

ST. CATHARINES

CULTURAL INVESTMENT

Sustaining Core Program

2022 Guidelines

Sustaining – Core 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 Sustaining Program Stream has three (3) grant programs, designed for established organizations that are Core and Midsized, as well as Festival producers. In 2022, applicants may apply for one year of funding.

The **Sustaining – Core Program** is intended for St. Catharines-based, established professional non-profit arts organizations with a mission to develop, create, produce, present and disseminate artistic work in any artistic discipline.

The program is for organizations that have a clear and relevant mission guided by long-term goals and strategies. They have been incorporated for at least five (5) years, have well-established programs and services, developed and delivered with consistency. They are artistically strong with proven impact in the community. There is full-time paid professional leadership (artistic and/or administrative), well-developed administrative structures, stable financial resources and planning, and an active Board of Directors with a clear governance role.

Recipients are ineligible for any other SCCIP program stream, with the exception of the Culture Days Activity Program. Capital requirements or festival activities can be considered for additional investment through this program. See application form for details.

Application Deadline

The 2022 deadline for Sustaining-Core applications is **Thursday April 14 at 4:30 p.m.** Applications must be received prior to this deadline to be considered. Download the accessory Authorization Form at www.stcatharines.ca/SCCIP

Applications **must** be submitted through the online submission portal by visiting 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 of results in writing within four (4) months after the deadline.

It is strongly recommended that all applicants contact Cultural Services staff to review the program and eligibility requirements prior to applying.

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 Sustaining – Core 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.
- be in existence for at least five (5) years, operate on a year-round basis and be a Federally or Provincially incorporated not-for-profit;
- have full-time paid¹ professional artistic, curatorial and/or administrative staff;
- have operating revenues of no less than \$250,000 per year;
- produce a full season of programming as per industry standards;
- have significant resources that serve the local arts sector (ie. facility, equipment, and people);
- pay principal artistic contributors for their services in accordance with professional industry standards.

¹ Payment levels in the arts sector vary and are determined by individual applicants based on many factors. In 2021, the Niagara Poverty Reduction Network set a living wage in Niagara at \$18.90 per hour. This represents an annual salary of \$34,398 for a 35 hour work week. For more information visit their website at

www.wipeoutpoverty.ca

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 Sustaining – Core 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 Sustaining – Core Program will be evaluated using the following criteria:

Community Impact

(30% of total score)

- Activities are conducted primarily in St. Catharines and for the benefit of residents of St. Catharines.
- Public access to the work is a priority, including access by St. Catharines' diverse communities.
- There is substantial public interest and attendance for the activities or work. Memberships, audience levels and/or participation levels are steady and/or growing.
- The organization creates jobs and contracts professional artists as part of their regular programming.
- Engagement, collaboration and partnerships are actively pursued with local arts organizations, artists and other community groups, including distinct communities.
- Volunteerism is actively and successfully encouraged in the organization.

Cultural Interest

(19% of total score)

- The organization creates and/or programs innovative and/or new work, including work created by Niagara-based artists.
- Programming and activities demonstrate innovation, development and research in the field.
- Distinctive programming is leading the field at a local, if not provincial and/or national level.
- Diversity is reflected in the organization's programming, leadership and audience.

Activities and Services

(14% of total score)

- Activities and services contribute to making St. Catharines a livable city, with the organization demonstrating ongoing quality and consistency.
- The organization plays a leadership role in the development of the local arts sector.
- There is a breadth of services provided to both residents and to the arts sector, including but not limited to: educational, participation, leadership and mentorship, as well as technical support such as facilities, equipment, and expertise.
- Activities have potential to bring provincial, national or international recognition to St. Catharines as well as substantial audiences.

Organizational Competence

(26% of total score)

- There is evidence of a clear mandate, competent administration, functional board and an appropriate administrative and governance structure.
- The organization is financially stable and accountable, and there is evidence of effective short- and long-term planning.
- Revenue sources are diverse and targets are achievable.
- There are appropriate outreach and marketing strategies in place.
- Management structure and staff professionalism are sufficient to serve the goals of the organization.
- The organization incorporates COVID-19 pandemic-related health and safety protocols including clear plans to alter program delivery (if necessary.)

Purpose and Priorities of SCCIP

(11% of total score)

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

Final Report

A Final Report is a requirement of the program for all successful applicants. Applicants to the current year who have received Core Program funding for the previous year are exempt from this provision, pending review of the current application. Report forms are available from City staff. All reports require submission of final actual Financial and Statistical Information, and Financial Statements of the year for which funding was provided. There may be additional report requirements pending funding approval for a festival.

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 Terms and Conditions within the Application Form for further information.

For more Information

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

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