



REMARKABLE EXPERIENCE ACCELERATOR GUIDELINES

Applications to this program are received on an invitation-only basis and are assessed on a rolling deadline.

Assessment meetings will be held quarterly in March/June/September/December.

After reviewing these guidelines, please contact Patti Pon, Director of Resource Development for Calgary Arts Development, to assess your organizations' eligibility (403) 264-5330 ext.103.

The Remarkable Experience Accelerator is a partnership between Calgary Arts Development Authority (CADA) and the Calgary Hotel Association (CHA).

PROGRAM GOAL

The goal of the Remarkable Experience Accelerator is to enhance the emerging story of Calgary as a cultural hotbed and give people even more reasons to visit Calgary as leisure travelers. The Remarkable Experience Accelerator will invest in multi-year partnerships focused on enhancing and/or building on existing program or product offerings focused in downtown Calgary. This partnership will invest up to \$825,000 (from the Destination Marketing Fund DMF) over three years to accelerate medium to long-term (at least two years) plans for remarkable downtown arts experiences. By the end of their multi-year partnership, successful applicants should achieve a sustainably higher level of performance.

PROGRAM DESCRIPTION

The Remarkable Experience Accelerator is intended to provide risk-capital for applicants to enhance and/or build on an existing initiative or program and is not intended to fund single-time programs, projects or events. The program will place a premium on downtown activity that occurs over long weekends or during the months of January, February or August. Successful applicants will enter into a partnership with Calgary Arts Development for their proposed initiative and vision. We anticipate that successful applicants will work closely in partnership with Calgary Arts Development to create the best possible conditions for success. There is a rolling deadline for participation in the program and the maximum number of clients participating in the program at any given time is limited to 5.

CONTACT

Contact Patti.Pon@CalgaryArtsDevelopment.com or 403-264-5330 ext.103 for more information about the program.

ELIGIBILITY

- The applicant's proposed activities must be centred on arts, entertainment or culture.
- Applicants can be organizations, groups, or committees who operate under non-profit or for-profit models. However, for-profit organizations must demonstrate an ability to contribute back to the fund at the conclusion of their participation in the program.
- The majority of the applicant's proposed activity must occur in Calgary's downtown core and be accessible to the citizens of Calgary.
- The applicant must have an annual operating budget of \$350,000 or greater (averaged over the last 3 years) and a minimum full time staff contingent of 1, preferably 2.
- The program will place a premium on downtown activity that occurs over long weekends or during the months of January, February, or August.

- Proposed programs and initiatives seeking support must occur between April 1, 2012 and December 31, 2014 and result in a long-term sustainable increase in performance.

INELIGIBILITY

The following types of organizations and activities are not eligible:

- One-time events and activities
- Political, Trade Union or Fraternal Lodge organizations;
- Organizations or groups whose primary purpose is to support a political campaign or party;
- Organizations or groups whose primary purpose is to raise funds;
- Trade shows and/or consumer fairs; unless the event can be demonstrated to make a contribution to Calgary's cultural reputation
- Conferences, including academic and business conferences.

HOW TO APPLY

Phase 1: Initial Contact with CADA and Letter of Intent (LOI)

Letters of Intent (LOI) to participate in the program will be received on an invitation-only basis and on a rolling deadlines schedule. Interested parties must contact CADA Program staff to discuss their initiative and the suitability of being invited to prepare an initial LOI where applicants will be asked to describe their vision, proposed activities, and provide a high level order-of-magnitude budget. The maximum number of clients participating in the program at any given time is limited to five. The letter is designed to let the applicant show how it meets the general criteria of the program. CADA's Program Staff will review each LOI for eligibility. Once screened for eligibility, those meeting the program criteria will advance to Phase Two and be invited to submit full proposals. It is recommended that potential applicants come to CADA with possible initiatives for consideration a minimum of 8 months prior to the proposed start date. Letters of Intent will not be accepted from applicants who have not spoken with CADA personnel in advance of their submission.

Applicants submit an online letter of intent, stating:

- Type of applicant – non-profit organization, group, committee or for profit organization
- Applicant's mandate and vision statement – Provide the legal mandate of your organization.
- Initiative or Vision – a summary of your vision including the proposed activities and start and end dates.
- Estimated Budget – provide as a high level, order of magnitude budget.

Please contact CADA program staff to receive a sample PDF of the Letter of Intent, however note only those applicants invited to submit a LOI will have access to the online letter of intent form.

Phase 2: Presentations and Submission of Full Proposal

Successful Phase One applicants will complete a full program application and initiative or program proposal (including timelines, detailed budget, etc.) and will make a brief presentation in person to the assessment panel. Assessors will meet to discuss each applicant, identify those that strongly meet the criteria of the program, and determine an investment approach for successful applicants. A CADA staff member will chair the assessment meeting, and minutes will be captured.

Note: Not all applicants that advance onto Phase Two will be successful in establishing a partnership.

Phase 3: Negotiation of Investment Conditions

Applicants selected to advance onto Phase 3 will meet with CADA's Program Staff to begin drafting the general terms and conditions for the partnership. The meeting will be an opportunity to discuss the initial needs of the organization in accelerating the client's vision. CADA staff will meet regularly with the client over the term of the agreement to provide continued support in advancing their proposed program/initiative. The term of the agreement will range from 1 - 3 years dependent upon the specific proposal needs and will be renewed annually as applicable.

PARTNERSHIP AGREEMENT

Successful applicants will be asked to enter into a partnership agreement with CADA. The terms of the agreement will be drafted with CADA Program Staff and approved by the successful applicant, CADA and CHA.

ASSESSMENT

Phases 1 and 2 will be assessed by an arm's length Assessment Panel composed of qualified volunteers representing the Calgary Hotel Association, event and arts communities and other members at large. This panel is to have a minimum of five (5) members of which at least 20% of the members will be CHA representatives.

ASSESSMENT CRITERIA

Applicants will be assessed based on their ability to demonstrate:

1. A compelling medium to long term (at least 2 years) vision for accelerating or creating a high-quality, remarkable cultural experience that will enhance Calgary's reputation,
2. A strong contribution to the economic and cultural vibrancy of Calgary's downtown core,
3. Proven track record, sufficient capacity and a readiness to accelerate the experiences of their audiences,
4. Initiatives that encourage extended stays and opportunities for tying into out-of-market promotions,
5. A plan for measuring the impact of their offering on the leisure travel market.

In addition to the above criteria, applicants must be able to prove appropriate organizational resiliency, measured through financial health, governance/leadership, history of programming, and/or track record demonstrating accountability and success, in order to be recommended for final funding. The program will prioritize downtown activity that occurs over long weekends and during the months of January, February or August.

NOTIFICATIONS

Phase One applicants will receive an invitation to submit a LOI. Phase 1 and 2 applicants will be notified in writing by CADA on the status of their application.