City of Brantford
Community Cultural Investment Program 2020
Terms of Eligibility
Annual Operating Grants

Description of Program

Funded by the City of Brantford, the goals for the Community Cultural Investment Program are to:

- provide operating financial assistance to not-for-profit organizations within the Brantford arts, culture, and heritage community
- encourage public awareness and appreciation of culture
- increase access to quality local cultural programming, and
- enhance the quality-of-life of the citizens of Brantford

Annual Operating Grants provide smaller grants for operating programming and administrative costs. These are annual grants for organizations that provide cultural programming as their primary activity.

Level of Support

The CCIP will not fund 100% of an applicant's budget. Applicants must indicate a range of revenue sources, including earned and private sector revenue. Grants will represent no more than 20% of the applicant's total operating budget as evidenced by the "Past Fiscal Year".

Who Can Apply for an Annual Operating Grant?

- Organizations/groups must be registered Non-Profit Organization or a charity (as defined by the *Income Tax Act* (Canada) and have an annual operating budget of less than $1.0 million.
- Organizations/groups must be physically situated within the geographical limits of the City of Brantford.
- Organizations must conduct their activities on an annual, on-going basis either throughout the year or on a seasonal basis.
- Organizations must deliver cultural programming as their primary activity.
- Organizations must have been operating as a registered not-for-profit for a minimum of two years.
- Organizations must be a non-government organization; however, non-government organizations that operate out of government-owned facilities may still apply.

Exclusions to Annual Operating Grants

Grants will not be given:

- to cover operating deficits or to retire debts
- to provide endowment funds
- for sectarian, religious, or political organizations or purposes*
- for profit-oriented programs or activities
- for equipment purchase or capital projects (e.g. building purchases or renovations), or
- to cover start-up costs for new programs

* See note on page 3 of Glossary of Terms (Appendix A) for more detail.

Assessment

- Grants are assessed through a third party Grant Committee not affiliated with The Corporation of City of Brantford.
- Assessment is based on the applicant's past and proposed work within the context of the grant program objectives. Applications should refer to these program guidelines for assessment criteria.
- The Grant Committee reserves the right to recommend grants for applicants not receiving an Annual Operating Grant in 2020, to recommend an increase or decrease in existing grant levels for applicants currently receiving Annual Operating Grants, or to recommend that organizations currently receiving Annual Operating Grants be phased out of the program.
- Grant Committee comments are not released.

Assessment Criteria to be considered

The Community Cultural Investment Program provides that the following criteria will be taken into consideration when applications are reviewed:

Community Involvement & Quality of Life:

- The applicant's activities are directed to the improvement of the quality-of-life in Brantford.
- The applicant conducts its activities primarily in Brantford and for the benefit of the residents of Brantford.
- The applicant encourages the participation of all citizens of Brantford.
- The applicant expends its financial resources in Brantford.
- The applicant actively and successfully encourages volunteerism within the organization.

Activities and Services:

- The activities and services are of a quality to merit public support.
- The activities of the applicant do not substantially duplicate the efforts of other applicants or other government supported individuals or organizations.
- The applicant collaborates with other Non-Profit Organizations in pursuing its objectives.
- The applicant's activities bring provincial, national or international recognition to Brantford.
- The applicant demonstrates development and innovation in its programming and activities.
- The applicant provides and supports instructional programs related to its objectives and activities for the residents of Brantford through outreach activities and programming.

Management and Financial Responsibility

- The applicant is managed in a responsible manner.
- The applicant demonstrates initiative and success in generating revenue outside of the Community Cultural Investment Program.
- The applicant measures the success of the activities and programs of its organization on an ongoing basis and shares the results of these measures with the City and other interested stakeholders.
- The applicant has a long-term strategic plan that demonstrates responsible growth and/or achievement.

Overall Excellence

- The application is organized, clear and complete.
- The applicant has no significant accumulated deficit.
- The applicant has no significant unrestricted or internally restricted reserve funds or accumulated surplus, which could be accessed for the purpose of this application.
- The applicant has made a strong case for the need for municipal support.

Application Process

- Application forms must be completed accurately, adding separate sheets where necessary.
- All attachments requested in the application form must be submitted with the application.
- Each section must be completed when the application is submitted and the application must be signed.
- Organizations with annual revenue over $100,000 must submit audited financial statements reviewed by an accountant.
- Requests for more than $5,000 must be accompanied by a financial statement reviewed by an accountant (need not be formally audited).
- Organizations must submit their budget for the last two complete fiscal years. If an organization is audited, the audited financial statements of the last fiscal year must be submitted.
- Applications must be received at the City of Brantford Visitor & Tourism Centre at 399 Wayne Gretzky Parkway, Brantford, N3R 8B4 no later than 4:00pm on the deadline date: **Friday, January 10, 2020.**
- Late or incomplete applications are automatically ineligible. Applications may not be submitted by email or facsimile transmission.

Access to Information

The information collected pursuant to this application is subject to the rights and safeguards of the *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c. M. 56, as amended. Questions about the collection and use of personal information should be directed to: Records and Freedom of Information Officer, Clerks Department, 519-759-4150.

Support Material

- Applicants must submit all required attachments, including details on official status (not-for-profit number, charitable status registration number).
- Applicants should NOT attach additional information such as newsletters, promotional material, etc.

The City of Brantford and the Grant Committee will not be responsible for lost or damaged support material.

Follow-up Report for Annual Operating Grants

Recipients of the 2020 Annual Operating Grants will be required to submit a follow-up report by December 31, 2020. If the organization is applying for funding for 2021, this application may be submitted in lieu of a follow-up report. Failure to submit this follow-up report may jeopardize future or continued funding. Follow up reports should contain a Summary of Activities and a completed Statistical Form, which can be obtained from the Arts & Culture Coordinator by contacting 519-751-9900 ext. 5048

The Summary of Activities should be no longer than four pages in length and must contain the following information:

- Programming Profile: A synopsis and results of the programming for which funding was received, such as community impact, attendance, partnerships, sponsors, publicity, evaluation forms, link to long-range strategic planning and other significant results.
- Financial Profile: A brief description of how the funds were distributed, supported by the applicant's most recent financial statements.
- Publicity: Two to four examples of promotional material that your organization produced, recognizing the City of Brantford.

Notification

Applicants will be notified of the results of their requests, in writing, in the second quarter of 2020. Results will not be released by telephone. Committee comments are not given out.

Conditions of Funding

- Successful applicants will be required to sign a Grant Agreement with the City of Brantford.
- Successful applicants will be required to submit proof of General Liability insurance, in keeping with the requirements of the Agreement.
- Grants are to be spent in the organization's current fiscal year.
- Grants shall only be used for the purpose(s) outlined in the application. Changes in scale, activities, and timeframe must be reported promptly to the Arts & Culture Development Officer (519-751-9900 ext. 5048).
- As a recipient of public funds, successful applicants are required to maintain adequate records as to the receipt and disbursement of funds received from the Community Cultural Investment Program.
- Grant recipients are required to acknowledge the support of the City of Brantford in all written materials relating to the activities for which the funds are granted. Permission for the use of the City of Brantford's logo may be obtained by contacting the City's Corporate Communications Department (519-759–4150 ext. 5754).

APPENDIX A:

City of Brantford
Community Cultural Investment Program 2020
Glossary of Terms

The following Glossary of Terms has been designed to facilitate the understanding of the Community Cultural Investment Program application process. It is recommended that applicants make themselves familiar with the glossary prior to consulting the CCIP application forms. If you require assistance, please contact the Arts & Culture Coordinator at 519-751-9900 ext. 5048.

Access, Accessibility, Public Accessibility: Access implies that all members of society – regardless of their race, gender, ethnicity, language, sexual orientation, physical ability, religion, economic or social status – have the opportunity and means to participate actively in the organizations as clients, staff, board members and/or volunteers.

Administration/Organizational Costs: Include the costs of day-to-day operations, governance, meetings, travel, office and general overhead such as administrative personnel (salaries, benefits, contract fees), physical structure, collection maintenance, office rental and operational equipment.

Annual Report: A yearly report made by the directors of an organization to its members, containing the financial statements and a summary of the year's cultural and administrative activities.

Applicant: An organization that has submitted an application for financial assistance to the City of Brantford. Individuals are not eligible to apply for Community Cultural Investment Program funding.

Artist's Fee: Compensation paid to artists for their work or the use of their work.

Attendance: Rate of participation to an activity or an event, usually reflected by the number of participants attending.

Audience Development: The process of identifying, retaining, enhancing and engaging audience, and building their commitment to, knowledge and appreciation of history, specific arts disciplines or art forms. Audience development activities may include, but are not limited to, public lectures, panel presentations, discussion groups, workshops and demonstrations, and the distribution of printed material.

Board of Directors: A group of volunteers responsible for managing the business and affairs of the organization and generally elected by the members.

City Council: The elective governing body of a city. In Brantford this includes the Mayor and ten Councillors.

Community Cultural Investment Program: The program implemented by the City of Brantford to support cultural organizations in two categories: annual operating grants and core operating grants.

Cost of Goods Sold: Applies to organizations primarily concerned with the production and sale of cultural goods and products. It includes royalties, editorial fees, payment to artists (as a cost of goods sold), and production costs of manufacturing a product.

Earned Revenue: Revenue generated as a result of the organization's programming or organizational objectives such as sales, box office, admission, fee for service, membership fees, advertising revenues, interest income, return on investment and facility rental.

Expenses: All costs incurred in the activities of a cultural organization including Payment to Artists Expense, Other Programming costs, Marketing and Promotion Expenses, Administration/Organizational Costs, Cost of Goods Sold.

Financial Information: Through the budget process, organizations plan activities in relation to available resources. A clearly presented budget therefore gives valuable insight into organizational thinking and strategic priorities. It helps examine the relationship between cost, inputs and outputs; the organization's established standards of financial management; and the generated financial results to determine if the organization is sound and in a viable financial position. The line items, identified under the Financial Profile section of the attached application form, are not intended to be exhaustive or restrictive. Each organization may have additional types of revenue or expenses to report. See the Revenues and Expenses definition in this glossary.

Financial Statement and/or Records, Audited Financial Statement, Balance Sheet: The document that records the organization expenses and revenues.

Fiscal year: A 12-month period during which the financial business of an organization is carried out.

Government Revenue: Income received through grants from governments at the federal, provincial, or municipal level.

Grant Agreement: A written agreement between the City and successful applicants that outlines the requirements of both parties with respect to the grants provided. It is signed by both parties.

Mandate: Any authorization to act or carry out.

Marketing and Promotion Expenses: Pertain to costs incurred to direct public attention to specific activities or general information about the organization and its activities, It may include a newsletter publication (including design fee, writers' fees, editors' fees, photography, printing and distribution), brochure publication, marketing and interactive media development and maintenance.

Non-Profit Organization: A non-profit organization provides a service to its members or the public. Profits received from its activities must be used to further its purpose.

Other Programming Costs: Encompasses the range of costs associated with programs and their delivery such as program personnel (salaries, benefits, contract fees), catalogues and concert programs, art collection management and program-related equipment. It is recommended to identify programs rather than individual events.

Past Fiscal Year: the year that no longer encompasses the current date.

Private Sector Revenue and Fundraising: Income received as a result of specific campaigns and appeals, as well as activity auxiliary to the programming mandate of the organization such as

sponsorship, corporate donations, donations from individuals, foundations, bequests, endowments, fundraising events, boutiques, gift shops and concessions.
Programming: Series of cultural activities, events or services, planned, scheduled or performed by an organization and presented over a period time.

Registered Name: Exact name of the organization as it appears on the Letter Patent, along with the non-profit corporation number.

Revenues: All earned income incurred in the activities of a cultural organization. See the following definitions in the glossary: Earned Revenue, Private Sector Revenue and Fundraising and Government Revenue.

Staff: Body of persons employed and remunerated by an organization.

Strategic Plan, Strategic Planning (Long and/or Short Term): The key business objectives, priorities, strategies, and environmental assessment for the present and longer term analyzed against the mandate of an organization. The Plan ensures that everyone is aware of the priorities, the strategic directions and developmental objectives within the enterprise. It is a tool which guides the actions of the board of directors and the staff in a forward looking, cohesive effort to effectively address the mandate for core business of an organization, institution or business. It is also and effective tool in communication the objectives of the institution to the larger public and key stakeholders in a coherent and transparent fashion.

Surplus, Deficit, Reserves and Fund Balances: Indicates the organization's financial position including any identifiable appropriates such as specified reserves and fund balances.

Volunteer: Person who voluntarily takes part in an organization and offers to undertake a task without pay. Non-profit organizations frequently require volunteers, other than their board of directors, to undertake tasks that are vital to the dissemination of the programming and services. The degree of volunteerism in an organization often reflects its vitality.

* Note regarding exclusions to annual operating grants on page 2 of Community Cultural Investment Program 2020 Terms of Eligibility for Grants.

For greater certainty, where a sectarian or religious organization owns or operates an historical site, said organization may be eligible where it can demonstrate that the Grant will be applied to the activities of the organization that relate to the historical site only, and are not in the furtherance of said religious or sectarian purpose of the organization. If approved, the Grant will be based on 20% of the operating budget of the organization less all religious/sectarian programming.