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Strategic Event Enhancement 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
Strategic Event Enhancement Program after completing Phases One & Two.

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

Phase Three involves submission of a full written project proposal and additional applicant information to the CADA office by 4:30 pm on May 12th, 2011.

SECTION ONE: APPLICANT INFORMATION

Contact information

- Name of organization or ad hoc group/committee
- Type of applicant (registered non-profit organization, Business Revitalization Zone, or ad hoc group)
- Mailing address
- Phone, fax, email and website address
- Name and contact information for the person who prepared the application
- Name and contact information for the person responsible for marketing the organization/event
- Name and contact information for the person responsible for media relations for the organization/event

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_Enhancement** sign, scan or "Fax to File" (see *Guide to Online Granting* at **CalgaryArtsDevelopment.com/GrantInterface**) and then upload to the online application.

SECTION TWO: WRITTEN PROJECT PROPOSAL

Proposals must contain the elements outlined below but are not required to follow a specific format. For example, if available, organizations may submit a current, preexisting business plan for their project provided it contains or provides as an attachment the following required elements:

- Rationale regarding how the project fits within the applicant's regular activities and furthers its mandate and vision;
- Venues/location(s) where the project will take place, if applicable;
- A project timeline with key dates;
- The number of general public directly involved in the project as spectators and/or participants (such as sport, education, outreach or artistic creation activity participants);
- The number of distinct public activities within the project, such as number of performances, sport matches, etc., if applicable.
- A marketing plan specific to the project, if applicable;
- An analysis of the project's projected economic impact, including breaking out impact through tourism, if applicable;
- A project budget, including detailed breakdown of all revenues (indicate whether pending or confirmed) and expenditures.
 - Applicants applying for multi-year funding should break the budget down per year, including amount of Strategic Event Enhancement project funding required in each year (funding would typically, but not necessarily, be the same in each year);
- The role of any partnerships essential to the success of the project;
- Overview of any City of Calgary permits, licenses or services that are required by the project;
- An analysis of the project's impact on the applicant's existing overhead and human resources;
- The role of volunteers in the project, if applicable;
- Assessment of any risks (financial or other) associated with the project, and plans to mitigate any risks identified;
- A plan to sustain the activity beyond project grant funding (only required for those projects that are launching new initiatives intended to be ongoing)

SECTION THREE: ADDITIONAL ATTACHMENTS

The materials listed below allow the Assessment Panel to assess the applicant organization and/or event's resiliency in terms of financial health, governance, leadership, staffing, programming history and track record of accountability and success.

All applicants are required to attach:

- The required *Financial Form* and *Statistical Form*, available at **CalgaryArtsDevelopment.com/ESP_Enhancement**. 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).
- List of programming from the most recent edition of the event (this could be event's programming guide as published for the public, provided that it is comprehensive and details the full scope and type of the event's programming).
- A brief summary of the event's history, including major milestones and achievements (1,000 words).

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.
- (Optional) The applicant/event's most recent annual report – If the organization produces one.

Ad hoc groups/committees please attach:

- Current list of the group members – Indicating specific roles if any.
- Curriculum vitae – Of the principal group members.
- The final financials from the most recent edition of the event, signed by two members of the group.
- 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.