

# ST. CATHARINES

CULTURAL INVESTMENT

## Culture Days Activity Program (CDAP)

2022 Guidelines

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## 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 the St. Catharines Cultural Investment Program (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 of St. Catharines. Development funding has three (3) grant programs, designed for: small and emerging arts organizations and artist ad-hoc groups; not-for-profit organizations leading culture-related projects, and; businesses and individual artists leading community-engagement activities. Repeat applicants must show evidence of organizational evolution, program innovation, creative partnerships and/or growth in community engagement.

The **Culture Days Activity Program** (CDAP) is intended for artists, businesses or organizations who wish to run a Culture Days activity in St. Catharines. Activities must respond to the mandate of Culture Days and create public participation in cultural experiences, with the aim of inspiring future involvement in the cultural life of the community. Culture Days is a month-long national event **September 23, to October 16, 2022** to raise the awareness, accessibility, participation and engagement of Canadians in the arts and cultural life of their communities.

## Application Deadline

The **2022** deadline for the Culture Days Activity Program is **Thursday March 24, at 4:30pm**. Applications must be received prior to this deadline to be considered. Applicants will be notified of results in writing within four (4) months after the deadline. Find the application portal and budget form at [www.stcatharines.ca/SCCIP](http://www.stcatharines.ca/SCCIP).

## First-time applicants to the Culture Days Activity 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.

## Staff Contact

Please contact Ashley Judd-Rifkin, Culture Coordinator, at [ajuddrifkin@stcatharines.ca](mailto:ajuddrifkin@stcatharines.ca) or 905-688-5601 ext. 5229.

## Eligibility

Applicants to the Culture Days Activity Program are not required to meet all of the General Eligibility Requirements of SCCIP. Activities must:

- take place in St. Catharines during the **Culture Days month** – September 23 to October 16, 2022 – and be registered at [www.culturedays.ca](http://www.culturedays.ca) by Friday September 2, 2022;
- be free and open to the public;
- engage the public in hands-on, interactive cultural experiences and encourage continued involvement in local culture;
- employ (and pay) local artists and cultural workers;
- be distinct from normal activities offered by applicant.

## Eligibility Exceptions to Culture Days Activity Grant

For-profit businesses are eligible for this program when all other eligibility requirements are met. Business applicants are eligible for **artist fee costs only**.

## 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 Culture Days Activity 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 Culture Days Activity Program will be evaluated using the following criteria:

### Community Impact

- The activity will appeal to a wide range of residents, including families, youth, older adults and St. Catharines' diverse communities.
- The activity is creative, inventive and/or fun.
- The activity is designed as a hands-on, interactive cultural experience for participants and will encourage:
  - participation from residents who may not otherwise participate in culture;
  - interest in regular programs and events offered by local artists, groups, organizations or businesses; and,
  - future exploration or involvement in local arts, heritage and culture.
- Activity does not significantly duplicate any other Culture Days activity.

### Project Leadership

- Local artists and cultural workers are employed, using their skills and talents appropriately.
- The activity is well-planned and includes sufficient time to prepare, conduct and conclude the activity.
- The activity responds to the mission of the nation-wide Culture Days.
- There is a demonstrated need for financial assistance from the City.
- Organizers incorporate covid-19 pandemic-related health and safety protocols.

For-profit businesses will be evaluated on their planned contribution to the success of the activity, including but not limited to direct investment and creative engagement with the artist/s.

## Final Report

A Final Report is a requirement of the program for all successful applicants. All reporting requires submission of final actual Financial and Statistical Information and receipts. 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. Please see the Application's Terms and Conditions for further information on this subject.

## APPLICATIONS

Applications **MUST** be submitted through the online application portal by visiting:

[www.stcatharines.ca/SCCIP](http://www.stcatharines.ca/SCCIP)

If you require assistance with the online application form, please contact Ashley Judd-Rifkin, Culture Coordinator, at [ajuddrifkin@stcatharines.ca](mailto:ajuddrifkin@stcatharines.ca) or 905-688-5601 ext. 5229.

## Culture Days Activity Program / FAQ

### **Q | Can I submit more than one application per year?**

A | No, one organization or artist can only submit one application. Organizations that wish to have multiple artists delivering activities at their facility should consider submitting an application for one activity, with the artists/groups delivering additional activities each submitting their own separate applications.

### **Q | How much funding can I receive from CDAP?**

A | Typically, funding varies from \$500 to \$1000 depending on scope and length of program delivery. Funding also depends on the amount requested vs. the overall amount available. Priority will be given to activities that:

- are accessible to most ages and abilities; and/or
- have the capacity to engage a small group (10+ participants) at any one time.

### **Q | Given the realities of the ongoing pandemic, should I plan for an in-person or virtual activity?**

A | Your chosen activity delivery method will depend on your resources and/or your capacity. Can you pivot quickly? Or do you need to make sure plans are solid in order to follow through? We recommend you try to be realistic about what you can do, both in terms of the health and safety requirements of in-person activities and from a technological standpoint, including access to proper equipment. Ultimately, all SCCIP-funded activities will be required to follow Public Health guidelines and directives, which may include the suspension of in-person activities.

### **Q | What length of time is recommended for the activity?**

A | We suggest 4-5 hours of overall delivery time for in-person activities, with priority often given to activities that have a longer delivery period to engage more community members.

For hands-on, creation-based activities this year, staff suggest you offer timed sessions (rather than drop-in style) for about 30 minutes to 1 hour, with participants being given the opportunity to "make & take" their creations. Staff also suggest activity organizers have participants register for in-person programs, due to potential in-person gathering restrictions that may be ongoing.

For performative experiences (with visitors taking part as an audience) activity duration of 15-30 minutes is ideal, with performances repeating for new audiences multiple times within the 4-5 hours of overall delivery time. We recommend that organizers also provide opportunities for the audience to engage with the performance.

For digital activities, a pre-recorded video demonstration of 15 to 30 minutes is preferred, or an interactive zoom session lasting 30 to 60 minutes, depending on activity type. Digital activities with an interactive component are preferred (ex: participants can create their own responsive work or can interact directly with the artists during the workshop).

## More About Culture Days

Culture Days aims to:

- FOSTER appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban, suburban and rural areas alike;
- PROMOTE direct interaction between creators and citizens, as a key to increasing understanding and appreciation of art and culture; and
- AFFIRM that every citizen is the guardian of the cultural life of his, her or their community.

Culture Days also serves as a year-round catalyst that connects individuals and creators to build measurable support for the entire sector and amplify its contributions. They seek to eliminate barriers to access and participation, and stimulate understanding, appreciation and exploration of arts and culture — so that every person in the country has a deeper connection with themselves, their communities, and Canada.

(From: [canadahelps.org](http://canadahelps.org) and [culturedays.ca](http://culturedays.ca))