

## CITY OF TORONTO CULTURAL FESTIVALS GRANT PROGRAM

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September 7, 2021

### PROGRAM PURPOSE

The City of Toronto recognizes the importance of cultural festivals to the economic and social life of the city. The Cultural Festivals Grant Program (CFGP) has been designed to support the development of the festival sector in a manner that is accessible, transparent and accountable. The CFGP will advance the City's access, equity and inclusion goals, including reconciliation with Indigenous peoples.

The program provides financial support to recurring cultural festivals whose programming supports city-building, focuses on engaging with the people of Toronto, serves Toronto residents across the city, and promotes opportunities for emerging artists, Indigenous artists, and artists from other groups. A significant programming component must be free to the public.

The decision to fund all or part of an applicant's request will depend on the festival's alignment with City of Toronto's current strategic priorities, assessment criteria and overall demand for funds in the program.

### DEFINITIONS

For the purpose of this program, a cultural festival is defined as a collection of arts and cultural activities presented over a minimum of a one-day period with a common theme. A festival may be devoted to one or more artistic discipline and be produced annually or once every two years. Such a festival is primarily free to the public, takes place in the public realm, has general appeal and a public profile.

Cultural festival programming includes performing arts, visual arts, literary arts, interdisciplinary arts, craft, design and expressions of cultural identity.

"Indigenous-led organizations" are broadly defined as organizations with a mandate to serve Indigenous communities, operate under Indigenous governance models, have executive and senior management who identify as Indigenous, are primarily staffed by Indigenous community members and/or follow an Indigenous service model.

"Equity deserving groups" include women, racialized groups, people with disabilities, immigrants and refugees, undocumented individuals, 2SLGBTQ+ people, people of low income and other groups the City identifies as historically underrepresented.

## PROGRAM STRUCTURE

There are three streams within CFGP

### MULTI-YEAR OPERATING

Requirements	Eligible for
Applicant has been incorporated for five years or more and has paid staff.	Multi-year operating funding (3-year cycle) Maximum grant: Up to 35% of eligible expenses, to a maximum of \$500,000 Type: Contribution agreement (90%/10% hold back)
Applicant has a history of sustained festival programming for five years.	
Audited financial statements demonstrating revenue of \$1 million or more.	

### ANNUAL OPERATING

Requirements	Eligible for
Applicant has been incorporated for two years or more and has paid staff.	Annual operating funding Maximum grant: Up to 35% of eligible expenses, to a maximum of \$100,000 Type: Grant
Applicant has a history of sustained festival programming over at least two years.	
Audited financial statements demonstrating revenue of between \$100,000 and \$1 million.	

### PROJECTS

Requirements	Eligible for
Applicant has been incorporated for two years or more; Business Improvement Areas (BIA) apply to this category.	Project funding Maximum grant: Up to 50% of eligible expenses to a maximum of \$15,000 Type: Grant
Applicant can demonstrate a history of successful festival programming	
Financial statement demonstrating revenue of less than \$100,000; except BIA may have higher festival revenue.	

## APPLICATION DATES

There are two application intakes for project grants, and one intake for multi-year and annual operating grants.

	<b>Multi-year, annual operating and project grants</b>	<b>Project grants</b>
Application date	November 1	April 1
Verbal notification of funding	February 15	July 15
Funds released	March	August

## GENERAL ELIGIBILITY REQUIREMENTS

### ELIGIBLE APPLICANTS

To be eligible, applicants must:

- Have a head office in the City of Toronto (except for Band Councils, Tribal Councils or other Indigenous governments).
- Be one of the following:
  - An incorporated not for profit organization.
  - A local band council, a local tribal council or other local Indigenous government (First Nations, Inuit or Métis) or equivalent authority
  - A Business Improvement Area (must apply to the Project stream)
- Have successfully organized a prior edition of the festival, within the last two years, that meets the eligibility requirements of CFGP.
- Present significant cultural programming that is free to the public

Please note that an organization can receive only one grant from the Cultural Festival Grant Program per calendar year.

### INELIGIBLE APPLICANTS

- City of Toronto Agencies, Boards or Commissions (e.g. Toronto Zoo, Exhibition Place, TO Live, Heritage Toronto, Toronto Public Library)
- Organizations funded through any of the City of Toronto's annual operating grant programs
- Organizations receiving operating funding from the Toronto Arts Council.
- Educational institutions (including school boards), sports organizations, and agencies of the provincial government (including hospitals)
- Public libraries
- Unions

### ELIGIBLE ACTIVITIES

- Festivals that:
  - Take place in the City of Toronto
  - Are held annually or biennially
  - Offer programming that is primarily free, or at a nominal cost (less than \$5 per person)

- Are open to the general public without a requirement for membership in a club or group
- Cultural programming must be the focus of the festival
- Free online programming that complements in-person festival programming
- Outdoor art fairs

### **INELIGIBLE ACTIVITIES**

- Festivals that are primarily ticketed
- Sporting and recreational events
- Competitions
- Trade shows, awards shows, business events, conventions and conferences
- Fundraising events
- Religious and political events, including celebrations of historical events of other countries
- Historical re-enactments
- One-time only events
- Any event that would not comply with the City's anti-harassment and discrimination policies

## **ELIGIBLE EXPENSES**

### **ELIGIBLE CASH EXPENSES INCLUDE:**

- Artists fees (it is expected that artists will be paid and/or they will have the opportunity to sell their work)
- Production and technical costs related to artistic programming
- Marketing costs
- Festival-related administrative and overhead costs such as rent, telephone and communication, computers, utilities and insurance
- Permanent and contract staff salaries and fees
- Volunteer support and training
- Development and execution of health and safety plans

### **INELIGIBLE EXPENSES:**

- Volunteer hours or gifts
- Alcohol
- Capital costs/equipment purchase
- Activities taking place outside of the City of Toronto, with the exception of festivals being delivered by urban off-reserve Indigenous-led organizations, that yield direct benefits for the urban Indigenous communities of Toronto

## AVAILABLE FUNDING

The allocation of funding will be determined by the number of applications received and the funds within the Cultural Festivals Grant Program budget. The City of Toronto cannot guarantee funding to all applicants, nor can the City ensure that the total amount requested by a successful applicant will be granted. Annual operating or project funding received in one year does not guarantee funding in subsequent years. The decision to fund all or part of an applicant's request will depend on its alignment with City of Toronto strategic priorities, assessment criteria and overall demand for funds in the program.

## ASSESSMENT PROCESS

Applications will be reviewed and scored by an assessment panel comprised of cultural sector representatives and City staff. Funding recommendations will be made to City Council by staff, based upon the panel's input and available funds.

Please note that all decisions concerning eligibility and funding amounts are final.

## GENERAL ASSESSMENT CRITERIA

Applications will be assessed against four program priorities:

- **Cultural vitality**
- **Public impact and citizen engagement**
- **Organizational capacity, resiliency and public health**
- **Financial sustainability**

## MULTI-YEAR AND ANNUAL OPERATING GRANTS CRITERIA

### Cultural Vitality (35%)

- The applicant has a clear and compelling cultural mission for the festival demonstrating that arts and culture are key festival elements, as evidenced by the number of artists and the budget allocated artist fees and expenses (industry standards can be obtained by reaching out to the organizations below).
  - Visual arts: <https://carfac-raav.ca>
  - Music: <https://tma149.ca>
  - Drama: <https://www.caea.com>
- The artists represent Toronto's diversity and the festival has inclusive policies to support Indigenous artists and artists from equity deserving communities; the festival offers opportunities for artist development and exposure to new audiences
- Any cultural programming partners are well established, bring value added to the festival and include diverse and under-represented communities
- The applicant's programming fosters creativity and cultural opportunities in the local community
- Any virtual, online programming demonstrates the potential for a broader audience across Toronto and beyond and the opportunities for new partnerships

### **Public Impact and Citizen Engagement (35%)**

- The festival program enhances social equity and citizen engagement to benefit all Torontonians. There are opportunities for participation by equity deserving groups, people of all ages, abilities, sexual orientation, gender identities, ethnicities, cultural background, religion, language, and socio-economic conditions
- The festival has an effective accessibility plan
- Festival programming is expected to attract a large attendance; a significant portion of activity is free or at a nominal cost (less than \$5)
- Local community engagement is demonstrated by the support of local business and community partners
- There is a viable and well-resourced volunteer program; the volunteers participate in and contribute to the planning and realization of the festival
- Tourism and economic impact measures, if relevant.

### **Organizational Capacity, Resiliency and Public Health (15%)**

- The applicant has the financial and human resource capacity to plan and execute the festival
- The quality of the marketing and promotional plan
- The quality and breadth of the contingency plans e.g. meeting public health guidelines, extreme weather, violent incidents, infectious disease outbreaks, etc.
- Your board, management, and staff reflect the population of Toronto, and measures are in place to ensure diversity on the Board.

### **Financial Sustainability (15%)**

- The organization is financially stable and demonstrates the potential for growth and/or sustainability, based on previous iterations of the festival (bearing in mind the impact of COVID)
- Applicant's proposed budget is appropriate based on the festival's history (bearing in mind the impact of COVID)
- Funds are allocated towards health and safety and accessibility measures
- The organization has a revenue generation strategy and diverse revenue sources
- Internal financial controls are in place

## **PROJECT GRANTS CRITERIA**

### **Cultural Vitality (40%)**

- The applicant has a clear and compelling cultural mission for the festival, as evidenced by the number of artists and the budget allocated to artist fees and expenses
- The artists represent Toronto's diversity and the festival has inclusive policies to support Indigenous artists and artists from equity deserving communities; the festival offers artists the exposure to new audiences
- Any virtual, online programming demonstrates the potential for a broader audience across Toronto and beyond and the opportunities for new

### **Public Impact and Citizen Engagement (40%)**

- The festival program enhances social equity and citizen engagement. There are opportunities for participation by equity deserving groups, people of all ages, abilities, sexual orientation, gender identities, ethnicities, cultural background, religion, language, and socio-economic conditions
- Festival programming is expected to attract a significant attendance; programming is free to the public or at a nominal cost (less than \$5)
- Local community engagement is demonstrated by the support of local business and community partners
- There is a viable and well-resourced volunteer program; the volunteers participate in and contribute to the planning and realization of the festival

### **Organizational Capacity, Resiliency, and Health and Safety (10%)**

- The applicant has the financial and human resource capacity to plan and execute the festival
- The quality of the marketing and promotional plan
- The festival can meet health and safety guidelines and has a contingency plan for bad weather

### **Financial Sustainability (10%)**

- Applicant's proposed budget is appropriate based on the scale of the event and the festival's history (bearing in mind the impact of COVID)
- The organization has a revenue generation strategy and diverse revenue sources
- Internal financial controls are in place
- Funds are allocated towards health and safety and accessibility measures

## **APPLICATION REQUIREMENTS**

- Completed and signed Application Form
- Completed and signed City of Toronto Declaration of Non-Discrimination Policy Form
- Financial/budget form
- Non-profit organizations and Business Improvement Areas should attach:
  - Proof of organizational status (e.g. Letters Patent, Constitution, By-Laws)
  - List of Board of Directors/Executive and Senior Staff
- Band council, local tribal council or other local Indigenous government (First Nations, Inuit or Métis) should attach their status documents.

## **HOW TO APPLY**

The City strongly recommends that first-time applicants speak to a program officer about their festival plans prior to completing an application. Please contact program staff prior to applying.

The City of Toronto has initiated a new online grant portal called TGRIP. The following are some high-level tips for using TGRIP and establishing your account:

- All applicants must complete an Organization Profile before they can apply to the CFGP or other City programs. You only need to complete this once.
- You can save drafts of your Application or Organization Profile forms and return to finish them later. You do not have to complete them in one sitting.
- Your account allows you to access your saved and submitted applications at any time.
- Others in your organization with an account can also view and edit the application before it is submitted.
- An account also allows us to send you an email confirming receipt of your application and to notify you if additional information is required to process your application.

The Organization Profile form requests information under seven categories (organized under tabs across the top of the page). Please note that this information is for your organization as a whole, and not specific to the service areas, demographics etc. of your festival application.

The TGRIP user guide is appended to these guidelines. It is recommended that you review this as you are completing your contact information, organization profile and the application itself.

### **ACKNOWLEDGEMENT OF SUPPORT**

If you receive funding, you must publicly acknowledge the financial support received from the City of Toronto in all communications materials and promotional activities. Additional requirements may be included in your funding agreement and City staff may work with recipients to help promote festivals and highlight the City's support.