

**CULTURAL FESTIVALS RECOVERY PROGRAM**

**MAY 2020**

# **APPLICATION GUIDELINES**



## Program Purpose

The purpose of this program is to provide one-time emergency funding and advisory services to cultural festivals impacted by public health measures that reduce the spread of COVID-19. This program is for cultural festivals planned to take place in Toronto between March 14 and December 31, 2020.

Organizations already funded by the City of Toronto's annual operating grant programs (e.g. Cultural Access and Development Fund, Local Arts Service Organizations) or by the Toronto Arts Council's annual operating grants programs are not eligible.

This program intends to:

- Ensure that Toronto remains a vibrant city with a strong cultural and social fabric.
- Ensure that the cultural festival sector remains robust and well positioned to support the City's economic agenda once mass gatherings are permitted.
- Support the application of public health directives by building capacity among cultural festival organizers.
- Align with the City of Toronto's broader response to COVID-19.

## What the Program will Support

Cultural festival producers can apply to the City of Toronto for one-time financial support in 2020 to assist with:

- Expenses incurred producing an annual public event that is cancelled due to COVID-19
- Unanticipated expenses related to supplementary costs incurred in order to proceed with the festival in 2020 (e.g. performance contractual obligations, enhanced health and safety measures, etc.)
- Expenses incurred for third party production expertise (e.g. production, staff and volunteer training) to assist in preparing for the next iteration of the festival once government regulations related to fighting COVID-19 allow for mass events to proceed.

Under this program, cultural festival producers can also apply to the City of Toronto for in-kind advisory services to assist with the planning of public health and safety measures for their festival to be held in the public domain once government regulations related to fighting COVID-19 allow for mass events to proceed.

## Who the Program is for

The program is for cultural festivals producers whose programming focuses on engagement with the Toronto public, serves Toronto residents across the city, and which promote opportunities for emerging artists, Indigenous artists, and artists from other equity-seeking groups. A significant programming component must be free to the public.

## Definitions

For the purpose of the Cultural Festivals Recovery Program:

- A festival is defined as a collection of arts and cultural activities presented over a minimum of a two-day period with a common theme. A festival may be produced annually or biannually. A festival is primarily free to the public, has general appeal and a public profile.
- Arts and cultural activities include performing arts, dance, drama, comedy, music, visual arts, literary arts, interdisciplinary arts, photography, craft, design, expressions of history and heritage. Festivals with a focus on food are not eligible for this program.

## 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
- Have successfully organized at least one edition of the festival within the past two years
- Present significant programming that is free to the public

## **Ineligible Applicants**

- City of Toronto Agencies, Boards or Commissions (e.g. Toronto Zoo, Exhibition Place, TOLive, Heritage Toronto, Toronto Public Library)
- Organizations funded through any of the City of Toronto's annual operating grant programs (Cultural Access and Development Fund, Local Arts Service Organizations, Royal Agricultural Winter Fair)
- Organizations receiving operating funding from the Toronto Arts Council
- Educational institutions, including universities, colleges and school boards
- Agencies of the provincial government
- Public libraries and hospitals
- Unions

## **Eligible Activities**

The festival must meet the following eligibility criteria:

- It must take place in the City of Toronto
- It must be held annually or biennially
- Arts and culture (as defined above) must be the focus of the festival
- Historically, at least 50% of the attendance would be at free events
- It must be open to the general public without a requirement for membership in a club or group

## **Ineligible Activities**

- Festivals that are primarily ticketed
- Sporting and recreational tournaments, competitions and events
- Trade shows and fairs, business events, craft shows and conferences
- Awards shows
- Fundraising events
- Religious and political events
- One-time only events
- Events occurring outside the City of Toronto

## Funding Considerations

Eligible applicants can apply to the City of Toronto for one-time support for projects that meet the program criteria outlined above. This one-time support will be based on a formula that considers 75% of your COVID-19 related festival budget shortfall, to a maximum grant of \$25,000.

Eligible cash expenses include:

- Artists fees
- 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
- Cost of health equipment (e.g. hand sanitizer stations)
- Supplementary programming costs (e.g. more artists, more stages)

### Priorities for Funding

Applications will be assessed against the following program priorities:

- Cultural vitality – evidence of the dissemination, validation, and support of arts and culture as key elements of the festival.
- Social development – projects that enhance social equity, social well-being and citizen engagement.
- Equity and inclusion – festivals that serve Toronto’s diverse communities.
- Economic vitality – activities that attract a large attendance and that encourage Torontonians to support local business.
- Organizational capacity – festivals that demonstrate the capacity to plan and execute the next iteration of the festival, with an emphasis on public health and safety enhancements.

### Available Funding

The allocation of funding will be determined by the number of applications received and the funds available within the Cultural Festivals Recovery Program. 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. 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.

## Application Process

Applications will be accepted on an ongoing basis and will be assessed against the program priorities outlined above. Decisions on funding may take up to four weeks from the date of receiving a complete application.

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

- All applicants must complete an Organization Profile before they can apply to the Cultural Festivals Recovery Program 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.

For **technical** questions related to the online application, please send an email to [tgrip@toronto.ca](mailto:tgrip@toronto.ca).

For **program** questions related to the Cultural Festival Recovery Program please send an email to program staff at [eventpal@toronto.ca](mailto:eventpal@toronto.ca).