

Purpose

To enable, encourage and assist community not-for-profit arts, culture and heritage organizations to produce or enhance multi-faceted arts, cultural and/or heritage events. Events must be held on one or more days in Strathcona County.

To be considered for funding under this category, the organization must meet the eligibility criteria:

1. Not-for-profit; must have been registered as a Society for one year under one of the following:
 - Societies Act
 - Libraries Act
 - Agricultural Societies Act
2. Community organizations that are not registered may have a sponsor apply on their behalf. The sponsor must be eligible under the Arts, Culture and Heritage Community Investment Program funding criteria, and must take full legal and financial responsibility for the grant funds approved.
3. The programs and services provided by the organization must be of value and available to the residents of Strathcona County.
4. Only one application per category can be submitted at one time.

What projects might be funded?

- Art exhibitions
- Festivals
- Special Events

What is not eligible for funding?

- Direct grants to individual artists
- For-profit organizations
- Fundraising costs
- Travel expenses
- Capital or equipment expenditures
- Liquor license, liquor, food
- Retroactive funding for events/festivals that have already been held
- Re-applying for additional grant funds for an event/festival already funded during the same calendar year

What is considered to be an arts and culture activity? Examples are:

- Visual Arts: painting drawing, calligraphy, fibre arts, ceramic arts, mosaics, sculpture, crafts
- Media Arts: Film/video, photography, sound recording, multi-media, publishing
- Performing Arts: drama, music, dance, choral, theatre, opera, comedic, puppetry, mime, performance art
- Literary Arts: storytelling, creative writing, prose, poetry
- Environmental Arts: architecture, urban design, landscape design, environmental installations
- Multicultural Arts: ethnic celebrations, festivals, fairs, ethnic-specific performing, visual, literary, crafts, folk tales, culinary traditions
- Heritage Arts: protection, restoration, display and interpretation of heritage, archives and materials, artifacts, archeological and heritage sites.
- Educational Arts: summer camps, youth festivals, youth and adult training programs in any of the arts or heritage forms

Special Event or Festival Grant - Guidelines

Grant Amounts

Applicants may apply for up to \$5,000 of their event or festival expense budget. For events of regional, provincial or national significance, higher maximums may be considered on a one time basis if funds are available. For a collaborative project or event only one application can be submitted. Funds must be spent in the year they are awarded.

Evaluation Criteria

The following factors are considered in evaluating grant requests:

- Clearly-articulated artistic program plan which reflects and fulfills the organization's mandate;
- An exhibition, special event or festival that is of community value and encourages the development of arts, culture and/or heritage to a broad base of citizens;
- Availability of the program to all Strathcona County residents;
- Lack of overlap with existing services;
- Viability of the project (realistic goals, appropriate planning, effective budgeting, cost-effectiveness);
- Marketing and promotion strategies demonstrated;
- Organizational competence that is demonstrated through the application process and past history in the community;
- Collaboration with other not-for-profit arts and culture organizations (where relevant) would be considered a strength;
- Organizations whose primary purpose is for the delivery/development of arts, heritage and/or cultural activities in Strathcona County will receive higher priority.

How will my application be evaluated?

Applications for Special Event or Festival Grants will be evaluated by independent jurors in a peer assessment system. Peer assessment implies the use of practicing artists, arts professional and others who are knowledgeable and active in the local/regional arts community within the particular discipline they are asked to jury. Each committee will consist of three to five members who will assess the applications according to the grant criteria. By consensus, jurors will arrive at recommendations on the amount of grants.

Strathcona County will be responsible for the selection of jurors and will be continually researching and adding names of qualified people to the juror database. The arts community, organizations and individuals are encouraged to recommend qualified names to the database.

Prior to being appointed to a committee, jurors will be asked to declare any potential conflicts of interest due to relations with the grant applicants.

Financial

Approved funding can only be used as detailed on the application. In the case of a change to the original application, such as a cancellation or change in programming, the applicant must submit a letter of explanation requesting approval of a change in the use of the grant. In the event that an approval is not received, the funding or balance of funding must be returned to Strathcona County.

Strathcona County Recreation, Parks and Culture may request access to all financial statements and records of the applicant organization should the need arise.

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Reporting

Within 30 days of the completion of the special event/festival, the organization must submit a final accounting report to Strathcona County. Any new applications for funding under the Arts, Culture and Heritage Community Investment Program will be denied if accounting is outstanding.

Public Acknowledgement

Strathcona County must be given recognition for its funding support in all publicity. Visual identity guidelines must be followed at all times. Strathcona County logo and other promotional materials are available and must be requested.

Application Deadlines

To request funding, artists must submit an application consisting of a fully completed grant application form and the required support documents. Incomplete applications will not be accepted. The original, signed grant application must be submitted to Strathcona County Recreation, Parks and Culture by:

- **November 30** for Phase I (January to June)
- **May 8** for Phase II (July to December)

You may submit your application using one of these three ways:

EMAIL:	Signed applications may be scanned and emailed to: Chris.munn@strathcona.ca
DROP OFF:	Recreation, Parks and Culture Administration Building 2025 Oak Street Sherwood Park, AB (Monday – Friday from 8:30 am – 4:30 pm except on Statutory Holidays)
MAIL IN:	Recreation, Parks and Culture 2001 Sherwood Drive Sherwood Park, AB T8A 3W7

If you have any questions, please direct them to Chris Munn, Cultural Development Liaison, either by telephone at 780-464-8058 or email at chris.munn@strathcona.ca.