

COMMUNITY IMPACT**Total ___/37**

- /10 Are the organization's activities conducted primarily in St. Catharines and for the benefit of St. Catharines residents and visitors?
- /9 Do the activities have potential to bring provincial, national or international recognition to St. Catharines and attract visitors from outside of St. Catharines?
- /8 Is public access to the work a priority?
- /5 Is there a substantial and/or growing public interest and attendance for the activities?
- /5 Is volunteerism actively and successfully encouraged in the organization?

FESTIVAL / CULTURAL INTEREST**Total ___/28**

- /6 Is the festival distinct and innovative in the context of other events in St. Catharines and Niagara?
- /6 Are activities and services of a quality to merit public support?
- /4 Are programming goals clear? Do activities demonstrate innovation, development and research in the field?
- /2 Is general public appeal in evidence?
- /6 Are local partnerships – with artists, vendors, community groups and local businesses – an integral part of the event?
- /4 Does the festival animate the streetscape with performances, activities, etc., attracting audiences and business engagement?

ORGANIZATIONAL COMPETENCE**Total ___/25**

- /6 Is there is evidence of a clear mandate, competent administration, functional board and an appropriate administrative and governance structure ?
- /5 Can the organization manage and deliver all programmed activities related to the proposed event? All non-program related aspects of the festival?
- /4 Is the organization financially stable and accountable? Is there evidence of effective short and long term planning?
- /3 Is a realistic revenue generation plan in place?

- /3 Is there is an overall quality and consistency in the applicant's recent activities?
- /2 Has the organization demonstrated need for financial assistance from the City?
- /2 Has the festival received funding from at least one other government granting program, such as Niagara Investment in Culture, Celebrate Ontario or the Department of Canadian Heritage Festival Program?

MARKETING AND OUTREACH PLANS

Total ___/19

- /7 Does the marketing plan have a clearly articulated target market and marketing approach?
- /4 Are the systems of marketing and outreach effective at attracting target audiences?
- /3 Is there evidence of past success in audience attraction from the region and beyond OR a realistic plan to achieve this?
- /3 Has the applicant collected and documented visitation and/or relevant economic impact information? If not, is there a plan in place to do so?
- /2 Is data documenting patron and visitor numbers available?

PURPOSE AND PRIORITIES OF SCCIP

Total ___/11

Does the festival:

- /1 contribute to 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
- /1 support long term community sustainability by strengthening cultural vitality, economic diversity, environmental awareness and/or social inclusion
- /2 cultivate the growth and development of a dynamic and robust creative sector;
- /2 support original, made-in-Niagara arts creation;
- /2 foster a range of cultural experiences for all of St. Catharines' residents, including educational, participatory and audience-based programs;
- /2 stimulate innovation and creative enterprise;
- /1 celebrate and encourage cultural, social and artistic diversity.

SUMMARY OF ASSESSMENT

Total ____/120	Date:
Amount Recommended:	Signature:

Overall Comments:
