



**2021
Cultural
Grant
Guidelines**



Guidelines: Barrie Cultural Grants 2021

Programme Application Deadline: **Friday, January 22, 2021**

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BACKGROUND

A key recommendation of the *Building a Creative Future – A Plan for Culture* report (2006), was the establishment of a Department of Culture. In 2019, the Economic & Creative Development Department was formed, bringing Business Development, Culture and Entrepreneurship together. The responsibilities of this department include those of the former Culture Department: development of cultural policies and strategies that reflect the diversity of the Canadian demographic and programs that build sustainability in the creative sectors. In addition, the department administers the dissemination of funds to support and promote cultural organizations, cultural workers, cultural and creative industries, cultural activities and cultural consumers. The department also provides advice, counsel and strategic planning input on cultural development to all City departments, to City Council and to Barrie's cultural sector through:

- The collection and maintenance of cultural sector information and analysis including statistics, financial profiles, research material, surveys and studies;
- Interaction with the Barrie Arts Committee, created to connect, market and represent the cultural sector;
- The development of policies to assist and guide the development of cultural infrastructure;
- The recognition of cultural and creative industry achievements through the management of Barrie Arts Awards;
- Communication of the culture sector's achievements and its benefit to the larger Barrie population;
- The promotion of Barrie to cultural and other tourists through the marketing of Barrie cultural and creative industry events and organizations;
- Cultural and creative sector advocacy, mapping, planning, capacity building and the integration of cultural tourism strategies in the direction and planning of other City departments
- The oversight of cultural sector funding through the administration of operational and project grants.

CULTURAL GRANTS PROGRAM

The mandate of the Cultural Grants program is to promote and assist in the development of the arts in all its diversity for the enjoyment and benefit of all Barrie residents and visitors. We welcome diversity of cultural and artistic expression and practice.

The total amount of money for Cultural Development Grants will vary from year to year depending on the Economic & Creative Development Department's annual budget allocation from Barrie City Council. This, and the priorities reflected in the strategic goals and objectives set by Barrie City Council, will determine program budgets and how funds are allocated through each program.



Principles in Awarding of Grants

The Economic & Creative Development Department is guided by three key principles in the awarding of Cultural Grants: first, arm's length – which defines its relationship with all levels of government, secondly, peer assessment – which defines its relationship with the arts community and third, reflecting the diversity of the community.

The department operates at arm's length from all levels of government in awarding Cultural Grants. It has full authority to make funding decisions within the priorities reflected in the strategic goals and objectives set by the department and approved through the budget process by Barrie City Council each year. Granting decisions are directed to supporting and building excellence within Barrie's cultural organizations and projects. This ensures that decisions made are based on artistic and organizational merit, not political criteria.

Peer assessment ensures that the department uses knowledgeable arts professionals to assess grant applications, advise on priorities, and make recommendations on the awarding of grants. Through peer assessment, the department will directly utilize the expertise of the broader regional, provincial and national arts community to ensure that grants to arts organizations and projects are awarded with integrity, transparency and fairness. Peer assessment is regulated by departmental policies, processes and procedures that are approved by Barrie City Council and are consistently communicated and applied.

Building Capacity in the Arts

The oversight provided by the Economic & Creative Development Department will support the development of arts organizations, festivals and events. This will encourage a deeper understanding of the advantage that the arts bring to all of us in Barrie. Supporting excellence through the awarding of grants helps to build better arts organizations and is a stepping stone to Barrie's future in the development of arts audiences, excellence within our arts sector, growth of our arts and culture economy, and the promotion of Barrie as a cultural tourism destination.

Supporting the growth and sustenance of the arts in Barrie through focused investment in our arts organizations and events enriches the quality of life of Barrie residents, provides increased educational opportunities, and supports the growth of our economy. The department will, through its operating grant program, sustain excellence, regional activity, and linguistic and cultural diversity and identity.

Community participation is also a priority outcome of our arts funding. Barrie's Cultural Grants will fund and encourage opportunities for arts education, public participation, and community involvement.



TYPES OF GRANTS

The City provides ongoing support to not-for-profit arts organizations in Barrie through two types of grants – operating and project grants.

Operating Grants - commit funding to the operating expenses of Barrie arts organizations that meet the assessment criteria for ongoing support. **Please note: Organizations applying for both project and operating funds must be able to clearly define how their project is unique and separate from their regular operations. Please do not reference your special project in your Operating application.**

Project Grants for Organizations - offer funding to Barrie organizations that are either incorporated or unincorporated and operate on a not-for-profit basis for the creation, production, and presentation of arts programs and arts services. Project grants are divided into two categories.

1. Special Project/Program – this can be a wide range of special projects i.e. to celebrate an anniversary or to try new and innovative programming.
2. Operating Project – this is ideal for small arts organizations that are requesting lesser amounts of money (under \$5,000) and as such do not have a large operating budget or possess the amount of data necessary for completing an operating grant.

Organizations applying for an operating grant may also apply for a project grant **only if** they are applying for under \$50,000 in operating funding.

The City of Barrie does not fund activities, events or projects that have taken place before the program deadline date or that have been completed before the results of the granting process have taken place. Project funding like operating funding is not automatically renewed every year.

PROGRAMME CRITERIA

Operating Grants commit funding to the operating and programming expenses of arts organizations that meet the assessment criteria for ongoing support.

Please note: The acceptance of an organization's application is not a guarantee of funding; an organization that has received funding in the past may be denied. The City expects other community support through other government contributions and/or self-generated income, and the City of Barrie Cultural Grant is never to be the sole source of revenue of any applicant.

Organizations That Qualify

Performing Arts Organizations: (includes theatre, dance, and music)

Performing arts grants contribute to the development and provide operating support to performing arts organizations in Barrie, to assist them in producing and presenting programs and providing services to the public. The program funds performing arts organizations that contribute to arts education, public participation and community involvement in the performing arts. Through their professional staff, or board of directors performing arts organizations create a context in which performances and performers are seen in relationship to their discipline, to their community, and to the national professional practice within each field.



Visual Arts Organizations: (includes public art galleries)

Visual arts grants assume an organization's leadership role in the promotion, encouragement, and interpretation of the visual and media arts. These organizations provide a meeting place that stimulates dialogue, advocacy, animation and education. Within their facilities and the broader Barrie community, visual arts organizations support an atmosphere that encourages an appreciation and comprehension of the visual arts. Through qualified staff, they create a context in which artists and works of art are seen in relationship to the visual arts, to community and to culture. For the benefit of the people of Barrie, visual arts organizations, including public art galleries, preserve, present, and interpret works of art and can hold art collections in trust.

Arts Service Organizations:

Arts service organizations support Barrie's artists and arts organizations. Grants will contribute to the development of arts service organizations (ASOs) that provide services and programs to support their members' professional and amateur careers or organizational development and promote an awareness of the arts in Barrie. The ASO program funds activities that contribute to arts education, public participation, and community involvement in the arts in Barrie. Priority is given to organizations that provide service to Barrie's artists and arts organizations, who reflect the range of artistic practices in the community, while supporting excellence, regional activity and linguistic and cultural diversity. Activities and initiatives supported should contribute to the professional and/or career development of artists and arts organizations in Barrie such as:

- Skills development programs and workshops
- Networking opportunities (conferences and seminars etc.)
- Delivery of training and advice to members
- Communications to and information for professional artists and arts organizations
- Need analysis, membership and audience surveys
- Arts organizations board development and governance issues

Literary Arts Organizations:

Literary arts can be defined as an art form that is expressed and draws its inspiration and subject matter from literary texts. It may include, but is not restricted to; fiction, non-fiction, short stories, poems, play writing and screen writing. Organizations that are collectives of literary artists or associations serving literary artists are eligible to apply.

New Media Organizations:

New media organizations are organizations that have evolved because of newly developed technologies. New media can be defined as an arts genre that creates, displays, and interacts with imagery, sound and text involving those technologies. New media therefore encompasses arts works created with these recently developed technologies, and include, but are not restricted to, video, film, internet, computer graphics, computer animation and interactive technologies.



Heritage Organizations:

Heritage organizations are organizations that have evolved their programming around preserving the traditions and historical practices of the community. Heritage practices are ones handed down from our ancestors, such as storytelling.

Eligibility Criteria

To be eligible for City of Barrie Cultural Grant funding, arts organizations must:

Operating Grants

- be not-for-profit
- be Barrie based
- have been in operation for two years
- have a demonstrated record of regular ongoing performances/exhibits
- have proof of sound financial management
- must be governed by a Board of Directors

Project Grants

- be not-for-profit
- be Barrie based
- have been in operation for one year or more
- have a demonstrated record of regular ongoing performances/exhibits
- have proof of sound financial management
- it is not mandatory to have a detailed governance structure

Organizations' Affiliation with the City of Barrie

Arts organizations may have individuals within their organizations that work either full or part time with the City of Barrie or may be on contract with the City of Barrie. These organizations are eligible to apply to the City of Barrie Grants program.

Financial Reporting for Operating Grants only:

- Verification of financial results of the last completed fiscal year must be submitted with your applications.
- For requests over \$50,000, audited financial statements are required. Requests between \$20,000 and \$50,000 require a review engagement report. Requests \$20,000 and under require an unaudited financial statement that includes a balance sheet and a statement of income and expenses.

Ineligible Activities

- fundraising activities
- equipment
- renovations
- purchasing new buildings
- paying off deficits

Please note: Applications will not be accepted from organizations whose report forms for previously awarded City grants are overdue or incomplete.



Assessment Criteria for Applications

The following criteria recognize that all applications are examined in the context of the strategic goals and objectives set by Barrie City Council each year, as well as the program budget and the number of applications to the program.

Advisory panels evaluate organizations applying for grants using the following criteria in the context of each organization's stated mandate, the scale of its operations and the aesthetic, geographic and/or cultural environments in which it works.

Assessment Criteria for Operating Grants and Project Grants for arts organizations will be based on:

- Artistic Quality and Impact
- Community Contribution and Impact
- Organizational Effectiveness and Viability

Artistic Quality and Impact

To contribute to the art form and the artistic field in which it exists, the organization has:

- Artistic programming that embodies its artistic vision/mandate
- Standards of excellence in creation, production, exhibition, writing, editing, performance, design, programming and /or services
- Artistic resources allocated to fulfill its mandate, activities and plans
- A demonstrated commitment to the development of Canadian work through creation, presentation and or programming at the local, regional, national and/or international level
- Relationships with artist and arts organizations
- A role that contributes to the artistic field for aesthetic, cultural, regional and/or programming reasons
- Artistic/cultural activities are relevant to community of interest

To contribute to the development of the organization it has:

- Clear and detailed artistic goals and objectives
- A demonstrated commitment to the development, presentation and promotion of Canadian talent, Provincial and/or local and regional artists
- Qualified professional artistic personnel
- Policies and practices to compensate artists and artistic personnel appropriately
- Professional development opportunities for artists and artistic personnel

To contribute to its audience, the organization has:

- Artistic programming that engages its audience
- Artistic programming that challenges its audience
- Additional activities that inform its audiences' experience of the core artistic program
- Arts education programs for learners of various ages

Community Contribution and Impact

Submitting organizations should present a commitment to the advancement of the arts of their discipline and to increasing public arts appreciation and education in Barrie. Cross-sector support and collaboration strengthen the case for all arts in Barrie. Community contribution, involvement and impact go beyond developing an audience to the organization's support for the broader arts sector to increase public involvement and cultural tourism.

To contribute to the arts community, the organization has:



- Artistic programming and activities that encourage public appreciation and participation in the arts
- Artistic programming and activities that create engagement and access to under-represented communities through the arts
- Artistic programming that promotes the opportunity for cultural tourism
- A role in the broader community in terms of public awareness of the arts
- Activities that build partnerships/relationships with the arts sector and with the broader community
- Connections that promote cross-cultural community engagement with broader audiences

Organizational Strength and Effectiveness

Public Engagement – To fulfill its mandate, activities and plans, the organization:

- Has and seeks audiences for its work, knows and can describe its audiences, has effective marketing plans and systems to communicate with, sustain and build audiences
- Encourages community involvement through audience participation and volunteer support
- Describes its broader community and works to develop an audience that reflects Barrie's demographics, has systems and activities, which complement artistic programming, to deepen, broaden and diversify its audiences and their involvement in the organization's work
- Commits resources to, monitors the effects of public engagement activities, and has strategies for volunteer and donor engagement and management

Governance and Planning – To fulfill its mandate, activities and plans, the organization has:

- A governing body with the necessary structure, composition, and range of skills that reflects Barrie's demographics
- A governing body with job descriptions, defined roles, and a system for evaluating its own performance and has policies for governing body renewal and recruitment
- Succession plans for members of the senior staff and/or board of directors
- Short and long-term artistic and business plans that guide the governing body and organization in evaluating its success and adapting to changing conditions

Operations – To fulfill its mandate, activities and plans, the organization has:

- Plans that guide the allocation of financial and human resources and qualified professional artistic and administrative staff of the necessary size and composition
- A human resources plan including compensation and professional development policies and practices
- Management and maintenance of physical resources, including collections, archives, equipment and inventory applicable, production, presentation or exhibition space

Finances – To fulfill its mandate, activities and plans, the organization's finances include:

- Balanced sources of earned, private and government revenues with plans that generate earned, private, and government revenues
- Break-even or surplus budgeting that includes accurate and timely financial records and financial projections justified are detailed in the application
- Plans for any accumulated unrestricted surplus or restricted reserves exceeding 25% of the budget, a viable deficit reduction plan if there is an accumulated deficit exceeding 10% of the budget, and policies for and management of organizational assets



APPLICATION PROCESS

Application Information Use

In addition to providing important information for the assessment of the grant application, both the financial and statistical parts of the application provide the City with valuable information enabling them to effectively advocate on behalf of the arts in and for Barrie.

Application Forms

All application forms are posted on the City of Barrie website. There are three mandatory forms for the Operating Grants and Project Grants for Organizations: the application, the statistical form and the financial forms.

Microsoft Excel versions of the Financial and Statistical forms can be downloaded from the City website, www.barrie.ca/culturalgrants. Formulas have been entered into these documents for subtotals, totals and carry-overs from one year to the next. The formulas along with the line items cannot be changed. Altered forms will not be accepted. Please complete these forms and submit via APLI using the link found at www.barrie.ca/culturalgrants.

What to Submit

For operating grants only, you must submit either audited financial statements or verified financial results for the last complete fiscal year.

Important: Please check to ensure that your application is complete, signed, and accurate before submitting.

Please check your application with this following checklist before submitting.

Operating Grants

- Operating Application, **signed** (PDF)
- Financial form (Excel file)
- Statistical form (Excel file)
- Financial statements

Project Grants

- Project Application
- Project grant financial form (Excel file)
- Statistical form (Excel file)

How to Submit Your Application

Applications and required forms and documents must be submitted via the online submission link for APLI available at www.barrie.ca/CulturalGrants. You will be required to create an account before submitting your application, so it is recommended that you login in early to do so. It is the applicant's responsibility to send their application in on time. We will accept applications **no later than 4:30 pm on Friday, January 22, 2021**. Your application must be complete before submitting. **Applications that are late will not be accepted.**



Support Materials

It is **NOT** mandatory to submit support materials; however, they can enhance your application and provide insight to the jury panel. Support materials include manuscripts, slides, audio and video, brochures or posters, that may be required along with the written sections of the applications.

Please attach support materials no larger than 10 MB total to the submission in APLI. You may also include a link to support materials in the APLI submission form.

Assistance with Forms

The City of Barrie's Cultural Development staff is willing to support you in your application. If you are unclear as to how to complete a portion of the application form, please do not hesitate to email Amanda.Dyke@barrie.ca.

ASSESSMENT PROCESS

Advisory Panel

Advisory panels are comprised of arts professionals. Advisors have a wide range of professional experience including work as individual artists within government and for arts service, performing arts and visual arts organizations. The advisory panel is comprised of four jurors that are external to the community and one who is chosen from local experts, who is not an applicant during the current year. The advisory panel is comprised of people from the Province of Ontario only. Except for two members carried over from the previous year, a new advisory panel is convened every year unless it is not possible to do so. The composition of the advisory panel is intended to represent the range and diversity of applications in the competition. The panel reflects regional, culturally diverse, artistic practices found within Barrie and similar communities in the region of Simcoe County. Advisors or jurors are paid honoraria for their services and are reimbursed for their expenses.

The City of Barrie will select advisors who:

- have a broad spectrum of knowledge and experience regarding relevant art form/s, artists, arts organizations, and related issues;
- have knowledge of the cultural needs of Barrie or similar communities;
- will provide fair and objective opinions and are able to articulate their opinions and work in a group decision-making environment.

Selection of Jury Panel

Community members are encouraged to recommend potential jurors for the panel. Forms are posted on the City website, www.barrie.ca/CulturalGrants. Please submit a digital copy to Amanda.Dyke@barrie.ca. Recommendations for jurors will be accepted up to December 18, 2020. If you submit a recommendation after that date it will be considered in next year's recommendation, as this is an ongoing process. Jurors must live within the Province of Ontario.



Role of Jurors

Prior to the meeting to assess the applications, advisors are required to become familiar with the program, its assessment criteria, and the City's strategic goals. Advisors are required to read all the applications and to make notes about each application and grade them accordingly. At the meeting held in a group decision-making environment, the advisory panel will discuss the applications. Using their knowledge and expertise, the advisors identify funding priorities and make recommendations to City staff.

Confidentiality

Jurors are required to keep the contents of all applications and discussions during the assessment meeting confidential. Jurors must not disclose that they have been selected as jurors until after the jury panel has convened. Names of jurors will be released with the grant results following each program competition.

Conflict of Interest

The City of Barrie is particularly concerned with potential conflicts of interest. There are two dimensions of conflict of interest – direct and indirect. There are also two kinds of direct conflict of interest – financial and private.

An advisor is in direct conflict of interest with a particular application if he or she, or member of the advisor's immediate family (spouse or equivalent, son or daughter, parent, sibling or members of the immediate household), has a financial interest in the success or failure of the application. Staff or board members of an organization, or members of their immediate families, would also be considered in direct conflict.

An advisor is in direct conflict of interest with a particular application, if he or she has a private interest in the success or failure of the application. Staff or board members of an organization, or member of their immediate family (spouse or equivalent, son or daughter, parent, sibling or member of the immediate household), would be in direct conflict. A private interest also includes affiliations or activities that compromise or unduly influence decision making.

Any reason that makes it difficult for an advisor to evaluate an application objectively may create an indirect conflict of interest. The City will not choose advisors who are in direct conflict of interest with any of the applications being assessed. If a direct conflict of interest becomes apparent, the City will ask the advisor to stand down from the panel.

All advisors are asked to sign forms to identify conflicts of interest as a further means of documenting the integrity of the process. At the advisory panel meeting, the City will answer questions and assist them with clarification of information on the groups being judged. Their role is to remain objective and facilitate decisions based on the advisors' impartiality.

DECISIONS, DECISIONS, DECISIONS

Decision Making Process

All operating grant applications are examined in the context of the City's strategic goals, the assessment criteria and program priorities. Jurors review the applications taking into consideration each organization's stated mandate, scale of operations and the aesthetic,



geographic and/or cultural environments in which it works. Each application is then rated on a five point scale (“excellent”, “very good”, “good”, “fair”, “poor”).

Jurors review each application for operating grant funding in terms of three assessment categories: Artistic Quality and Impact, Organizational Effectiveness, and Community Involvement and Commitment. Each of the three categories has equal weight in the assessment. An applicant for operating grant funding must reach a standard of “good” in all assessment categories in order to receive funding.

The jury panel recommend an amount based on the organizations rating and submit this to the City staff for approval.

Expectations for Grant Recipients

Arts organizations who receive grant funding are required to complete a post grant report. This report must be received by the City before the time of their next grant application. City grants must be broken out on the financial statements, either in the body or as a note to the statement.

Grant recipients must acknowledge the support of the City by using City of Barrie’s logo in all forms of communication related to the artistic activity for which they were funded. When receiving their cheque, grant recipients are required to sign an agreement with the City to utilize the City logo on their printed materials.

All applicants will be notified by the Economic & Creative Development Department of granting results once budget has been approved by Council.