

SECTION C: DBA 2019 FESTIVAL GRANT APPLICATION FORM

Answer EVERY question. Application must be typed in the form provided. Appendices or addendums are only accepted for Section C-2 question 10b.

SECTION C-1: APPLICANT INFO AND BACKGROUND			
1. Official Name of Festival or Event:			
2. List your organization's not-for-profit number. (Found on your Certification of Incorporation from Alberta Corporate Registry). If you are not a registered not-for-profit group, you are not eligible for this grant.			
3. Festival Contact Name:		Festival Contact Title:	
Mailing Address:			
Phone:		Email:	
Festival Website:		Festival Office Phone:	
4. Grant amount requested in 2019 (\$1,000 to \$10,000):		\$	
5. Grant amount received in 2018:		\$	
6. 2019 Festival Start Date:		2019 Festival End Date:	
MM/DD/YYYY		MM/DD/YYYY	
7. What percentage of your festival takes place within the borders of the Downtown BIA? Please be specific.			
8. List all your Downtown Festival venues with their addresses, seating capacity, planned programming, and dates. Please be specific.			

9. List all of your festival venues located outside the **Downtown** BIA with their addresses, seating capacity, planning programming and dates. (if applicable)

10. How long has your festival existed? Include the year it started and any breaks in service.

11. Projected audience attendance for 2019?

12. How many people attended in 2018?

13. How many attended in 2017?

If attendance declined in 2018, please explain why?

14. List your festival audience demographics (gender, age, location, interests, etc.).

15. List all years in the past five in which your festival received a DBA grant.

SECTION C-2: PROGRAMMING AND FINANCES

1. In **200 words or less**, clearly describe your festival and its mandate.

2. In **200 words or less**, describe what makes your festival programming unique.

3. Give specific examples of how your festival will benefit **Downtown** businesses. (For example, if your event benefits hotels, name the hotel(s) and list the number of hotel nights.)

4. What is the cost of tickets and passes? (List ALL including special events.)

5. List any free programming you offer within **Downtown**. (if it is all free, just write "all")

6. Briefly describe how your festival will add to the vibrancy of **Downtown**. (by vibrancy, we mean attracting people to **Downtown**, resulting in more people, energy and activity in the streets)

7a. How many full and part-time staff do you employ?

Full-time:

Part-time:

7b. How many artists and/or technicians do you employ?

7c. How many of your employees/staff/artists are local?

8. How many volunteers participate in your event?

9. Explain how you will use this grant in 2019.

10. List media coverage received in 2018. (if this is a new festival, briefly describe your media plan)

11. Budget and Financial Plan

Use the provided form to fill out your projected 2019 budget with the following criteria:

- Budget must include **all projected revenue** (including grants and bursaries) and **all projected expenses**
- Budget should be clear, concise, readable and written in the provided form.
- Your budget **must have a net balance of zero**. We cannot fund events with a surplus.

SECTION C-3: BUDGET AND FINANCIAL PLAN

Revenue (Income)

A) Grants	2018 Fiscal Year Actual	2019 Projected	Notes
Federal (i.e. Canada Council, Canadian Heritage)	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
Provincial (i.e. Alberta Foundation for the Arts, Alberta Lotteries)	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
Municipal (i.e. Edmonton Arts Council)	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
Downtown Business Association	\$	\$	
Other	\$	\$	
	\$	\$	
	\$	\$	
Total Grants	\$	\$	

B) Earned Revenue	2018 Fiscal Year Actual	2019 Projected	Notes
Ticket Sales / Admissions	\$	\$	
Bar / Concession / Memorabilia	\$	\$	
Advertising	\$	\$	
Memberships	\$	\$	
Other (specify)	\$	\$	
Total Earned Revenue	\$	\$	
C) Fundraising	2018 Fiscal Year Actual	2019 Projected	Notes
Corporate Sponsorship / Donations (cash)	\$	\$	
Individual Donations (cash)	\$	\$	
Foundation Grants	\$	\$	
Bingo (net)	\$	\$	
Casino (net)	\$	\$	
Raffle (net)	\$	\$	
In-Kind Donations (i.e. non-cash) (must match expense amount)	\$	\$	
Other (specify)	\$	\$	
Total Fundraising	\$	\$	
D) Other Income	2018 Fiscal Year Actual	2019 Projected	Notes
Investments	\$	\$	
Other (specify)	\$	\$	
	\$	\$	
Total Other Income	\$	\$	
TOTAL REVENUES	\$	\$	

Expenses			
E) Expenses	2018 Fiscal Year Actual	2019 Projected	Notes
Artist Fees / Salaries / Honorariums	\$	\$	
Production / Exhibition	\$	\$	
Festival Venue Rental	\$	\$	
Volunteer Program	\$	\$	
Marketing / Promotion	\$	\$	
Administration / Management Salaries	\$	\$	
Office Rent	\$	\$	
Fundraising	\$	\$	
In-kind Donations (non cash) (must match revenue amount)	\$	\$	
Other (specify)	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
Total Expenses	\$	\$	
Budget Summary	2018 Fiscal Year Actual	2019 Projected	Notes
Total Revenue	\$	\$	
Less Total Expenses	\$	\$	
Surplus(Deficit) (Enter Revenues - Expenses Amount)	\$	\$	You should have a net zero balance.

Section C-4: DBA SPONSORSHIP RECOGNITION

1. DBA Sponsorship Recognition

Should your application be successful, the DBA asks for, as a minimum, the following mandatory, promotional consideration/sponsor recognition:

(Please check each box)

	Placement of the DBA logo on the event poster (if you have one).
	One quarter-page ad in your festival program (if you have one).
	Acknowledgement on your website as a festival sponsor and a link from your website to the DBA website.
	Two all-access passes to the event, including Opening Night. (This allows us to gauge audience support, programming, and the festival's impact on DT vibrancy.)
	Social media mentions on all platforms used by you.

If you are not willing/able to provide this recognition, please explain why:

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2. Is there any additional recognition you can provide to the DBA?

No	
Yes (please explain)	

3. DBA Core Crew

Each summer the DBA employs a group of students call the "Core Crew". They are **Downtown** Ambassadors giving guided walking tours in the summer, liaising with businesses, locals and tourists, and participating in **Downtown** festivals and special events.

If your festival takes place during the months of May to August, briefly describe how your event can engage the Core Crew in a way that reflects their roles as **Downtown** Ambassadors.

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SECTION C-5: APPLICATION CHECKLIST

I have answered EVERY question on the application that applies to my festival.

I have only attached required appendices.

I have completed the budget form with this application

The budget nets to zero.

Authorized Signature: I, _____ confirm the statements and information in this application are true and complete. I understand I am responsible for submitted a complete application. I understand applications lacking sufficient information, budget detail, or necessary attachments may not be eligible for funding.

Date: MM/DD/YYYY