

APPENDIX A: Summary of revisions to criteria for the Major Cultural Organizations grant program.

Current Eligibility requirements

The following criteria are used to determine which cultural organizations are considered major cultural organizations for the purposes of city funding:

- Be an incorporated not-for-profit organization;
- Be in good standing with the City of Toronto;
- Comply with the City of Toronto Anti-discrimination Policy; or, in the case of cultural festivals, registered participants must comply with the Anti-discrimination Policy;

a) Major cultural organizations are recognized as essential cultural ambassadors for the City and their programs have a significant impact on the regional economy by playing a major role in tourism attraction through the development of Toronto as a world wide cultural destination;

b) Toronto-based major cultural organizations with operating budgets in excess \$2,500,000 annually and/or audiences of 250,000;

c) Cultural organizations that are non-profit and have demonstrated:

- *a consistent level of professional standards*
- *artistic excellence*
- *international achievement*
- *a sound financial management system*
- *diverse funding base*
- *board accountability and*
- *are not fully self-supporting through private donations and self-generating income.*

Revised Eligibility requirements by stream

Producers & Curators:

- Be a Toronto-based, incorporated not-for-profit organization;
- Be in good standing with the City of Toronto;
- Comply with the City of Toronto Anti-discrimination Policy;
- National and international profile;
- City-wide activity and impact;
- In existence for at least 7 years;
- All artists are paid;
- Primary focus is culture;
- Tourism attraction;
- Economic impact; and
- Eligible expenses in excess of \$20 million

Festivals:

- Be a Toronto-based, incorporated not-for-profit organization;
- Be in good standing with the City of Toronto;
- Comply with the City of Toronto Anti-discrimination Policy; or, in the case of cultural festivals, registered participants must comply with the Anti-discrimination Policy.
- National and international profile;
- City-wide activity and impact;
- In existence for at least 7 years;
- All artists are paid;
- Primary focus is culture;
- Tourism attraction;
- Economic impact;
- Eligible expenses in excess of \$2 million; and have audiences in excess of 250,000

Cultural Support/Infrastructure:

- Be a Toronto-based, incorporated not-for-profit organization;
- Be in good standing with the City of Toronto;
- Comply with the City of Toronto Anti-discrimination Policy;
- National and international profile;
- City-wide activity and impact;
- In existence for at least 7 years;
- Not for profit corporation;
- All artists are paid;
- Primary focus is culture;
- Economic impact;
- Eligible expense in excess of \$6 million; and
- Unique service that supports the cultural sector

Summary Chart

Criteria	Producers & Curators	Festivals	Cultural Support/ Infrastructure
Toronto-based, not-for-profit corporation in good standing, comply with City of Toronto Anti-discrimination Policy	✓	✓	✓
National and international profile	✓	✓	✓
City-wide activity and impact	✓	✓	✓
In existence for at least 7 years	✓	✓	✓
All artists are paid	✓	✓	✓
Primary focus is culture	✓	✓	✓
Tourism attraction	✓	✓	
Economic impact	✓	✓	✓

Criteria	Producers & Curators	Festivals	Cultural Support
Eligible expenses in excess of \$20 million	✓		
Eligible expenses in excess of \$6 million			✓
Eligible expenses in excess of \$2 million		✓	
Audience in excess of 250,000		✓	
Unique service that supports the cultural sector			✓

Current Assessment Criteria Weighting for Major Cultural Organizations

1. Cultural Merit (35%)

The organization:

- Delivers consistent, unique cultural programming that enhances the richness and diversity of Toronto's cultural sector
- Is recognized regionally, nationally and internationally for its innovation and merit
- Has a mandate that is primarily cultural in nature and does not duplicate that of other organizations in Toronto

2. Community Service & Impact of Organization (35%)

The organization:

- Demonstrates a significant economic impact on Toronto's cultural and tourism sectors
- Demonstrates leadership in encouraging community participation through education and outreach, volunteer opportunities, audience development, partnerships, and support to other community arts and cultural organizations
- Delivers programming that is accessible and of benefit to all Torontonians, and to Toronto's reputation as a worldwide cultural destination

3. Financial Management & Governance (30%)

The organization:

- Leverages funding sources from a diverse base, including all levels of government, the private sector and self-generated revenues
- Has consistently demonstrated through past performance the ability to obtain the financial and staff resources necessary to carry out its mandate and respond to changes in its environment
- Demonstrates that it has sufficient, qualified human resources (staff and board), and an appropriate administrative and governance structure to execute its mission and manage public funds

Revised Assessment Criteria Weighting by Program Stream

Producers & Curators:

- Cultural merit (40%)
- Community service/impact (35%)
- Financial management/governance (25%)

Festivals:

- Cultural merit (35%)
- Community service/impact (40%)
- Financial management/governance (25%)

Cultural Support/Infrastructure

- Cultural merit (30%)
- Community service/impact (45%)
- Financial management/governance (25%)

Stream	Weighting	Clients
Producers/Curators	Cultural Merit (40%)	AGO
	Community service/impact (35%)	COC
	Financial management/governance (25%)	NBC
		TIFF
	TSO	
Festivals	Cultural Merit (35%)	FMC (Caribbean
	Community service/impact (40%)	Carnival)
	Financial management/governance (25%)	Luminato
		Pride Toronto
Cultural Support/ Infrastructure	Cultural Merit (30%)	Artscape
	Community service/impact (45%)	NBS
	Financial management/governance (25%)	