

# Guidelines

## Greater Sudbury Arts & Culture Grant Program



### Background

In 2005 the City of Greater Sudbury Council approved the creation of the City's Arts & Culture Funding Program. Support for the local arts and culture sector is an investment in the quality of life for our community. The City of Greater Sudbury developed the *Cultural Plan* in 2015 to create a vision statement, guiding principles, goals and recommendations to foster growth and development of the arts and culture sector in Sudbury. **Familiarize yourself with the Greater Sudbury Cultural Plan:** [www.greatersudburyculture.ca](http://www.greatersudburyculture.ca).

The City's Economic Development division, has been administering the application process for the Greater Sudbury Arts & Culture Funding Program since 2005. The 2015 fund totaled \$637,054, divided into two funding streams:

1. **Operational funding** (\$547,624)
2. **Project funding** (\$89,430)

### Program Objectives

To provide funding support in line with the priorities identified in the *Cultural Plan* in order to foster the growth and development of the local arts and culture sector. How does your project align with the goal outcomes of **Greater Sudbury's Cultural Plan**?

Strategic Directions of the <i>Cultural Plan</i>		
<b>Creative Identity</b>	Greater Sudbury is multicultural and has a unique historical relationship with its geographical landscape. Cultural resources help define the identities of individual communities as well as the shared identity of Greater Sudbury as a whole.	Support the binding effect that culture contributes towards maintaining a shared sense of community and identity.
<b>Creative People</b>	Creative individuals are at the heart of the creative economy, but also foster social development. Nearly everyone participates in creative pursuits in some aspect of their lives.	Foster and promote local talent within the creative cultural sector. Nourish dynamic and diverse cultural experiences for all levels within the community
<b>Creative Places</b>	Quality of place is a powerful driver in attracting and retaining talent in a global world.	Grow beautiful environments that reflect the cultural richness and heritage of the city. Design infrastructure with intention and create a cultural estate.
<b>Creative Economy</b>	Creativity and culture impact the economy in many ways, from directly employing people to being a component of almost any employment sector. There has been increasing recognition of the powerful role creativity and culture play in economic restructuring and generating wealth in our communities.	Build awareness and public engagement in cultural activities. Strengthen a diverse economy of cultural resources to maximize their contribution to economic development.

# Eligibility

Grants fall within two streams and are administered separately as follows:

## Project Grants

- Reviewed by the Project Jury and ratified by the City of Greater Sudbury Community Development Corporation Board
- Total funds available in 2015 were \$89,430

“**Projects**” may include (but are not limited to):

- Special/one-time activities including exhibits, performances or specific aspects of festival participation (e.g.: website development, ticketing system, etc).
- Training and development for skills upgrading within the organization for the benefit of the community (capacity building).
- Acquisition of equipment necessary for the ongoing development of the organization (e.g.: point-of-sale system), which does not include equipment that must be replenished each year.

## Operating Grants

- Reviewed by the Operating Jury and ratified by the City of Greater Sudbury Community Development Corporation Board
- Total funds available in 2015 were \$547,624

“**Operating Grants**” support organizations that have an ongoing presence in the City of Greater Sudbury and an established track record of successfully providing quality programming and/or services. Only organizations that have a sequential five year track record in **One-Year Operating Grants** may apply for **Multiyear Operating Grants**.

## Exclusions for all streams

An application may be considered ineligible if:

- The applicant has submitted another application to the Arts & Culture Grant Program that year.
- The organization receives 80% or more of its funding from other government sources.
- The organization acts in the capacity of a funding body for, or makes grants to, any other group or organization that is/will also be funded by the City (e.g.: a foundation whose core mandate is fundraising).
- The funding is intended to support organizations that are primarily training or educational institutions.
- Its proposed activities duplicate support provided by the City of Greater Sudbury directly.
- The request includes capital or deficit funding.
- The applicant is in default to the City due to failure to report satisfactorily for previous grants, failure to refund grant overpayments or due to unpaid accounts.
- The applicant (including board members) receives direct remuneration as a result of programming.

## Note:

**Granting of assistance in any one year or over several years is not to be interpreted as a commitment to future years’ funding. Grants are not automatically awarded based on previous years’ applications. Decisions regarding the Arts & Culture Grant Program are made by the appropriate evaluating committees. Some exemptions to the eligibility criteria may apply and are at the discretion of the respective evaluating committees. Please contact staff should you have any questions.**

## **Project Grants (2)**

### **1-Small Project Grants (under \$3,000)**

The applicant must:

- Be an incorporated not-for-profit arts/culture organization or an unincorporated arts/culture organization/collective that is headquartered in the City of Greater Sudbury. Requests from organizations whose primary mandate is not arts/culture may be considered if the project demonstrates a significant arts/culture component that enhances community access or promotes the development of the arts/culture sector. The organization must maintain a clear distinction in programs and budgets between the organization's ongoing activities and its arts/culture project.
- Have a stable volunteer/staff base in place to carry out activities (i.e.: demonstrate governance structure and partners).

### **2-Large Project Grants (\$3,000 or more)**

The applicant must:

- Be an incorporated not-for-profit arts/culture organization that is headquartered in the City of Greater Sudbury. Requests from organizations whose primary mandate is not arts/culture may be considered if the project demonstrates a significant arts/culture component that enhances community access or promotes the development of the arts/culture sector. The organization must maintain a clear distinction in programs and budgets between the organization's ongoing activities and its arts/culture project.
- Have a stable volunteer/staff base in place to carry out activities (i.e.: demonstrate governance structure and partners).
- Have an independent and volunteer board of directors that meets regularly and does not receive financial remuneration for this project.
- Have received a minimum of two **Small Project Grants** (less than \$3,000) in the past and an established record of success.
- Submit financial statements for the applicant organization that are in line with the generally accepted accounting procedures (GAAP).

Regardless of the amount requested, **projects must:**

- Have a distinct start and end date within the year for which the grant is provided.
- Have specific deliverables based on the project.
- Benefit the residents of the City of Greater Sudbury as laid out in the current *Arts & Culture Strategy*.
- Fit within a realistic budget (contact staff to inquire about realistic request levels and expenses for the specific project), and have sources of funding other than the City of Greater Sudbury. Organizational surpluses and reserves will be examined. When a surplus with a value in excess of three months operating expenses exists, further justification is required.
- Demonstrate a willingness to cooperate with related groups in the community.

## **Operating Grants (2)**

### **1-One-Year Operating Grants**

The applicant must:

- Be an established and incorporated not-for-profit arts/culture organization that is headquartered in the City of Greater Sudbury with arts/culture as its primary mandate.
- Have been in existence for at least three years providing regularly scheduled artistic/cultural programming to the community.

- Outline its services with specific deliverables that benefit the residents of the City of Greater Sudbury as laid out in the current *Arts & Culture Strategy*.
- Demonstrate a willingness to cooperate with related groups in the community.
- Have received minimum of three **Project Grants** or other municipal funding (e.g.: Tourism Event Support, Community Economic Development Funding, etc.) within the past five years, each totaling \$3,000 or more.
- Have received recognition for excellence in their artistic/cultural discipline (e.g.: in the form of peer support, awards, media, etc).
- Have an independent and active governing board of directors composed of volunteer board members.
- Demonstrate a considerable volunteer component.
- Have employment practices that comply with applicable legislative requirements, such as the Employment Standards Act of Ontario, the Pay Equity Act of Canada and the Ontario Human Rights Code.
- Demonstrate financial stability for at least three consecutive years.
- Demonstrate the need for the requested funding and provide evidence that funds are confirmed/projected from a variety of other sources that are clearly stated in the application (i.e.: donations, sponsorships, user fees, other government sources). Organizational surpluses and reserves will be examined. When a surplus with a value in excess of three months operating expenses exists, further justification is required.
- Requirements for financial statements (through CADAC) are dependent on the level of the request:
  - \$25,000 or less requires a financial statement approved and signed by two board members other than the Treasurer;
  - Over \$25,001 requires a Notice to Reader financial statement provided by an independent, professionally designated accountant;
  - Over \$50,001 requires a Review Engagement financial statement provided by an independent, professionally designated accountant;
  - Over \$100,001 requires an Audited financial statement provided by an independent, professionally designated accountant.

## ***2-Multiyear Operating Grants***

In addition to fulfilling all requirements outlined for **One-Year Operating Grants**, the applicant must also:

- Have at least five years of successfully completed **One-Year Operating Grants** from the City of Greater Sudbury.
- Outline future planning (i.e.: an established strategic plan), including activities with a funding term of three years.
- Submit a comprehensive *Year End Report* annually during the term in order for funding to be renewed on a rolling three-year basis. Where practical, this may include a presentation and/or site visit.

Proponents to the **Multiyear Operating Grants** are subject to evaluation and approval prior to submitting a full application. Approved multi-year funding will be guaranteed at 90% of the amount requested, with the remaining 10% subject to volume and quality of the other applications received in every year of eligibility.

## **Eligible Expenses for Operating Grants**

The costs incurred to deliver the organization's programs and services, such as:

- Employee compensation and development
- The space in which the organization operates and related expenses (e.g.: rent, insurance, utilities, maintenance)
- Fees related to operations (e.g.: marketing, legal, accounting, etc.)
- Non-capital program and office equipment and supplies necessary for the on-going operation and development of the organization

## **Ineligible Expenses for Project and Operating Grants**

- Capital costs (e.g.: expenses incurred on the purchase of land, buildings, construction, etc)
- Deficit funding (i.e.: funds intended to be used to cover and/or increase the organization's deficit position)
- Equipment or expenses for personal use (e.g.: uniforms, instruments, travel, etc)

## **Assessment Criteria**

*Sections 2 and 3 of the Application Form* reflect the areas of assessment. Applicants to both the **Project** and **Operating Grants** will be scored based on their ability to meet the following criteria:

### **Organizational & Financial Health (30%)**

For **Operational Grants**, many of these criteria are informed by the financial information submitted through the CADAC (Canadian Arts Data/Données sur les arts au Canada) system.

- There is a clear mandate, competent administration and effective governance structure.
- There is a demonstrable positive impact in the arts and culture community stimulating economic development and cultural tourism opportunities.
- There is an available market for the programs or events being offered.
- There is financial stability and accountability and the budget for the request for funding is reasonable and realistic, with revenue streams showing stable growth.
- The applicant demonstrates a willingness to co-operate with related groups in the community with a clear relationship between and among the partners.
- The applicant demonstrates initiative and success in generating revenue other than municipal funding.
- There is a demonstrated need for financial assistance from the City and the current proposal is well planned and achievable.

### **Artistic and/or Cultural Merit (45%)**

- The activities demonstrate a high degree of artistic achievement and excellence in the cultural life of the community.
- The applicant has demonstrated standards of artistic/cultural achievement and excellence in past activities.
- The applicant demonstrates innovation and creativity in its programming and activities.
- The proposed project/activity is distinct and innovative in the context of comparable activities in the City of Greater Sudbury and there is a demonstrated need.
- The project/activity encourages and provides unique opportunities for artists, other arts and cultural organizations and the public.

- The organization's artistic or cultural activities have an impact on group or individual artistic or cultural development in the community through factors such as; the promotion of local talent and its expression; the introduction of all ages to arts and culture; the efforts and effects in encouraging an arts or community career.
- Members of the arts and culture community are included in the planning of the project.
- There is a level of engagement with local arts organizations, artists and community groups.
- The project/activity meets the objectives of the City of Greater Sudbury's Arts and Culture Strategy.

### **Community Impact (25%)**

- The applicant's activities are directed at the improvement of the quality of life in the City of Greater Sudbury.
- Public access to the work is a priority including access to the City of Greater Sudbury's diverse communities.
- The applicant has the appropriate marketing and publicity plan in place for its activities or work, reaching out to community audiences.
- There is substantial and/or growing public interest and attendance for the activities or work, stimulating wider appreciation of the City's arts and cultural heritage.
- The applicant has a strong volunteer program and encourages membership in its organization.
- Value to the community can be demonstrated by the impact of its particular activities on artistic or cultural development in the community, through factors such as:
  - The promotion of local talent and its expression
  - The introduction of all ages to the arts or community culture
  - The efforts and effects in encouraging an arts or community cultural career
  - Raising the profile of Greater Sudbury's arts community

## **Application process**

Applicants must complete the *Application Form* and attach all required documentation. If you are a first-time applicant, you must speak to City staff to ensure that you are eligible for this program, and to discuss the application process. Emily Trottier, Business Development Officer, can be reached at [Emily.Trottier@GreaterSudbury.ca](mailto:Emily.Trottier@GreaterSudbury.ca) or by calling 705-674-4455 ext 4429.

Check to make sure the application is complete, signed, accurate, legible and submitted in the correct order with the proper naming of electronic files. The grant application must be complete to be considered. A *Post-Project (Year End) Report*, outlining previous year's funding, must be submitted if your organization received funding from the Arts & Culture Funding Program in the previous year.

All grant recipients must provide yearly financial statements in accordance with the requirements for each grant stream outlined above. The applicant organization shall submit any further pertinent information as may be required by the Jury and/or by the City of Greater Sudbury.

Submit your application on time. Complete application packages should be submitted electronically ([www.greatersudburyculture.ca](http://www.greatersudburyculture.ca))

### **Support Material**

Along with a written application, supporting material is a significant part of your proposal and has a substantial impact on the assessment of your project's artistic and cultural quality. It can help explain or support the application. Send only material that relates to the activities proposed in your application. It

includes any other material such as manuscripts, brochures, posters and programs that may be required along with the written sections of the application. Support material will not be returned.

## **Information Session**

Grant information sessions will be hosted prior to the grant deadline. All organizations are encouraged to send a representative in order to clarify any questions pertaining to the application documents or process. The dates of these sessions will be posted on [www.greatersudburyculture.ca](http://www.greatersudburyculture.ca).

## **Grant Review Process**

### **Intake**

Advertising to solicit applications for the Arts & Culture Funding Program will be based on the available budget. An announcement will be placed in the local newspapers, the City website and other partner websites/outlets as appropriate. Full application requirements will be made available prior to intake at [www.greatersudburyculture.ca](http://www.greatersudburyculture.ca). Late or incomplete applications will not be considered for review.

### **Staff initial review**

Tourism & Culture Section staff will review the applications to ensure completeness and to prepare evaluations for the evaluating committees, following principles of due diligence. *Post-Project (Year End) Reports* (where applicable) are reviewed at the same time as current year's applications. Staff provide administrative support and prepares the required review documentation for the evaluating committees.

### **Review and recommendations**

The **Arts & Culture Grant** applications are reviewed by a volunteer subcommittee of the Greater Sudbury Development Corporation (GSDC). All members of the Project and Operating Juries review every application. Recommendations are then brought forth to the full GSDC Board for final approval.

An applicant's success in obtaining funding depends upon the committee's final evaluation and the funding available within the program. All funding is subject to the approval of the annual municipal budget by the Council of the City of Greater Sudbury.

### **Conflict of interest**

The evaluating committees may have relationships with one or more applicants that could lead to a conflict of interest. Under the City's guidelines, actual or potential conflicts must be declared. Prior to the assessment meetings, committee members receive a copy of the *Conflict of Interest and Confidentiality Policy* with a form for declaring conflicts. All evaluators must complete this form and submit it prior to the committee meeting. In a case where a conflict is declared, the assessor in conflict abstains from any discussion related to the application in question.

Situations of potential conflict are if an assessor:

- Has financial interest in the success or failure of an applicant's project
- Has an interest based on the fact that an applicant's project involves a spouse/partner or an immediate family member
- Has a personal interest in specific applications other than what is normally expected of interested members of the cultural community
- For any other reason is unable to objectively assess an application

## **Confidentiality of information**

Information provided in the application, or as support material, may be made available to City of Greater Sudbury staff, committees, and members of the evaluating committees. Personal information contained herein shall be dealt with on a confidential basis pursuant to the *Municipal Freedom of Information and Protection of Privacy Act*.

Committee members are required to treat both the contents of applications and the deliberations of the committee as confidential.

At the end of the year, a summary of funding results is posted on the GSDC website ([www.greatersudburyculture.ca](http://www.greatersudburyculture.ca)), listing the names of all funding recipients and assessors. Until this list is posted, the names of successful applicants will not be revealed. The identity of unsuccessful applicants remains confidential.

## **Finding out about a grant decision**

Letters informing you whether or not you have received a grant will be sent once decisions are approved by Council or the GSDC as applicable. Funding results will be provided to all applicants within six months of the application deadline. If there is a change in contact person for your organization, you are responsible for providing timely notification to City staff.

## **If you are awarded funding**

### **Release of funds**

The letter you receive will confirm the amount awarded. A cheque from the City of Greater Sudbury and the Funding Agreement, which outlines the Terms and Conditions of the funding, will follow. You are encouraged to contact the City Business Development Officer for Arts & Culture for feedback.

### **Use of funds**

Funds shall be used only for the purposes outlined in the original application. Any changes to the project scale or activities, including changes in budget, organizational structure and programming, must be reported in writing to and receive approval from the Business Development Officer for Arts & Culture. Please read the *Terms and Conditions* outlined in the Funding Agreement for more information on the use of funds.

### **Reporting**

All funding recipients are required to submit a *Post-Project (Year End) Report* detailing how they used the awarded funds. This report must be submitted to the GSDC by the date identified in the Funding Agreement or by the deadline for the upcoming year's grant deadline, whichever is soonest. If you do not submit a satisfactory report by that date, the City of Greater Sudbury may require you to repay the grant, and you may be ineligible for subsequent City of Greater Sudbury funding. Please use the *Post-Project (Year End) Report* form available at [www.greatersudburyculture.ca](http://www.greatersudburyculture.ca).

### **Acknowledgment of support**

Funding recipients are required to acknowledge the support of the City of Greater Sudbury by displaying the City logo on print materials and web and/or by making a public verbal announcement. Full requirements are outlined in the Funding Agreement provided to you upon confirmation of funding. An electronic version of the City logo can be obtained by contacting Emily Trottier, Business Development Officer at [Emily.Trottier@GreaterSudbury.ca](mailto:Emily.Trottier@GreaterSudbury.ca) or by calling 705-674-4455 ext 4429.

## If you are not awarded funding

**Try again next year!** If you do not receive funding you are encouraged to contact the Business Development Officer for Arts & Culture for feedback. If you have met the eligibility criteria, you are invited to reapply next year. The program's limited envelope cannot fund all applicants, regardless of their merit. All results are final. There is no appeal of an evaluating committee's recommendations regarding funding allocations. The Arts & Culture Funding Program allows for reconsideration, but only in cases where a review of the application and the committee's deliberations reveals evidence that the original application was not assessed according to publicly announced procedures and assessment criteria.

## Contact Information

If you have any questions or comments, please contact:

Emily Trottier, Business Development Officer (Arts & Culture)

Tourism & Culture Section

Tel: (705) 674-4455 ext. 4429

Fax: (705) 671-6767

Email: [Emily.Trottier@GreaterSudbury.ca](mailto:Emily.Trottier@GreaterSudbury.ca)

[www.greatersudburyculture.ca](http://www.greatersudburyculture.ca)

## Glossary of Terms

**Applicant** means the organization which submits this application to the City of Greater Sudbury.

**Arts** encompasses the broad areas of visual arts including painting, drawing, sculpture and architecture, material arts and crafts such as ceramics, design carving and fiber arts, performing arts such as theatre, dance and music, literature such as fiction, poetry and drama, media arts such as photography, video and film and interdisciplinary arts.

**Arts and Cultural Organization** is a not-for-profit group whose mandate is of an arts and cultural nature.

**Arts Collective** is a group of three or more **professional artists** who are active in their discipline.

**Business Plan** is a blueprint and communication tool for any organization. It is comprehensive in reflecting goals and objectives and how they are expected to be reached. It clearly outlines what and how and from where the resources to accomplish the goals and objectives will be acquired and utilized. It typically covers a period between three and five years.

**Capital Costs** include money spent for replacing and improving business facilities.

**City** means the City of Greater Sudbury.

**Community Arts** refers to collaborations between a **professional artist** and community members in the creation of a new work engaging community in the development process (source: Ontario Arts Council).

**Culture** which consists of learned ways of acting, feeling and thinking is a term used to describe the way of life of a people. It includes all the traits and elements that distinguish a given society, its identity and its vision of the world. It includes our values, beliefs, customs, language, lifestyles and traditions.

**Deficit** is an excess of expenditure over revenue. See also **surplus**.

**Festival** is an organized and regularly recurring period or program of cultural performances, exhibitions or competitions (often in one place) involving a number of entities (e.g.: performing groups, performers, presenters, exhibitors, competitors) focused on a specific cultural or artistic activity.

**Funding Agreement** is an agreement entered into by the Applicant and the City at the time of grant dispersal which binds the applicant to complete the activities as laid out in the application submitted, as agreed to in consultation with the City and as per the Terms and Conditions outlined.

**Non-profit arts organization** is an organization not conducted or maintained for the purpose of making a profit. Instead, it operates to serve a public good, specifically whose mandate or mission is focused primarily on artistic creation and presentation. Any **surplus** generated by a non-profit organization is used by the organization for the purposes for which it was established.

**Operating Grants** are intended to fund activities that have an ongoing presence within the community, as opposed to **Project Grants**.

**Post-Project (Year End) Report** is a document that outlines activities and related expenditures related to the funding awarded (templates will be provided). Recipients of **Project Grants** are required to *submit Post-Project Reports*. Recipients of **Operating Grants** are required to submit *Year End Reports*.

**Professional artist(s)** is an artist who has developed skills through specialized training in the arts discipline and/or through practice, and has significant history of professional public exposure and presentation, is recognized by professional peers and is paid professional fees for service. Short breaks in artistic history are allowed. (Source: *Ontario Arts Council*)

**Project Grants** are intended to fund activities that have a distinct start and end date, as opposed to **Operating Grants**.

**Recipient** means the applicant organization which has submitted this application, has agreed to be bound by the Terms and Conditions stipulated in the **Funding Agreement**, and has been awarded an Arts and Culture Grant by the City of Greater Sudbury.

**Steering Committee** is the core group of stakeholders that oversees and monitors all aspects of the project and/or activities with an art collective.

**Surplus** is an excess of revenue over expenditure. See also **deficit**.