



**City of Brantford
Community Cultural Investment Program
Statistics Form – 2021**

Note: This form must be filled out in order for your application to be considered complete.

Organization Name:

Section 1: Fiscal Years Date Ranges

"Past Fiscal Year" Date Range:	
"Current Fiscal Year" Date Range:	
"Next Fiscal Year" Date Range:	

Note: "Past Fiscal Year" refers to the year that no longer encompasses the current date (i.e. April 1, 2019 – March 31, 2020 or January 1, 2020 – December 31, 2020).

Note: Please use the above date ranges for section B2 of the Community Cultural Investment Program Application Form as well as all budget and supporting documentation included in this application.

Section 2: Cultural Activity

Note: Do not include statistics on education programs or professional development activities for youth or general audiences in the "Cultural Activity" section.

Note: Please only fill out the chart that best corresponds with your organizations' primary discipline: performing arts, visual and media arts, or heritage.

2a) Cultural Activity

Performing Arts Organizations

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of home performances (including readings)			
Number of touring performances (including readings)			
Number of exhibitions and screenings			
Number of artist residencies			
Other public activity (please specify below)*			
Total number of public activities			

*Other public activity (if applicable):

Visual and Media Arts Organizations

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of originated exhibitions			
Number of borrowed exhibitions			
Number of catalogues produced			
Number of artist residencies			
Number of film/video/media screenings			
Other public activity (please specify below)*			
Total number of public activities			
Number of originated exhibitions toured			
Number of galleries receiving your exhibitions			

*Other public activity (if applicable):

Heritage Organizations

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of originated exhibitions			
Number of borrowed exhibitions			
Number of catalogues/books produced/published			
Number of artist residencies			
Number of film/video/media screenings			
Other public activity (please specify below)*			
Total number of public activities			
Number of originated exhibitions toured			
Number of galleries receiving your exhibitions			
Number of days per year the site was open to the public			

*Other public activity (if applicable):

2b) Attendance and Participation

Note: Include paid and non-paid attendance in this section. This table should include all visitors your organization directly interacts with each year. Do not include website or social media engagement in this section.

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Attendance at home events			
Attendance at touring events			
Attendance at exhibitions (if applicable)			
Total public attendance			
Percentage of non-local visitors			
Number of single ticket sales/admissions			

2c) Membership (museum/gallery members, season subscribers, etc.)

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of individual members			
Number of organizational members			
Dollars spent on new member recruitment			

2d) Location of Cultural Activity

Note: Please list all communities (town, cities, reserves, etc.) in which you were active through performances, presentations, tour (including exhibition tours), outreach, arts education, run-outs, etc. Include Ontario communities and communities outside Ontario.

Section 3: Education and Professional Development/Activities

Note: Activities reported in this section should not be included in the statistics on pages 1-3. Use the response that best fits. Do not count any activity more than once in the entire Education and Professional Development Programs/Activities section.

3a) Education Programs/Activities for Youth (under 18)

Note: Report on activities/programs that are produced for/by/with youth (under 18). This includes programs conducted at your organization, in schools, and in the community. Include all activities programmed at home and on-tour.

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of talks and lectures (including pre-show chats and post-show Q&As)			
Attendance at above talks and lectures			
Number of classes, workshops and seminars programmed for the public			
Attendance at above classes, workshops and seminars			
Other learning and development activities/programs (please specify below)*			
Attendance at above other learning and development activities/programs			
Total number of activities/programs in this section			
Total attendance at all activities/programs in this section			

*Other learning and development activities/programs (if applicable):

3b) Education Programs/Activities for Adults (18+) and Families

Note: Report on activities/programs that are produced for/by/with adults (over 18) and families that increase public appreciation, knowledge, and participation in your area of culture. Do not include professional development activities.

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of talks and lectures (including pre-show chats and post-show Q&As)			
Attendance at above talks and lectures			
Number of classes, workshops and seminars programmed for the public			
Attendance at above classes, workshops and seminars			
Other learning and development activities/programs (please specify below)*			
Attendance at above other learning and development activities/programs			
Total number of activities/programs in this section			
Total attendance at all activities/programs in this section			

*Other learning and development activities/programs (if applicable):

3c) Professional Development Activity (presented or produced by your organization)

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Newsletters			
Publications (not including newsletter)			
Classes, workshops, and/or seminars (professional development)			
Conferences			
Other professional development activities (please specify)*			
Total number of professional development activities			

*Other professional development activities (if applicable):

Section 4: Staffing and Volunteers

4a) Paid Staff (f applicable)

Note: One person full-time (5 days per week) is one full-time equivalent (FTE). One person working one day a week is .2 FTE. Examples of calculation FTE:

- (1) An organization with 1 full-time staff and one half-time = 1.5 FTE
- (2) An organization with 3 staff working 3 days a week each = 1.8 FTE

An employee is 'new' if they were hired in the last 12 months. An employee is considered retained if they have been employed by your organization for longer than 12 months without leaving.

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of FTE artistic, exhibition, production, programming and technical staff			
Number of FTE administrative and other staff			
Number of new FTE staff members			
Number of FTE staff members retained			
Total number of FTE staff members			

4b) Temporary/Contract Staff

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of artists/curators (not on staff) to whom you paid artists' fees			
Number of contract staff (less than 1 year)			

4c) Board Members

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of new board members			
Number of board members retained			
Number of board meetings			
Total number of board member volunteer hours			
Total number of board members			

4d) Volunteers

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of new volunteers (not including board members)			
Number of volunteers retained (not including board members)			
Total number of volunteer hours (not including board members)			
Total number of volunteers			

4e) Professional Development for Staff/Volunteers/Board Members (e.g. conferences, courses, classes, webinars, training, networking opportunities, etc.)

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of staff members receiving paid professional development training			
Number of board members receiving paid professional development training			
Number of volunteers receiving paid professional development training			
Total number receiving professional development			

Section 5: In-Kind Support

Note: Please indicate the financial value of the in-kind support that your organization receives. If your organization has audited financial statement, the in-kind figures below should match the audited figures. To be included here, in-kind support must be (1) quantifiable and (2) items or services that would have been purchased if they had not been donated. **Do not include the estimated value of volunteer labour.**

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Space or utilities			
Services			
Equipment, materials and supplies			
Other (please specify)*			
Total in-kind support			

*Other in-kind support (if applicable):

Section 6: Artwork/Artefact Collection and Maintenance (if applicable)

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Total number of original artefacts/artworks in collection			
Total number of facsimile objects in collection			
Number of artworks/artefacts restored/rehabilitated			
Number of artworks/artifacts and objects in storage			
Number of items loaned or rented to other institutions			
Dollars spent on collections management (i.e. storage, handling, monitoring)			
Dollars spent on new acquisitions and restoration of existing collection			

Section 7: Fundraising and Sponsorship

7a) Fundraising

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of fundraising events hosted			
Dollars earned through fundraising events			
Total number of grant applications submitted			
Number of successful grant applications			
Dollars received through grants			
Dollars collected through all other donations			
Total number of dollars fundraised			

7b) Sponsorship

Please note: a donor is a person who donates money. A sponsor covers the cost for a specific project or activity.

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of new sponsors earned			
Number of sponsors retained			
Dollars received through sponsorship			
Total number of sponsors			

Section 8: Marketing**8a) Social media, e-newsletter and web engagement**

	Past Fiscal Year Actual	Current Fiscal Year Projected	Next Fiscal Year Projected
Number of e-newsletters sent			
Total number of followers on social media (Facebook, Instagram, Twitter, etc. combined)			
Average number of posts to social media per month, across all channels			
Number of press releases and advisories sent to media			
Number of ad spaces purchased (magazine/newspaper ads, TV spots, etc.)			
Dollars spent on printed marketing collateral (brochures, flyers, etc.)			
Dollars spent on digital marketing (sponsored posts on social media, website, etc.)			
Number of website views annually			