

2024 FESTIVALS & EVENTS MICRO GRANT - PROGRAM GUIDE

1.0 PROGRAM OBJECTIVES AND DESCRIPTION

1.1 OBJECTIVES:

Local festivals and events are important strategic investments in Edmonton. They provide opportunities for citizens and visitors to connect, be active in the community, and celebrate our heritage and diversity, and contribute to the local economy.

This grant program has been created to support smaller, outdoor community (Niche) festivals and events that showcase local talent, celebrate local histories and cultures, and add vibrancy to our city throughout the year.

1.2 ELIGIBILITY REQUIREMENTS

- This program is for registered not-for-profit, charitable organizations, and business improvement areas.
- This grant is meant to support local and publicly accessible programming.
- The Festival or Event must take place between January 1 - December 31, 2024. Organizations can apply retroactively for eligible festivals or events produced within the 2024 calendar year.
- The maximum grant is up to 50% of eligible expenses to a maximum of \$10,000; the minimum grant amount will be \$500. However due to the anticipated demand for funding, organizations are encouraged to manage expectations as in the past available funding only allowed for 10-20% of total costs to be covered.
- Grant funds can only be used for the purpose outlined in the grant application.
- Organizations may submit an application for more than one event per year. Organizations are eligible for a maximum grant award of \$10,000 per year regardless of whether the funding supports one festival/event or multiple festivals/events.
- There is one program intake in 2024 with a deadline on March 15, 2024. If all funding is not allocated at that time, further intake dates will be considered.
- The City may change or clarify the grant criteria at any time to be responsive to the needs of organizations. Updated information will be posted on this webpage.

- Funding decisions made by the City are final and cannot be appealed.
- Funding to successful applicants will be in the form of an EFT (electronic funds transfer) or cheque which will be mailed to the address that you provide.
- A final report must be submitted within 90 days of the completion of the festival or event, outlining the event outcomes and how the grant funding was used.

1.3 ELIGIBLE EVENTS AND EXPENSES:

1.3.1 Eligible types of outdoor events may include, but are not limited to:

- Cultural / multicultural festivals, events or recognition activities
- Indigenous festival, events or recognition activities
- Concerts, performances, and music festivals
- Food, art and historical celebrations
- Parades

1.3.2 Eligible events must also:

- Take place in the city of Edmonton;
- Take place between January 1 and December 31, 2024
- Be a smaller outdoor City-Wide Community (Niche) Festival or Event, as defined by the City of Edmonton
- Be an outdoor public event primarily located in the public realm (that is, located on [city parkland](#), [public open space](#), or road right-of-ways); consideration may be given to events hosted on private land, if the event is fully open to the public. *Please note: Indoor events are encouraged to consider Edmonton Arts Council grants, if applicable.*
- Held in-person with an attendance of 100 people or more;
- Be open to the public, not an event for members-only
- Be free to attend, or have a participation fee or require a donation to attend and/or be a ticketed event;
- Produced by an organization (not an individual) that:
 - Is a registered not-for-profit, charitable organization or business improvement area
 - Is in good standing with an annual return stamped by Corporate Registries
 - Is not in arrears with the City of Edmonton.
 - Undertakes their work primarily in Edmonton, or has a history of significant activity in Edmonton when they also work elsewhere;
- Be insured with a minimum of \$2 million in general liability;
- Held in compliance with permitting or licensing requirements as required (Edmonton Fire, Development Services, etc); and public health requirements, restrictions and guidance imposed by the City of Edmonton, Alberta Health Services or the Government of Alberta.

Note: Events to be hosted in a “series format”, meaning a similar program, on multiple dates and/or in multiple locations, only require one application for the series of events.

Multiple events that have a different program content, purpose, dates, and/or location must submit an application (with required documentation) for *each* event.

Organizations are eligible for a maximum grant award of \$10,000 per year regardless of whether the funding supports one festival/event or multiple festivals/events.

1.3.3 Eligible Expenses:

- Event Insurance
- Honorariums and wages for workers and artists who are not already employed as staff (event contract staff, artists, performers, etc)
- Volunteer support (Examples include: event uniforms, food, equipment and training)
- Production and technical costs related to programming (staffing, performers, artists, volunteers, etc.)
- Temporary or enhanced infrastructure and/or equipment (tents, stages, perimeter fencing, toilets, etc.)
- City expenses such as road closures, transit detours, Police personnel, permitting fees, parkland use fees, and other City expenses
- Safety and Security costs (Examples include: contract security, and first aid supplies)
- Development and execution of health and safety, accessibility and sustainability plans
- Marketing, advertising and communications
- Other production costs

1.4 INELIGIBLE EVENTS AND EXPENSES

1.4.1 Ineligible festivals, events and organizations include:

Ineligible types of events include, but are not limited to:

- Indoor events
- Virtual events
- Block parties or play streets
- Community League events (Note: Events produced in partnership with three or more Community Leagues may be considered for a grant.) - Community Leagues are welcome to apply for the [Neighbourhood Services Micro Grants](#)
- Organized runs, walks, active living events and opportunities to try or learn a new sport or activities. These events are welcome to apply for the for the [Community Services Live Active Grant](#)
- Sport Tournaments where membership is required to participate, including regular outdoor sport league play. Note: Cultural events that include sport and active living components may be considered.
- Film productions
- Political campaigning
- Charter Rights activities such as protests, rallies, demonstrations, processions, marches and vigils

- Private events (examples include, but are not limited to: weddings, graduations, showers, celebrations of life, potlucks, awards ceremonies, roasts, and so on)
- Stand alone markets (vending elements are eligible within a larger events)
- Commercial, promotional or marketing activities (such as, product demonstrations, merchandise sales, launches, and so on)
- Primarily religious services and/or activities delivered by faith organizations
- Professional/semi professional spectator and/or sporting events
- Mega, Major and Signature Attracted events that receive funding from Explore Edmonton and/or the City of Edmonton Partnerships and Event Attraction section
- Signature or Foundational level events as defined and classified by the City of Edmonton, in keeping with the Festivals and Events Delivery Action Plan

Ineligible events or organizations also include:

- Performances, exhibitions or activities that promote or incite racism, hatred or violence
- Events run by for-profit organizations
- Events where the primary purpose is to raise funds for specific individuals, charities or groups
- Events that host more than 10% of the event program and/or activities indoors. Note: winter events may include indoor space for people to warm up.
- Events that require membership to observe or participate and are not open to the public
- Events run by government; City agencies, boards or commissions; educational and post secondary institutions (including student organizations), or political parties

1.4.2 Ineligible Expenses:

- Capital expenses such as construction, renovations or repairs or purchase of major equipment such as computers, video recorders or power tools
- Volunteer honorariums or gifts
- The purchase of alcohol or cannabis or related expenses
- Allowances or personal expenses for program registrants and participants
- Organization's base operational costs including
 - Salaries and expenses of existing staff
 - Office and administration fees, utilities, rent and/or rental of an applicant organization facility

2.0 APPLICATION PROCESS:

- There will be up to one intake for applications to the 2024 Festivals & Events Micro Grant. The deadline is Friday, March 15, 2024 at 11:59 PM. If all funding is not allocated at that time, further intake dates will be considered.
- Maximum grant is up to 50% of eligible expenses to a maximum of \$10,000; the minimum grant amount will be \$500. However due to the anticipated demand for funding,

organizations are encouraged to manage expectations as in the past available funding only allowed for 10-20% of total costs to be covered.

- Organizations can apply retroactively for eligible festivals or events produced within the 2024 calendar year.

3.0 ASSESSMENT CRITERIA

Priority will be awarded to festivals and events in the following areas:

- Cultural / Multicultural Events;
- Indigenous Led or Indigenous Serving Events
- Events run or supported by a Business Improvement Areas

Grant funding awards will be considered based on the following criteria:

- Priority areas (Cultural / Multicultural, Indigenous, Business Improvement Area)
- Event size, scope, and scale (including expected attendance and location capacity);
- History of the event in Edmonton;
- Benefit to the public (cultural, recreational, charitable significance and/or supports engagement and representation of communities who have historically been marginalized and underrepresented);
- Public access (free versus charged/cost to participate);
- Not-for-profit or charitable or business improvement area;
- Financial need (those organizations with sufficient funds to host the event without municipal support) and other City funding sources; and
- Alignment to the City Plan which may include:
 - Encouraging Indigenous led projects, programs, events and services. (City Plan Direction 3.1.1.4)
 - Embracing multicultural activities and events. (City Plan Direction 3.1.2.3)
 - Edmontonians can connect, be active in their community, and celebrate Edmonton's heritage, diversity and unique identity. (City Building Outcomes 1.2)
 - Encouraging healthy and active living by supporting community focused recreational, leisure, social and cultural programs. (City Plan Direction 1.1.1.4)
 - A wide range of community festivals in partnership with community organizations. (City Plan Direction 2.3.3.1)
 - Animating open spaces at all scales through programming, activities and events that encourage daily and all-season use. (City Plan Direction 2.3.3.4)
 - Promoting personal and community wellness and connection through inclusive and welcoming places. (City Plan Intention 1.1.1)

ADDITIONAL NOTES

- Incomplete applications will not be considered. (Examples include: required documents are not complete or not submitted, and application questions are not answered.)

- Grant applications must include a proposal outlining how the funds would be used along with an explanation outlining the circumstances of need.
- All applicants will be notified of the committee's decision within eight (8) weeks of the grant deadline.
- Successful applicants will receive funds within eight (8) weeks of the Grant Committee's funding decision.
- Applications will be assessed solely on the contents, attachments and information submitted in the application.
- Availability of funds and the number of eligible applications will determine the number and amount of grants awarded.
- The grant program budget is limited, therefore not every application that meets the eligibility criteria will receive the grant amount that is requested. Applications that best meet the intent of the program and core criteria may be funded to the full amount of their request.
- Funding decisions made by the City of Edmonton are final and cannot be appealed.
- Successful applicants are required to include the City's logo in Event publications / website etc as a funder where appropriate.

4.0 FINAL REPORT

Successful applicants will provide a final report within 90 days of the completion of the festival or event, and must include a summary of the event outcomes and detail how City funds were used.

- Receipt of these reports is a precondition for future eligibility in any City of Edmonton grant program.
- Final Reports may be considered part of assessment of any future applications by the organization.
- Wherever possible, recipients are requested to acknowledge funding received from the City of Edmonton Festivals & Events Micro Grant program in related advertising or promotional materials.
- The City of Edmonton will provide logos as required.

5.0 CONTACT INFORMATION

If you have questions for our team, please email us at eventsmicrogrant@edmonton.ca