



St. Catharines

ST. CATHARINES

CULTURAL INVESTMENT

Sustaining Festival Program

2022 Guidelines

Sustaining – Festival 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

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 **Festival Program** is intended for professional festivals that generate cultural tourism and/or significant economic impact, and contribute to the cultural vitality and diversity of St. Catharines. (For definitions, please see Glossary of Terms on p.5.)

The festival has been produced at least two (2) times and offers unique programming which includes a significant component that takes place in St. Catharines. The festival attracts audiences from within and beyond Niagara, and engages local artists and businesses in festival activities. Festival operations are professionally managed with paid staff resources and/or a dedicated volunteer management team. There is evidence of effective marketing and business planning, stabilizing administrative structures and financial resources, grant support from other government sources and an engaged Board of Directors.

Application Deadline

The 2022 deadline for Sustaining-Festival applications is **Thursday September 22, 2022 at 4:30 p.m.** Applications must be received prior to this deadline to be considered. Download application materials 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, or to confirm eligibility, 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 Festival 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 a minimum of two (2) years and be a federally or provincially incorporated not-for-profit organization or; a non-incorporated organization that confirms it operates on a not-for-profit basis;
- meet the definition of a festival (see Glossary of Terms) and provide programming or services that are continuous, open and/or otherwise accessible to the public;
- have paid staff and/or a contracted festival coordinator and/or a dedicated volunteer management team;
- have completed two (2) successful festivals prior to application;
- pay principal artistic contributors for their services in accordance with professional industry standards;
- have a revenue base of no less than \$30,000 and be an applicant for festival funding from other government sources such as Reconnect Ontario or the Department of Canadian Heritage Festival Program.

Eligibility Exception to Festival Program

A club, community centre, social service, religious or sports organization that has a significant festival, substantially engages broader audiences and meets all other program eligibility criteria may be eligible to apply. The festival cannot be a fundraiser.

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 Festival Program

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

Community Impact

(31% of total score)

- Activities are conducted primarily in St. Catharines and serve residents and visitors.
- Activities have potential to bring provincial, national or international recognition to St. Catharines and attract visitors from outside of St. Catharines.
- Public access to the work is a priority: events may be ticketed, but are open to all members of the public.
- There is substantial and/or growing public interest and attendance.
- Volunteerism is actively and successfully encouraged in the organization.

Festival / Cultural Interest

(20% of total score)

- The festival is distinct and innovative in the context of other events in St. Catharines and Niagara.
- Activities and services are of a quality to merit public support.
- Program goals are clear and activities demonstrate innovation, development and research in the field.
- General public appeal is in evidence.
- Local partnerships – with artists, vendors, community groups, and local businesses – are an integral part of the event.
- The festival animates the streetscape with performances, activities etc. attracting audiences and business engagement.

Organizational Competence

(24% of total score)

- There is evidence of a clear mandate, competent administration, functional board and an appropriate administrative and governance structure.
- The organization can deliver all programmed activities related to the proposed event OR has hired expertise to ensure quality management and delivery of the festival's content and program.
- The organization can manage and deliver all non-program related aspects of the festival. This may include, but is not limited to: security, waste management, hospitality services, relevant licensing and permits, etc.
- The organization is financially stable and accountable, and there is evidence of effective short and long term planning, including contingencies in the possible event of budget shortfalls.
- A realistic revenue generation plan is in place, including other grants, sponsorships and earned revenues.
- There is an overall quality and consistency in the applicant's recent activities.
- There is a demonstrated need for financial assistance from the City.
- The festival has received funding from at least one other government granting program, such as Reconnect Ontario or the Department of Canadian Heritage Festival Program.
- The organization incorporates contingency plans to alter program delivery, if necessary.

Marketing and Outreach Plans

(16% of total score)

- The marketing plan has a clearly articulated target market and marketing approach.
- Systems of marketing and outreach are effective at attracting target audiences.
- There is evidence of past success in audience attraction from the region and beyond OR a realistic plan to achieve this.
- Applicant has collected and documented visitation and/or relevant economic impact information or has a plan in place to do so.
- Data documenting patron and visitor numbers is available, and economic and other beneficial impacts are in evidence.

Purpose and Priorities of SCCIP

(9% of total score)

- The project serves the purpose and priorities of the St. Catharines Cultural Investment Program.

Final Report

A Final Report is a requirement of the program for all successful applicants. Applicants to the current year who have received Festival 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.

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 905.688.5601 ext. 5229 or ajuddrifkin@stcatharines.ca

Applications must be submitted via the online submission portal:
www.stcatharines.ca/SCCIP

Glossary of Terms

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 man-made.

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.