

ST. CATHARINES

CULTURAL INVESTMENT

Sustaining Midsized Program

2022 Guidelines

Sustaining – Midsized 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 – Midsized Program** is intended for St. Catharines-based, professional non-profit arts organizations that have a mission to develop, create, produce, present and disseminate artistic work in any artistic discipline. They have been incorporated for at least two (2) years, have impactful annual programs or services that are delivered with consistency and are artistically strong. There is paid professional leadership, developing and/or stabilizing administrative structures and financial resources, emerging long-term planning, and an engaged Board of Directors.

Application Deadline

The 2021 deadline for Sustaining-Midsized applications is **Thursday April 14 at 4:30pm**. Applications must be received **prior to this deadline** to be considered. Download the application 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 highly 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 – Midsized 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 two (2) years and be a Federally or Provincially incorporated not-for-profit;
- have ongoing paid¹ professional artistic, curatorial and/or administrative staff;
- produce a minimum of three (3) public activities per year;
- have operating revenues of no less than \$30,000 per year;
- 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 a number of 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 – Midsized 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 – Midsized Program will be evaluated using the following criteria:

Community Impact

(23% 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.
- Engagement, collaboration and partnerships are actively pursued with local arts organizations, artists and community groups, including distinct communities.
- The organization contracts local professional artists as part of their regular programming.

Cultural Interest

(25% of total score)

- The organization creates and/or programs innovative, new work.
- Opportunities are generated for Niagara-based artists.
- A distinctive program and/or artform is under development and/or part of regular programming.
- There is growing public interest and attendance for the activities or work.

Activities and Services

(14% of total score)

- Activities and services contribute to making St. Catharines a livable city.
- Activities are unique in the community, distinct from other local government-supported organizations.

Organizational Competence

(27% of total score)

- There is evidence of a clear mandate and strategic planning.
- There is competent administration and a clear organizational structure.
- There is a functional board and an appropriate governance structure.
- The organization is financially accountable, and there is evidence of effective short-term planning. Long-term planning may be in development.
- There are appropriate outreach and marketing strategies in place.
- 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 Midsized Program funding for the previous year are exempt from this provision, pending review of the current application. In the event that multi-year funding is approved, an Interim Report must be provided by the recipient no later than three months after the end of the applicant's fiscal year for which funding was provided. 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 Application's Terms and Conditions for further information on this subject.

For more Information

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