

Guidelines

Greater Sudbury Arts & Culture Grant Program



Background

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: <http://investsudbury.ca/arts-and-culture>.

Established in 2005, the City of Greater Sudbury’s Arts and Culture Grant Program stimulates the growth and development of this important economic sector, increases its potential to attract and retain a talented and creative workforce and presents an investment in quality of life for all residents.

The City’s Economic Development division, Tourism and Culture section has coordinated the application process for the Arts & Culture Funding Program since its inception. The process of reviewing applications and determining allocations is conducted with two granting juries. The recommendations of the juries are then brought forward to the City of Greater Sudbury Community Development Corporation (GSDC) Board of Directors for review and approval on behalf of City Council. The funding is disbursed to grant proponents through Contribution Agreements, which also lay out requirements for reporting results and communicating the City’s contribution.

Under GSDC oversight, the program has allocated millions of dollars in funding to over 100 local arts and culture organizations. This investment has led to the employment of more than 100 artists, the realization of dozens of festivals and an estimated overall return of almost \$10 for every dollar spent.

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>		
Creative Identity	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.
Creative People	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
Creative Places	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.
Creative Economy	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 (GSDC)

“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). Examples may include board training in governance or financial literacy, volunteer programs or development opportunities for staff.
- 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. Applicants must demonstrate how the equipment fits with the following criteria to be considered eligible:
 - Is vital to the success of a larger project or program
 - Is of reasonable cost and specification for the use described
 - The organization has the training and capacity in place to use the equipment properly
 - The organization will retain the equipment as a long-term resource and/or must be portable

To illustrate, an example of non eligible equipment purchases is as follows: an organization is requesting funding for a laptop for \$1,500 for office use, including accounting, marketing and communications and administrative uses.

- Although the equipment will benefit the organization and create capacity, it is not part of a larger art and culture project. There is no description of the how the cost was determined or what model is being purchased. There is no information of who will use the laptop and what training is being conducted. The funding request is for a device at the high end of the product line with no explanation of why this device is necessary.

Project Grants (2)

1-Small Project Grants (under \$2,999)

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.
- 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).
- 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.

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.
- 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** (\$2,999 or less) 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).
- 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.

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.
- Demonstrate a willingness to cooperate with related groups in the community.
- 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.

Operating Grants

- Reviewed by the Operating Jury and ratified by the City of Greater Sudbury Community Development Corporation Board (GSDC)

"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**.

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 (please visit <https://www.labour.gov.on.ca/english/es/laws/index.php> for more information on applicable legislation).
- 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 include submitting information through CADAC (see note below) and 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 in the form of 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. When possible, efforts will be made to ensure that approved multi-year funding is sustained at 90% of the amount requested, subject to volume and quality of the other applications received in every year of eligibility and level of funding available to support.

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 (Program equipment and supplies could include costumes, props, art supplies and equipment)

Ineligible Expenses for Both 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)

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.
- "Stacking" of municipal fund is allowed, and funding **can** be used from different municipal funders. However the other municipal funding must **not** be used for the same expenses as Arts and Culture Grant funding. Budgets must explicitly indicate how all municipal funding will be used.

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.

CADAC (Canadian Arts Data/Données sur les arts au Canada)

CADAC (Canadian Arts Data / Données sur les arts au Canada) is a web-based application dedicated to the collection, dissemination and analysis of financial and statistical information about Canadian arts organizations. CADAC launched in 2008, and has been in development since 2004.

A joint effort of [arts funders across the country](#), CADAC provides a simplified process for arts organizations applying for operating grants. Arts organizations making application to multiple funding agencies submit their financial and statistical information in a single format, to a single source. They have access to their own historical data and to reports both on their own organizations and comparisons to all similar organizations in the database.

Public sector funding agencies have immediate access to current and consistent data for all the arts organizations they fund. Aggregate data across CADAC is also accessible, allowing for reliable and consistent analysis of the Canadian arts sector. Individually and collectively, funding agencies will be able to report on the health of the field and the impact of the arts in their communities.

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, demonstrated use of consistent board governance practices 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 with contingency or deficit reduction plans for shortfalls .
- 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 public funding.
- There is a demonstrated need for financial assistance from the City and the current proposal is well planned and achievable.
- There is a rationale provided for reserves and surpluses.
- Board succession plans are in place

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 Cultural Plan*.

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 or Jonathon Condratto, Business Development Officers, can be reached at Culture@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 (<http://investsudbury.ca/arts-and-culture>)

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 (Required for all applicants)

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 <http://investsudbury.ca/arts-and-culture>.

Templates

Word templates of the online application will be provided before the opening of the grant portal to allow grant applicants to work through the applications before the grant deadline. Please contact staff for more information.

Grant Review Process

Intake

An announcement to solicit applications for the Arts & Culture Grant Program will be shared with local media, posted on the City website and linked to other partner websites/outlets as appropriate. Full application requirements will be made available prior to intake at <http://investsudbury.ca/arts-and-culture>. Late or incomplete applications will not be considered for review. Applications will be available in both French and English; however please be advised funding agreements are only available in English.

Staff initial review

Tourism & Culture Section staff will review the applications to ensure completeness and to prepare material 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 prepare the required review documentation for the evaluating juries.

Review and recommendations

The **Arts & Culture Grant** applications are reviewed by volunteer subcommittees of the Greater Sudbury Community Development Corporation (GSDC). All members of these 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 juries' 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 may occur if an evaluator:

- Has direct 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 (<http://investsudbury.ca/arts-and-culture>), 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.

Please be advised that application information may be shared with other City of Greater Sudbury funding agencies (such as the Healthy Communities Initiative program). Applicant organizations and applications will be reviewed to ensure organizations are in good standing and not in arrears in any way with the City of Greater Sudbury.

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. 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 payment 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 CGS 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 <http://investsudbury.ca/arts-and-culture>.

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 or Jonathon Condratto, Business Development Officers at Culture@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)
Jonathon Condratto, Business Development Officer (Arts & Culture)

Tourism & Culture Section
Tel: (705) 674-4455 ext. 4429
Fax: (705) 671-6767
Email: Culture@GreaterSudbury.ca
<http://investsudbury.ca/arts-and-culture>

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 dream, 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.

Strategic 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 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.

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 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.

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**.

Succession Plan is a plan which lays out a process for recruiting and replacing members of an organization when those members reach the end of their term or otherwise leave the organization.