

DOWNTOWN FESTIVAL GRANT PROGRAM

Application deadline: December 1, 2019



WELCOME

What would Downtown Edmonton be without festivals? Honestly, we'd rather not imagine that, so let's just forget we even asked that question. Year-round, Downtown streets, plazas, parks, art galleries, museums, breweries, event spaces, restaurants and hotels host more than 24 Downtown festivals, bringing thousands of people to the core. You're a die-hard bunch and we thank you for being here rain or shine, summer or winter.

As you've seen from your own festivals, the economic impact is great. Your festival plays an important role in attracting tourism at a regional, national and international level. Tourists often increase the length of their stays in Edmonton to coincide with your festival, and they're spending more money than they usually would. When festivals come Downtown, we all win. Our member businesses – Downtown restaurateurs, bars, parking operators, hoteliers and other providers of services – rely on festival visitors for a large portion of their revenues during your event.

What we don't talk enough about though are the benefits beyond dollars and cents – the social impact of festivals. Your festival has a direct impact on social well-being by providing opportunities for employment, skills development and volunteering, for those who live in this community and the people who visit.

That's why Downtown festivals matter and that's why the Downtown Business Association wants to help you with our Downtown Festival Grant Program.

In the pages that follow, we've clearly outlined how to apply for a Downtown Festival Grant and what you can do to be more successful in your application.



Festivals we funded last year :

Animethon 26
Cariwest Carribbean Arts Festival
Edmonton Int'l Film Festival
Edmonton Jewish Festival
Improvaganza International
Improv Festival
Edmonton Int'l Jazz Festival
Litfest
Edmonton Poetry Festival
Fruit Loop
Taste of Edmonton
Works Art & Design Festival

ABOUT OUR FESTIVAL GRANT PROGRAM

The Downtown Business Association (DBA) was formed in 1985 and is one of 13 Business Improvement Areas (BIA) in Edmonton. The Downtown Festival Grant was one of the first programs started 40 years ago as part of the DBA's mandate to help increase vibrancy and energy to the Downtown core.

The purpose of the grant is to financially assist non-profit organizations that produce festival that attract large audiences and add vibrancy to Downtown, and that create tangible benefits to Downtown businesses (e.g. restaurants, hotels, bars, parking). The maximum amount of the grant any festival is eligible to receive is \$10,000.

ELIGIBILITY CRITERIA



General

- At least 51 percent of the programming and activities must take place within Downtown. The Downtown BIA covers the areas from 95 Street to 111 Street and from 97 Avenue to 105 Avenue. To qualify for this grant, at least 51 percent of your programming must take place within these borders.
- Festival is set up as a not-for-profit. The DBA does not fund festivals that operate as for-profit businesses.
- Festival must have scheduled activities for a minimum of two consecutive days. New festivals are not eligible for grants; the DBA does provide seed funding.
- Festival draws a minimum of 2,000 people to Downtown.
- Festival has community support shown through continued attendee growth, year over year.
- Must operate under a volunteer board of directors.
- The DBA does not fund one-day events, farmers' markets, parades, industry events, tradeshow, or block parties.

Financials

- Festival must have sound fiscal management and have a balanced budget. You must submit your most recent audited financial statements. Failure to do so will deem your application incomplete.
- Financials must show a stable funding base derived from multiple sources. The DBA can not be your only source of funding.
- Financial must show increased financial growth through sponsorships, revenue and expenditures.



FAQs

How do you decide if my 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 thousands of people Downtown and add vibrancy and excitement to the area.
- Economic Benefits: Your event creates tangible economic benefits and spinoffs for Downtown businesses.
- Family-Friendly: Your event has some programming that appeals to young families, one of the DBA's key target demographics
- Indigenous: You event has some Indigenous programming that creates opportunities for established and emerging Indigenous artists
- Value and inclusivity: Your programming includes some free programming.
- Financials: Your budget illustrates solid fiscal management, with multiple funding sources.

APPLICATION
DEADLINE

DEC 1

MAXIMUM
REQUEST

\$10,000

When will I know if my application is successful?

We will inform all applicants of the jury's decision by December 16, 2019.

PART B: Downtown Festival Grant Application

Application deadline: December 1, 2019

1. Official name of festival:
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 and title:

Mailing address: Address 1
 Address 2
 Address 3

Edmonton, Alberta

Postal Code:

Phone:

Email:

4. Grant amount requested in 2020 (maximum is \$10,000)

5. 2020 festival start date:

2020 festival end date:

6. What percentage of your festival takes place within the borders of the **Downtown** BIA?

7. List all your 2019 Downtown festival venues with their addresses, seating capacity. In addition, please include a PDF of your 2019 festival programming.

I have attached a PDF of my 2019 program to my email.

8. List all of your 2019 festival venues located outside of the Downtown BIA with their addresses and seating capacity.

9. Projected audience for 2020:

10. How many people attended in 2019?

11 How many people attended in 2018?

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

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

14. Give specific examples of how your festival will benefit **Downtown** businesses.

15. What was the cost of tickets and passes in 2019? (list all including special events)

16. Did you have free programming in 2019? Yes No

Please list your family-friendly programming:

16. Did you have Indigenous programming in 2019? Yes No

Please list your Indigenous programming:

17. How many full and part-time staff do you employ? Full-time: Part-time:

18. How many volunteers participate in your event?

19. What was your 2018 total revenue?
(You must attach a copy of your most recent audit to your email for verification)

20. What were your 2018 total expenses?
(You must attach a copy of your most recent audit to your email for verification)

I have attached a copy of the festival's most recent financials.

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

I have attached a PDF of last year's festival program.

I have attached a list of the festival's board of directors.

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

Date

Send to mdavies@edmontondowntown.com by **December 1, 2019**