

## CULTURAL GRANT POLICY

### Objectives

- a) To provide guidance for Moncton City Council when making funding decisions regarding Cultural Grants.
- b) To establish the application rules and procedures for organizations who choose to apply for a Cultural Grant.

### Application

This policy applies to all organizations applying for a Cultural Grant.

### Definitions

**Applicant:** An eligible organization applying for a Cultural Grant.

**Council:** Moncton City Council

**Cultural Grant:** One time funding provided to a successful Applicant who satisfies the criteria established under this Policy.

### Policy Statement

All Cultural Grant applications shall only be considered, and funding decisions made, in accordance with this Policy to ensure that funding is delivered in a consistent and equitable manner.

### Funding Categories

The City of Moncton Cultural Grant is divided into two categories, *Projects Funding* and *Operations Funding*. All Applicants must identify for which category of funding they are applying. These funding categories are defined as the following:

- **Projects:** One time funding provided to a successful Applicant to support the creation and presentation of cultural and artistic projects of merit which strengthen the Moncton community; to foster a dynamic cultural and artistic life and support the development of artists and their work in Moncton; to encourage new arts and culture initiatives; to provide cultural and artistic experiences for audiences; and to enhance the civic identity, quality of life, economic prosperity and reputation of the City of Moncton.
- **Operations:** One time funding provided to a successful Applicant to support the stability, flexibility and leveraging capacity for diverse funding opportunities for arts organizations fulfilling a significant role in the Moncton community. Operating Grants will support core expenses, salaries and programming costs for organizations including festivals as well as organizations that present programming year round.

## **Funding Amounts and Limits**

- a) Grants allocated through this program are typically between \$1,000 and \$2,000. Only under exceptional circumstances do we award grants over \$3,000.
- b) Cultural Grant funding is subject to availability of funds and approval by Council on an annual basis.
- c) All Applicants must specify in their application:
  - i. the amount of funding for which they are applying;
  - ii. how the funding will be used;
  - iii. how the funding will provide a benefit to the community, or assist in the development of the cultural community;
  - iv. all other sources of approved funding, including both monetary and in-kind support;
  - v. any other funding or in-kind support received from the City of Moncton; and
  - vi. Applicants seeking funding in support of a specific project must also specify the total project budget for the year.
- d) Organizations are permitted to submit more than one application although only one operational grant will be awarded on an annual basis to each organization.
- e) Funding allocations shall be determined by the City of Moncton on a case by case basis.

## **Eligibility**

Organizations must meet the following criteria to be eligible for a Cultural Grant:

- Registered non-profit organizations
- Organizations with significant community involvement
- Organizations within or holding principle activities within the geographic boundary of the City of Moncton
- Organizations that respect the Canadian Charter of Human Rights and promote equal access and opportunity for all persons
- Be in good standing with no outstanding or defaulted final reports from previous project grants

## **Ineligible organizations and projects**

- Commercial or for-profit organizations
- Individuals
- Religious or political groups: The municipality is non-partisan and does not provide financial support to a group espousing religious or political doctrine
- Educational institutions or schools unless applicant is a registered non-profit organization
- Commercial galleries or business locations (bars, restaurants, private clubs)

- Organizations that have defaulted on past project grants or that have received financial assistance from the City and have outstanding final reports or budgets

### Eligible Expenses

- Performances (theatre, music, dance, poetry/literature)
- Workshops or seminars on the subject of arts, culture or heritage
- Demonstrations of the creative arts, culture or heritage
- Educational programs or activities in the creative arts, culture or heritage
- Studies, plans, or strategies related to arts, culture, or heritage
- Projects that enhance the public's understanding and appreciation of local artists and artisans
- Projects that expose local audiences to national and international artists and artisans of exceptional merit
- Site-specific or street art projects that engage a geographic community or distinct group of people (e.g. youth, children, seniors, race/ethnicity) in the construction of an art installation (examples include a graffiti wall, landscape sculpture, large-scale assemblage or collage, or a mass performance)
- Educational materials such as books, booklets, posters, CDs, videos, films, interpretation panels, exhibition catalogues, interpretive markers
- Purchase or repair of specialized equipment or infrastructure, as well as for buildings, land, and large equipment
- Accessibility upgrades for persons with special needs (e.g. Wheelchair ramp, railings, wheelchair lift)

### Ineligible Expenses

- Commercial art sales, private galleries, institutional or private collections
- Art competitions or art markets
- Trade shows
- Art therapy
- General fund-raising and fundraising events
- Travel expenses
- Commercial publishing or sales (including books, CDs and DVDs)
- Sales, exhibitions or events held in commercial premises
- Funding that is primarily for the benefit of an individual
- Retroactive funding (projects substantially completed before the grant deadline)
- Deficits or debts
- Free or discounted tickets
- Fellowships, scholarships, or bursaries
- Contributions to an endowment fund
- Reunions, alumni associations, anniversaries, memorial services
- Expenses to further a profit venture or advantage a *for-profit partner* - funding must be used to further the applicant's non-profit activities
- Expenses related to programs/services that are delivered by an organization aligned with any religious group or political party

## Application Process

- a) All Applicants must complete a Cultural Grant Application Form, available online at [www.moncton.ca](http://www.moncton.ca), or in person at the City Clerk's Office, City Hall, 655 Main Street, Moncton.
- b) Applications must be submitted or post marked on or before the deadline **December 15** of each year. Incomplete or late applications may not be considered for funding. Applications must be submitted either electronically to [info.clerk@moncton.ca](mailto:info.clerk@moncton.ca) or in person to the City Clerk's Office.
- c) Applications will be reviewed and assessed by a panel including City Staff and members of the community. A list of successful Applicants, including the amount of funds committed to each, will be made publically available following approval by City Council.
- d) Successful Applicants will be notified in writing by **March 15** of their grant amount, as well as any conditions that must be met by the Applicant in order to receive the full amount of funding offered. Unsuccessful Applicants will also be notified in writing.
- e) Council shall have final authority over all funding decisions made under this Policy.

## Choosing Successful Applicants

The City of Moncton will strive to provide Cultural Grants to Applicants whose services provide the greatest benefit to citizens of Moncton. As funding for Cultural Grants is limited, not all Applicants may be successful. In determining an Applicant's overall benefit to the community, all Applicants will be scored out of a possible 30 points based on the following criteria:

- **Excellence (10 Points):** Cultural and artistic excellence (cultural or artistic merit)
- **Relevance (10 Points):** Benefit the cultural and artistic community as well as the community at large; stimulate appreciation of the creative arts, culture or heritage in the community; build community support, increase membership, develop wider audiences, or attract visitors; contribute to artistic or cultural achievement or heritage skills within the community; development and recognition of local talent.
- **Feasibility (10 Points):** Project feasibility as well as demonstrated organizational capacity and good management practices including:
  - Programming
  - Finances
  - Human resources
  - Historical track record
    - Event attendance
    - Audience development
    - Community and business support
    - Cultural diversity
    - Diversified funding
    - Partnerships

- Public accessibility

Council, as the final authority for Cultural Grant funding decisions, may also take any of the following factors into consideration:

- Availability of funding or in-kind support from other sources;
- History of funding from the City of Moncton;
- Access: in terms of admission cost, location, accessibility for disabled persons
- Provide interpretation for the general public
- Support inclusion of persons with special needs
- Embrace diversity (age, race/ethnicity, income, geographic location)
- Whether the Applicant's services support any of the following objectives identified in the City of Moncton Corporate Strategic Plan :
  - Environment: To be a green community
  - Social: To be a healthy community
  - Culture: To be a vibrant community
  - Economy: To be a prosperous community
  - Governance: To be an engaged community
- Any other factor that Council feels is relevant in making its determination.

### **Contribution Agreement**

Prior to receiving any funds, successful Applicants will be required to sign a Contribution Agreement, specifying the terms and conditions associated with the Cultural Grant, which may include any of the following:

- Amount of funding, and schedule for distribution of funds, including any holdback conditions;
- Final reporting requirements;
- Consequences for misuse of funds or failing to meet other conditions;
- Requirements for recognition of funding from the City of Moncton;
- Confirmation of cost-sharing agreements, or funding/in-kind support from other sources; and
- Any other terms and conditions as required by Council.

### **Reporting**

Recipients must submit a final report within 45-days of completion of the project or 45-days of end of fiscal year for operating grants. These Reports shall include, at a minimum:

- Details on how Cultural Grant funding was spent;
- A financial statements;
- Any significant changes in scope or delivery of the Project supported by the Cultural Grant inconsistent with the original request; and
- Any other information requested by Council.