

Note to Applicants: We have made changes to our grant policies and application form. To ensure a successful application, read this document carefully before applying.

- Answer ALL questions, using the **application form only**. **Do not add additional pages**.
- Less is more. **Brevity and clarity will get you more points in adjudication**.
- Tailor your answers to the DBA. **Do not add appendices** unless the question asks for one.

SECTION A: About the DBA Festival Grants Program

The Downtown Business Association (DBA) was formed in 1985 and is one of 13 Business Improvement Areas (BIA) in Edmonton. Part of the DBA's mandate is to add vibrancy and energy to the Downtown core. This mandate allows us to provide financial support to deserving Downtown festivals.

The Downtown BIA covers the areas from 95 Street to 111 Street and from 97 Avenue to 105 Avenue. To qualify for this grant **the majority of your festival programming** (at least 51 percent) **must take place within these borders**.

Successful applications are well-written, concise, and clearly meet the following criteria:

Programming

- Festival is run by a registered non-profit organization.
- The event meets the DBA's definition of a festival (see FAQ's on page 2).
- Programming is exciting and innovative; adds vibrancy, cultural enrichment and excitement to Downtown.
- Festival draws thousands of people resulting in significant economic spinoffs for the business community.
- Festival has community support shown through continuous audience growth.

Finance

- Sound fiscal management illustrated in a balanced budget. NB: You must use the DBA Budget Form. Failure to do so will deem your application "*incomplete and unacceptable*."
- Budget has a stable funding base, derived from multiple sources in both the private and public sectors.
- Positive economic impact on the Downtown community and businesses — i.e. festival patrons spend money on things like parking, dining, shopping, etc.
- Illustrate financial growth through increasing sponsorships, revenue, and attendance.
- Can show and describe a tangible need for this grant.

Downtown Community

- The festival enhances the quality of life. Free programming is a plus.
- Use creative initiatives to involve members of the DBA's Core Crew Ambassadors.

Media and Communications

- Festival has a solid communications plan, with media partnerships, an up-to-date website, print collaterals, and other promotional materials.
- Can show the festival drew editorial interest from media outlets in 2018.

Application Form

- Include a balanced budget using the form provided.
- **Deadline is Wednesday, April 3, 2019**

SECTION B: Frequently Asked Questions

1. What is the purpose of this grant?

To financially assist registered, non-profit organizations that produce festivals that attract large audiences and add vibrancy to Downtown; and that create tangible economic benefits for Downtown businesses (e.g.: parking, restaurants, hotels, taxis, entertainment, etc.).

2. What's the DBA's definition of a festival?

The DBA's definition of a festival is:

"A recurring, non-profit, special event that takes place annually over a successive period of days; it presents an organized series of acts, performances or activities which center on one theme (often based in arts and/or culture) that is of interest and appeals to the general public."

- * The event must be inclusive and be rooted in the local community.
- * The DBA does not fund one-day events, farmers' markets, parades, industry events, tradeshow, or block parties.
- * The DBA does not provide seed funding for first time festivals.

3. How much can I apply for?

- \$1,000 to \$10,000.

4. What are the programming guidelines?

- Vibrancy — your programming delivers large audiences to the core, resulting in tangible, economic benefits for Downtown businesses and the community.
- Your creative programming enriches cultural life in Downtown.
- Your organization can show public support through growing attendance, and sponsorship.
- The majority — at least 51% of your programming takes place within the Downtown BIA borders.
- Your festival takes place between **April 1 and December 31, 2019**. We do not fund retroactively.

5. Why do we have to include a budget?

We only fund festivals that can prove they have sound fiscal management. The budget must be balanced, and include funding from multiple sources in a mix of private and public sectors. **The DBA cannot be your only source of funding.** You must write your budget in the template we have provided. We will not accept budgets in different templates.

6. How do you decide whether an application is successful?

Our committee members judge applications using a point system, based on an objective, weighted list of criteria. Areas that carry the most weight are:

- **Attendance and Vibrancy:** Your event draws many thousands of people Downtown, and adds vibrancy and excitement to the area.
- **Economic Benefits:** Your event creates tangible economic benefits and spinoffs for Downtown businesses.
- Your budget illustrates solid fiscal management, with multiple funding sources.

7. When will I know if my application is successful?

We will inform all applicants of the jury's decision by Wednesday, April 3, 2019.

8. If my application is unsuccessful, can I appeal?

No. All decisions are final. However, a DBA staff member will be available in the summer to go through your application with you to explain areas of concern.