may apply for funding to support projects within the overall event that enhance the event's growth or development and that are not currently part of regular event operations. Projects must be strategic in that they move the event forward in a distinct way with a strong rationale and definable objectives. Projects may involve any aspect of the event including programming, production, marketing and/or administration. Capital and venue costs are eligible if directly related to the project. Requests can be for one-time-only projects or to launch new initiatives intended to be ongoing and ultimately self-sustaining. This program is intended to support a project as part of a festival or event and NOT the overall operations of the festival or event.

Grants are not intended to cover the full cost of the applicant's initiative. Applicants must be able to demonstrate additional sources of funding, which can include the applicant's own contribution. Applicants may apply for either single year or multi-year project support:

- **SINGLE YEAR FUNDING:** For projects taking place between July 1st, 2011 – June 30th, 2012. The maximum grant available to any one applicant is \$100,000, there is no minimum for request amounts.
- **MULTI-YEAR FUNDING:** For projects taking place between July 1st, 2011 and June 30th, 2013 and spanning both years. The maximum grant available to any one applicant is \$200,000, paid out over two years.

This program has a large pool of potential applicants and limited funds. It is likely that only a small percentage of applicants will be selected to move past the Pre-Screen Phase (anticipated to be approximately 10-15% of the total number of applications). Not being selected is a reflection of the high level of competition within the program and not the general quality of the applicant's event. Applicants who move onto Phase Two and Three will be those whose proposed events most strongly match the program criteria, relative to other applicants.

Final amounts awarded will be based on the scope of the initiative and the availability of funds. Successful applicants may not necessarily be awarded the full amount requested or for which they are eligible.

How To Apply

PHASE 1: PRE-SCREEN

Due to the expected volume of applications, and in order to save time and work for applicants, the Pre-Screen Phase is about providing an overview of the event. Applicants who are selected to move beyond this phase will have the opportunity to present their event to the Assessment Panel in greater detail.

Applicants submit an online form, stating:

- Type of applicant – Non-profit organization registered in Alberta, Business Revitalization Zone, or ad hoc group/committee.
- Total Estimated Expenses - Provide an estimate of the cost of the project for which you are applying.
- Estimated Event Capacity- Provide an estimate of the total capacity of the event.

- Applicant's mandate and vision statement – 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.
- Amount of request.
- Whether the application is for single or multi-year funding.
- Start and end dates of the event.
- Answers to four assessment questions (maximum 200 words per answer) – Each question corresponds to one of the four main assessment criteria listed below (see "Assessment Criteria" section).

Those not selected to move forward after the Pre-Screen Phase will be notified in writing by CADA in April.

PHASE 2: MEETING WITH ASSESSMENT PANEL (April 13th – April 19th, 2011)

CADA staff will contact applicants selected to move to Phase Two and arrange a time to meet with the Assessment Panel. For more information concerning the meeting, please download a copy of the Strategic Event Enhancement Program–Phase 2 Guidelines at **CalgaryArtsDevelopment.com/ESP_Enhancement**.

At the conclusion of the Meeting Phase, a select group of applicants will be invited by the Assessment Panel to move onto Phase Three. Those not selected to move forward will be notified in writing by CADA in May.

PHASE 3: SUBMISSION OF FULL APPLICATION

Applicants selected to move to Phase Three will be notified in writing by CADA staff. Phase Three involves the submission of a full online application by **4:30 pm on Thursday, May 12th, 2011.**

You can preview the Phase Three Application at www.calgaryartsdevelopment.com/esp_enhancement. However, only those applicants selected to move to Phase Three will be eligible to complete the online application.

Online Submission

The Pre-Screen and Full Application Phases are to be submitted online. Below is a link to access the logon page for CADA's grant interface:

GrantInterface.com/CalgaryArtsDevelopment/Common/LogOn.aspx

A comprehensive "Guide to Online Granting" is available at:
CalgaryArtsDevelopment.com/GrantInterface.

Applicants without Internet access and/or who wish to submit an application on paper should contact CADA at the contact information listed above. Late and/or incomplete applications will not be accepted.

Assessment

Applications will be assessed by an arm's length Assessment Panel composed of qualified volunteers representing the sport, recreation, tourism, community and neighbourhood development, arts and creative industries sectors. The Assessment Panel will deliver a list of recommended projects and funding amounts to The City of Calgary's Event Advisory Committee^{vi} for final approval of funding. Administration of approved grants and delivery of funds will be through CADA.

Assessment Criteria

Applicants rated the strongest in the criteria below will be recommended for funding:

1. Provides opportunities for Calgarians as participants and spectators in creative, recreational and/or athletic activity.
2. Creates community cohesion and supports community development.
3. Enhances the city's economic well-being (including through tourism).
4. Has an innovative project that advances the mandate and vision of the organization (or event itself, if no formal organization exists).

In addition to the above criteria, applicants must be able to prove appropriate organizational/event resiliency^{vii}, measured through financial health, governance/leadership, history of programming and track record demonstrating accountability and success, in order to be recommended for final funding.

For projects intended to be ongoing beyond Strategic Event Enhancement Program funding, applicants will be required to demonstrate that they have a plan to sustain the activity.

Notification of Results

Applicants selected to move to Phases One & Two will be notified as described above under, "How To Apply." Successful Phase Three applicants will be notified in writing by CADA end of June 2011.

Conditions of Receiving a Grant

Successful single year funding applicants will receive 75% of grant funding upon entering into a grant agreement with CADA. Successful multi-year funding applicants will receive 75% of year one funding upon entering into a grant agreement with CADA, and 75% of year two funding upon submission of an interim report at the end of year one. CADA will release the remaining 25% of grant funding upon receipt and approval of a successful applicant's Final Report. Final Reports are to be submitted upon the completion of the event. Reporting requirements will be outlined in the applicant's grant agreement.

Grants received through the Strategic Event Enhancement Program are made on behalf of the citizens of Calgary as represented by City Council. Successful applicants are required to acknowledge The City of Calgary wherever sponsors are recognized, including promotional materials. The City's logo is available at CalgaryArtsDevelopment.com/Logos.

ⁱ **Festival/Event:** “Festival” and “event” share a common definition under this program; when the word “event” is used by itself in these guidelines, the use includes festivals. A “festival” or “event” is defined in the City of Calgary’s Festival and Event Policy as:

- an organized gathering of people for the primary purpose of supporting a community, cultural, recreational or sport experience within a limited period of time and available to the general public; and/or
- a parade of people, and or animals, and or vehicles which will travel in unison for the purpose of celebration; and/or
- a sport competition or recreational or cultural activity that is sanctioned by a recognized authority, such as City Council and/or its designated authority.

ⁱⁱ **Edition:** A distinct iteration of a recurring event, complete with its full regular range of programming, branded together as one comprehensive attraction and occurring over one specific window in time within a year. “One-off”/special presentations or activities outside of the event’s regular time frame are not considered editions of the main event.

ⁱⁱⁱ **Tourism:** The activities of persons traveling to and staying in places more than 80 kilometers outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

^{iv} **Recurring:** A “recurring” festival or event is intended by the producers to, and presented to the public as, taking place on a regular, predictable cycle, usually at the same time of year. Recurring events are often, but not necessarily annual events; for example, events occurring semiannually or on a regular schedule every two or three years are also defined as recurring. Each edition of the event must recur in Calgary (i.e. not roving from city to city) in order to be considered a recurring event under this program.

^v **Programming:** All main and ancillary event activities and content publicized and accessible to the general public.

^{vi} **Event Advisory Committee:** A committee established by The City of Calgary to advise City Administration on matters related to the City Festival and Event Policy. Its membership consists of representatives from the Calgary Sports Council, Calgary Sport Tourism Authority, Federation of Calgary Business Improvement Zones, Tourism Calgary, Calgary Arts Development Authority, Calgary Economic Development and City Administration, as well as two Citizens at Large. Within the Event Stimulus Program, the Event Advisory Committee’s role is to ensure an open and transparent application process.

^{vii} **Resiliency:** The ability of an organization/event to deliver on its mandate/mission as indicated by its organizers’ practices in governance, financial management, leadership and planning.