

# WinterCity Festivals & Events Grant Application Form

Local winter festivals and events encourage Edmontonians to carry their passion for their city year round. The WinterCity Initiative has helped Edmontonians recognize a simple truth: *You can't change winter, but you can change how you feel about it.* WinterCity Festival & Event Organizers contribute to this goal and create experiences that share the magic of an Edmonton winter to both local community members and international visitors.

This grant program has been created to support winter outdoor festivals and events, as operating in winter can be challenging and there are higher operational costs because of the season.

## Before you start this application, please have the following ready:

- General organizational and event information
- Budget overview that provides details of estimated event expenses and revenues (sample template available in [PDF](#), [Microsoft Excel](#), and [Google Sheets](#) formats)
- Understanding of event goals, public benefit and alignment with the City Plan
- Signed [declaration](#)

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To preview all form questions before submitting, see the PDF copy of this form. Note: The PDF copy is provided for reference only and will not be accepted as a valid submission. **The information and attachments must be submitted through the online application form.**

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\* Indicates required question

1. Email \*

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## Contact / Organization Information

2. Organization Name \*

## 3. Type of Organization \*

*Mark only one oval.*

- Registered Not-For-Profit
- Registered Charitable Organization
- For-Profit Organization
- Other: \_\_\_\_\_

## 4. Contact Name and Title \*

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## 5. Legal Signing Authority

If you are not the legal signing authority for your organization, please provide that name and title here:

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## 6. Email Address \*

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## 7. Phone Number \*

(XXX-XXX-XXXX)

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## 8. Organization Address \*

NOTE: If awarded a grant, this is the address that the cheque will be sent to, unless your organization is set up for an Electronic Funds Transfer (EFT). Please fill this out carefully.

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9. City, Province \*

*Mark only one oval.*

Edmonton, AB

Other: \_\_\_\_\_

10. Postal Code \*

\_\_\_\_\_

**Event Description**

Grant funding awards will be considered for eligible events only.

11. Event Name \*

\_\_\_\_\_

12. Event Description \*

Please provide a clear event description.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 13. Type of Event \*

What is the primary focus of your event?

*Mark only one oval.*

- Arts Event
- Community Event
- Concert / Performance
- Cultural or Multicultural Event
- Festival
- Food and Beverage Event
- Indigenous Event
- Market
- Parade
- Special Interest (Nature, Education, etc)
- Sport & Active Living (run, walk, cycling, triathlon, etc)
- Other: \_\_\_\_\_

## 14. Event Start Date \*

\_\_\_\_\_  
*Example: January 7, 2019*

## 15. Event End Date \*

\_\_\_\_\_  
*Example: January 7, 2019*

## 16. Event Location \*

Please include the event location(s), and indicate all indoor spaces.

\_\_\_\_\_

## 17. Indoor Space \*

Please identify the percentage of indoor space being used.

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## 18. Event Location - Ward \*

Find your Ward [here](#) and include all that apply.

*Check all that apply.*

- Nakota Isga (1)
- Anirniq (2)
- tastawiyiniwak (ᑕᑦᑎᑕᑕᑕᑕᑕᑕ) (3)
- Dene (4)
- O-day'min (5)
- Métis (6)
- sipiwiyiniwak (7)
- papastew (8)
- pihêsiwin ᐱᐱᐱᐱᐱᐱ (9)
- Ipiihkoohkanipiahtsi (10)
- Karhiio (11)
- Sspomitapi (12)

## 19. Event History \*

Number of years your Organization has been producing the event.

*Mark only one oval.*

- First year event
- Other: \_\_\_\_\_

## 20. Anticipated Attendance \*

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21. How is the number above measured? \*

Describe the tools and/or strategies used to measure attendance at your event.

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22. Event Hours \*

How many hours of public programming will be provided as part of the event?

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23. Membership Required \*

Do attendees need a membership to a particular organization in order to participate in your event?

*Mark only one oval.*

Yes

No

### **Budget Overview**

24. Total Expenses \*

Total budget (costs) for the event

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25. Total Revenues \*

Total anticipated revenues for the event

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## 26. Revenue Sources \*

Please check all that apply and provide more information in Other as required

*Check all that apply.*

- Tickets
- Sponsorship
- Value in Kind
- Federal Grants
- Provincial Grants
- City Grants (please specify which ones in the next question)
- Other: \_\_\_\_\_

## 27. Have you received or applied for any other City of Edmonton Funding for your event(s)? \*

Please indicate which City funding or grant you have received or applied for (select all that apply).

*Check all that apply.*

- Edmonton Arts Council
- Edmonton Economic Action Plan Grant
- Neighbourhood Revitalization Project Macro-Grant
- Neighbourhood(s) Micro-Grant
- Neighbourhood Connections Grant
- None
- Other: \_\_\_\_\_

28. What will you spend the grant on? \*

Please provide details on how you intend to spend the grant if you are successful. Please be specific.

**Note:** This information will be used to evaluate your project against the program's eligibility criteria.

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29. Funding Request \*

Maximum grant up to 25% of eligible expenses; minimum amount is \$500. Maximum amount is based on classification (Signature / Foundational / Niche).

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30. Financial Need \*

Applications will be assessed and funding prioritized based on need. Please outline your organization's financial need and how this funding will support your organization's ability to produce this event.

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31. What are the implications if the City is not able to provide the full amount requested? \*

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**Public Impact**



32. Goals & Outcomes \*

Briefly describe the event's primary goals or outcomes.

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33. Public Benefit \*

What are the public benefits that the event provides?

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34. Alignment with the City Plan \*

To be eligible for the WinterCity Festival & Event Grant, a festival or event must be hosted outdoors and align with the City Plan, which may include:

- Support Edmonton’s identity as a winter city through its infrastructure, design, events and economy (City Plan Intention 1.3.2);
- Celebrate our winter identity through the arts, recreation, events, storytelling and inspired design (City Plan Direction 1.3.2.1); and
- Encourage winter events, activities and festivals through community and business partnerships (City Plan Direction 1.3.2.3)

Please explain in detail how the event aligns with the City Plan.

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35. Measurement & Evaluation \*

How will you measure and evaluate that the event achieved your objectives? Consider things such as number of contributing participants, attendance, quality of the event, financial goals or other. Please explain.

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Attachments & Acknowledgements

**IMPORTANT:** Your application is not complete until the required documents are submitted.

- Please download the **Declaration**, print, sign it and attach to this application; and
- Please attach a copy of your estimated Event Budget, including all revenues and expenses (sample template available in **PDF**, **Microsoft Excel**, and **Google Sheets** formats).

**All required documents must be submitted with the application to be considered complete.**

36. Attachments \*

Please attach the following documents:

- Declaration
- Event Budget, including all revenues and expenses

**Your application is not complete until the required documents are submitted.**

Files submitted:

**37. Electronic Signature Consent \***

I consent to the City of Edmonton signing the Agreement with an electronic signature.

Note: Use of an electronic signature by the City will assist in the timely processing of grant awards

*Mark only one oval.*

Yes

No

**38. Eligibility \***

Program information including eligibility can be found here

*Mark only one oval.*

Yes, I have read the eligibility information and acknowledge that my event is eligible for funding

**39. Final Report \***

I understand that if I am awarded a grant I will be required to submit a final report to the City within 90 days upon completion of my event. The final report will need to include a summary of the event as it relates to the City Plan and grant criteria, identify how the funds were used and highlight community benefit. An attachment with financial reporting of the events total revenues and expenses and the organization's most recent financial statements will also be required.

*Mark only one oval.*

I have read and accepted the Final Report statement

#### 40. FOIP Statement

Personal information is collected for the purpose of the WinterCity Festivals & Events Grant and will be used to assess and process your application and to report on the overall performance of the WinterCity Festivals & Events Grant. Collection is authorized under section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and is managed and protected in accordance with the Act. If you have any questions about the collection, use, or disclosure of your personal information in the application package, please contact us by email at [wintercityeventsgrant@edmonton.ca](mailto:wintercityeventsgrant@edmonton.ca).

Please note that the business name, location of the business, grant amounts, project outcomes, demographics, and total costs of projects may be released to various organizations, the media, and the public in connection with the WinterCity Festivals & Events Grant Program.

No personal information will be shared or sold. Only statistics, aggregate, or unidentifiable data will be shared.

*Mark only one oval.*

Yes, I have read and accepted the FOIP Statement

Submitting an application does NOT imply that your event is eligible for the WinterCity Festivals & Events Grant

City of Edmonton staff will review your application and be in touch with you for further information, to confirm fund availability, and ultimately approve or deny your application.

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