

2021 DOWNTOWN FESTIVALS AND EVENTS GRANT APPLICATION FORM



WELCOME

If we were trying pick a few words to describe what the event industry could look like in 2021, high on that list would be “innovation,” “flexibility” and “creativity.” That’s why it was important for us here at the DBA to take that same forward-thinking approach to our Downtown Festival Grant Program and reexamine how we support events that bring vibrancy to the core. After all, we know that large-scale festivals as we’ve experienced them in the past likely won’t reappear anytime soon. We believe that the changes to our 2020/2021 festival landscape actually open up unique opportunities for many new and creative small-scale events that can draw people Downtown in a controlled, COVID-safe way and elevate the Downtown experience for everyone.

The 2021 Downtown Festivals and Events Grant program temporarily replaces the Downtown Festival Grant program. **This new program is available to support both small-scale events and large festivals operated by not-for-profit arts organizations, recognized arts societies and collectives, community groups, as well as small businesses who operate in the arts, culture & events space.** Funding will be prioritized towards applicants who can demonstrate that their events will play a pivotal role in bringing back vibrancy to Downtown Edmonton and supporting Downtown businesses (e.g. by increasing foot traffic where there’s a high concentration of stores and restaurants). A total of \$66,500 is available for eligible events planned to take place before the end of 2021.

NEW CHANGES FOR 2021

The 2021 Downtown Festivals and Events Grant is available through two funding streams.

1. Small-Scale Events Stream 2. Large-Scale Festivals Stream

- Edmonton-based registered not-for-profits can apply for both streams, with no limit on the number of individual events/applications, but with a total funding limit per organization of \$5,000. All eligible events must take place entirely within the borders of the DBA.
- Other Edmonton-based organizations (as described on the previous page) are only eligible to apply for the Small-Scale Events Stream. There is a limit of two event applications and a total funding limit of \$2,000 per organization. All eligible events must take place entirely within the borders of the DBA.

Fund Objectives

- Foster vibrancy in the Downtown community and increase visitation to Downtown
- Support Downtown businesses and increase revenue for Downtown businesses
- Offer employment opportunities for Edmonton artists and other creatives
- Support equity and diversity in the Downtown community

SMALL-SCALE EVENTS

Awards of up to \$1,000 are available for eligible one-day, in-person events planned to take place within the DBA's borders in 2021. Funds must be used to support the core staging costs and safe delivery of events, which can include COVID-19 related safety requirements.

Applicants will be required to submit an event plan that includes a detailed budget.

Evaluation Criteria

All applications will be considered according to the following criteria:

- **Public Impact (50%):** How meaningful, intentional, and thoughtful is the approach to attracting and engaging audiences in a safe and socially responsible manner, and how committed is the applicant to welcoming diverse audiences in an inclusive and equitable event experience?
- **Artistic and Cultural Impact (30%):** To what extent is the applicant pursuing high-quality, 'wow-factor' programming and installations? What consideration is being given to under-represented cultures and communities, including Indigenous peoples?
- **Economic Impact (20%):** How suitably are the event planning and programming details (e.g. location, foot traffic flow) designed to facilitate an increase in visitor spending at Downtown businesses?

Deadlines to Apply

Applicants must complete and submit Part A of the application by the deadlines below

- April 30 for events planned between May 15 through to August 31, 2021
- August 15 for events planned between September 1 to December 21, 2021

Successful applicants must agree to the terms of their funding agreement.

Private events that are not open to the public are NOT eligible for funding through this program. Additionally, the following types of events and activities are INELIGIBLE;

Meetings

Conventions and industry or professional conferences

Trade shows

Regular or reoccurring programming in theatres or galleries

Regular scheduled sporting events

Markets

Live music and DJ sets in venues, bars and clubs

Online events

Political or cause-based demonstrations or marches

Civic events and ceremonies

LARGE-SCALE FESTIVALS

Awards of up to \$5,000 are available for multi-day, in-person events planned to take place within the DBA's borders before the end of 2021. Funds must be used to support the core staging costs and safe delivery of events, which can include COVID-19 related safety requirements. Only non-profit organizations can apply to receive festival funding through this stream. A simple, streamlined application process is in place to support access to funding through this route.

Festivals must have sound fiscal management and have a balanced budget. Applicants must submit their most recent audited financial statements. Financials must show a stable funding base derived from multiple sources.

Evaluation Criteria

All applications will be considered according to the following criteria:

- **Public Impact (50%):** How meaningful, intentional, and thoughtful is the approach to attracting and engaging audiences in a safe and socially responsible manner, and how committed is the applicant to welcoming diverse audiences in an inclusive and equitable event experience?
- **Artistic and Cultural Impact (30%):** To what extent is the applicant pursuing high-quality, 'wow-factor' programming and installations? What consideration is being given to under-represented cultures and communities, including Indigenous peoples?
- **Economic Impact (20%):** How suitably are the event planning and programming details (e.g. location, foot traffic flow) designed to facilitate an increase in visitor spending at Downtown businesses?

Deadlines to Apply

Applicants must complete and submit Part B of the application by the deadlines below

- April 30 for events planned between May 15 through to August 31, 2021
- August 15 for events planned between September 1 to December 21, 2021

Successful applicants must agree to the terms of their funding agreement.



FAQs

How will I know if my application is successful?

Funding decisions are anticipated to be communicated within 20 working days of submission.

How many times can I apply?

For-profits can apply to the small-scale events stream no more than twice per year, and shall receive no more than \$2,000 in total. Non-profits can apply to both the small-scale events stream AND the festival stream. However, a non-profit shall receive no more than \$5,000 in total from both streams. A new application should be submitted for each event.

Do you fund digital events?

No, only in-person events are eligible to receive funding.

Can multiple organizations, apply for funding for the same event?

No, only one organization can apply for funding for a single event.

If I have to cancel or postpone my event due to a change in Alberta Health Services restrictions, what would happen to any funding support offered?

Organizers should at all times follow Alberta Health Services guidelines related to the staging of events when planning. Should your event not be able to take place due to COVID-19 restrictions, or any other reason, you should contact the DBA to discuss the specific circumstances and funding implications.

PART A: SMALL-SCALE EVENT APPLICATION

Name of organization/festival applying:

Name of event

Contact name and title

Mailing Address

Postal Code

City

Province

Phone

Email

Please check organizational structure that applies For-profit Non-profit

Have you received funding from this program already in 2021? Yes No

If yes, how much did you receive \$

In 200 words or less, describe your event.

In 200 words or less, describe what make your event programming unique.

Give specific examples of how your event will benefit Downtown businesses.

What percentage of your festival or event takes place within the border of the Downtown BIA?

Will your event be a paid ticketed event? Y N

Will your event be family-friendly? Y N

If yes, please describe your family-friendly event.

Do you plan on having equitable and inclusive programming in 2021? Y N

If yes, please describe your equitable and inclusive programming.

Projected attendees for 2021

How many full- and part-time staff will you employ for your event or festival?

Full-time: Part-time:

Yes, I have attached a detailed event plan and budget

Authorized Signature

I confirm that the statement and information in this application are true and complete. I understand that I am responsible for submitting a complete application. I understand that applications lacking sufficient information, budget details and/or financials may not be eligible for funding.

Date

Signature

Send to Tracy Hyatt, thyatt@edmontondowntown.com

PART B: LARGE-SCALE APPLICATION

Name of organization/festival applying:

Name of festival

Contact name and title

Mailing Address

Postal Code

City

Province

Phone

Email

Please check organizational structure that applies For-profit Non-profit

Have you received funding from this program already in 2021? Yes No

If yes, how much did you receive \$

In 200 words or less, describe your multi-day festival.

In 200 words or less, describe what make your multi-day festival programming unique.

Give specific examples of how your multi-day festival will benefit Downtown businesses.

What percentage of your multi-day festival takes place within the border of the Downtown BIA?

Will your festival be a paid ticketed event? Y N

Will your festival be family-friendly? Y N

If yes, please describe your family-friendly programming.

Do you plan on having equitable and inclusive programming in 2021? Y N
If yes, please describe your equitable and inclusive programming.

Projected attendees for 2021

How many full- and part-time staff will you employ for your festival?

Full-time: Part-time:

Yes, I have attached our most recent audited financials

Authorized Signature

I confirm that the statement and information in this application are true and complete. I understand that I am responsible for submitting a complete application. I understand that applications lacking sufficient information, budget details and/or financials may not be eligible for funding.

Date

Signature

Send to Tracy Hyatt, thyatt@edmontondowntown.com