

ST. CATHARINES

CULTURAL INVESTMENT

Arts Development Program

2022 Guidelines

Arts Development Program 2022

Vision Statement

A vibrant arts and culture scene is important to a livable city. St. Catharines' creative sector is a foundation for community transformation and sustainability: artists and not-for-profit arts organizations are at the heart of this sector.

Purpose and Priorities

Stable municipal cultural investment in the arts stimulates growth, innovation and cultural vitality. It ensures a wide range of cultural experiences, activities, events, facilities, programs and services that serve all of St. Catharines' citizens regardless of age, ethnicity or income. The St. Catharines Cultural Investment Policy is designed to strengthen local arts creation, cultural distribution and engagement in order to improve the spirit and quality of life for its residents.

The St. Catharines Cultural Investment Policy aims to serve long term community sustainability by strengthening cultural vitality, economic diversity, environmental awareness and social inclusion with the following investment priorities:

- cultivate the growth and development of a dynamic and robust creative sector;
- support original, made-in-Niagara arts creation;
- foster a range of cultural experiences for all of St. Catharines residents, including educational, participatory and audience-based programs;
- stimulate innovation and creative enterprise;
- celebrate and encourage cultural, social and artistic diversity.

Program Description

There are three program streams for funding within SCCIP, with six separate grant programs.

Each grant program serves a distinct segment of the creative sector, with the aim of strengthening the overall cultural ecosystem within St. Catharines. The Development Stream has three (3) grant programs, designed for small and emerging arts organizations, and culture-related projects.

The **Arts Development Program** is intended for emerging arts organizations and artist ad hoc groups/collectives, or arts organizations that work on a project to project basis, as well as for new arts festivals. This program supports a range of cultural activities, art forms, and art practices, with priority given to Niagara-based arts creation and diverse cultural traditions.

Applicants will have been active and/or in existence for at least one (1) year. Equipment and small capital costs will be considered under this program if it is demonstrated that this investment will directly serve the priorities of the St. Catharines Cultural Investment Policy. (For definitions, please see Glossary of Terms on p.5.)

Application Deadlines

- **Thursday May 19, 2022 at 4:30 p.m.** (projects beginning Sept. 2022 or later)
- **Thursday September 22, 2022 at 4:30 p.m.** (projects beginning Jan. 2023 or later)

Applications must be received **prior to this deadline** to be considered. Find the application at: www.stcatharines.ca/SCCIP

If you require assistance with the online portal, please contact Ashley Judd-Rifkin, Culture Coordinator, at ajuddrifkin@stcatharines.ca or 905-688-5601 ext. 5229. Applicants will be notified in writing of the results within four (4) months after the deadline.

First-time applicants to the Arts Development Program are required to contact Cultural Services Staff to discuss eligibility and program ideas before applying.

See staff contact details below. It is highly recommended that all other applicants contact staff to confirm eligibility and program changes prior to submitting an application.

Eligibility

St. Catharines Cultural Investment Program (SCCIP) funds are available to not-for-profit arts organizations engaged in ongoing creation, production, presentation and dissemination activities related to the performing, visual, literary and media arts.

All applicants to the Arts Development Program must:

- be active in St. Catharines;
- provide programming or services that are open to the public and publicized city-wide;
- have a diversified revenue base, which can include memberships, significant earned revenue, funding from other levels of government, and support from the private sector through fund-raising activities, donations and sponsorships;
- pay principal artistic contributors for their services in accordance with generally accepted industry standards, and according to the applicant's practices and associations;
- have been in existence for a minimum of twelve (12) months, with evidence of public activity.

NOTE: Repeat applicants must show evidence of organizational evolution, program innovation, creative partnerships and/or growth in community engagement.

Eligibility Exceptions for Arts Development Program

- Arts organizations and artist ad-hoc groups that operate on a not-for-profit basis, but are not registered, may apply to the Arts Development Program.
- Subject to prequalification, first-time applicants that have been in existence for less than a year at the time of the application deadline may be permitted to submit an Arts Development or Culture Builds Community grant application outside of normal program deadlines. Prequalification will require that the applicant demonstrate that they are on a 2-year trajectory to be eligible for sustaining programs. Consultation with City staff will be required and the applicant may also be required to present to the Arts & Culture Advisory Committee. All other program eligibility requirements apply. Prequalification

must be granted prior to submitting an application and does not guarantee that the application will be successful.

Ineligibility

Some activities are beyond the scope of this program, regardless of their merit. No activities will be funded retroactively. Grants are **not** available for:

- civic departments, boards, commissions or advisory committees, City programs or projects (i.e. libraries, community centres);
- social service, religious, or sports organizations;
- educational institutions (schools, colleges etc.);
- club or community centre programs;
- conferences, conventions or banquets;
- scholarships, prizes and awards;
- as donations (including the waiving of fees and charges);
- groups raising funds for non-cultural causes;
- uniforms or personal equipment;
- deficit reduction.

Evaluation Criteria for the Arts Development Program

All applications are reviewed by the SCCIP Review Committee which makes funding recommendations to City Council through the Arts & Culture Advisory Committee. Applicants to the Arts Development Program will be evaluated using the following criteria:

Community Impact

(26% of total score)

- The project leadership has the ability to connect to an audience and/or to develop a new audience.
- Engagement, collaboration and/or partnerships with local artists, community groups and distinct communities are integral to the project.
- The project is designed to have a lasting impact in the cultural community.
- The project is designed to engage a distinct or under-served sector of the community.

Cultural Interest

(32% of total score)

- The project leadership has demonstrated standards of artistic/cultural achievement in past activities.
- The vision of the project is innovative, creative and inclusive.
- Artwork created by local artists is a priority.
- The proposed project is distinct and innovative in the context of comparable activities in St. Catharines.
- The project provides unique opportunities for artists, other cultural organizations and/or the public.

Organizational Competence / Project Leadership

(28% of total score)

- There is a clear mandate, competent administration and a functional board, OR clear roles and responsibilities within the project leadership. Where there are multiple partners, there are clear roles and levels of responsibility between and among the partners.
- The current proposal is well planned and achievable and includes a realistic plan and articulated goals. There is financial accountability, and a researched budget based on realistic revenue targets.
- There is an overall quality and impact in the applicant's recent activities.
- Appropriate publicity, marketing and outreach plans are provided.
- There is a demonstrated need for financial assistance from the City.
- The organization incorporates contingency plans, including strategies to alter program delivery (if necessary.)

Purpose & Priorities of SCCIP

(14% of total score)

- The project serves the purpose and priorities of the St. Catharines Cultural Investment Policy. (See description on page 1 of this document.)

Final Reports

Successful applicants to the Arts Development Program will be required to submit a final report. Final report forms are available from Cultural Services staff and must be accompanied by final actual figures in the financial form, a completed statistical information form, and your organization's Financial Statements for the year in which funding was provided and utilized. Grant recipients are required to provide copies of all receipts for expenditures covered with SCCIP funds.

Any recipient that fails to submit reports will not be eligible for future funding until required reports are submitted and reviewed by Cultural Services staff. If the City is not in receipt of a final report within one year of the project's completion, the recipient may, at the City's sole discretion, forfeit the 10% of funds withheld at time of approval. Please see the Application Form's Terms and Conditions for further information on this subject.

For more Information

Please contact Ashley Judd-Rifkin, Culture Coordinator, at ajuddrifkin@stcatharines.ca or 905-688-5601 ext. 5229.

Applications must be submitted via the online submission portal:

www.stcatharines.ca/SCCIP

Glossary of Terms

Ad hoc Group/Collective: made up of two or more individuals or groups/organizations that come together for a one-time project (ad hoc group) or have ongoing activity (collective).

Artist: creator in any art form or discipline

Arts include music, theatre, dance, visual art, media arts and literature.

Celebrations are cultural events organized for the purpose of building and celebrating a sense of community in response to a desire that is best addressed through celebration. Often a celebration marks a civic or national holiday, a special day, or noteworthy event.

Community Art projects provide opportunities for non-arts community members to work with professional artists on a project that culminates in a public presentation or work of art expressing community interests and issues.

Culture is the collective identity of St. Catharines – its people, places, and expressions, and the shared experiences that bind a community – traditions, memories, values, vision, creations and legacies. (As defined in “Inspire St. Catharines: Culture Plan 2020”.)

Cultural diversity: the breadth of ancestral heritages reflected in any part of society.

Cultural landscape: any geographical area that has been modified, influenced, or given special cultural meaning by people

Cultural workers: personnel involved directly or in support functions in the production, presentation and distribution of culture

Ethnoculture reflects and celebrates a diversity of ancestral heritages through the preservation of ancestral traditions, arts and language.

Event: any cultural presentation in any medium such as literary reading, storytelling, music concert, play, visual art opening, dance concert, public talk, heritage re-enactment, etc.

Festivals: are defined as a series of publicly-held, theme-related events, predominantly cultural in nature, held annually for two or more consecutive days and possessing city-wide and regional appeal.

Heritage: is a set of things, places and ideas inherited from the past, both natural and manmade.

Heritage resources: include, but are not limited to, cultural landscapes, archeological sites, structures, artifacts and associated records

Inclusivity: the process of engaging as many diverse people within the community as possible, and fairly representing gender, culture, race, religion, age, ability, sexual orientation etc.

Living arts: arts made by living artists

Local Community refers to a group of people within St. Catharines brought together by geography, tradition, culture, lifestyle, common experience or spirit.

Professional: (pertaining to artists and other cultural workers) persons making all or part of their living from their cultural practice, and/or identified by their peers and/or themselves as primarily committed to their practice over other income-producing and life activities

Non-professional: (pertaining to artists and other cultural workers) persons engaged in cultural practices as a leisure pursuit and not receiving financial compensation

Semi-professional: (pertaining to artists and other cultural workers) persons making part of their living from their cultural practice and/or committed to their practice as a significant part of their activities.

Street Fair / Neighbourhood Celebration are typically short-term events that are open to all residents. These events will celebrate characteristics historical and/or cultural in nature that are unique to a local community.