

**CITY OF FREDERICTON – CHECKLIST**

<b>SERVICE:</b>	<b>COMMUNITY LEADERSHIP</b>	<b>CHECKLIST NO.:</b>	<b>GOV-CHK-010E</b>
<b>SUB-SERVICE:</b>	<b>COUNCIL AND COMMITTEE SUPPORT</b>	<b>ISSUE NO.:</b>	<b>1.11</b>
<b>SUBJECT:</b>	<b>GRANT CATEGORIES</b>	<b>ISSUE DATE:</b>	<b>17/02/23</b>
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1. **COMMUNITY FUNDING GRANTS**

1.1 **FESTIVALS & EVENTS**

*Eligibility for Festivals and Events*

- a) Must be multi-day or associated with a major civic holiday, or a one-day event expected to have 2,500 or more in attendance.
- b) Must be time specific and limited in run. Programmed series are not eligible.
- c) Must be performance-based, exhibition-based, recreation-focussed, or celebrate a specific aspect of local culture.
- d) Must be publicly accessible; although, not necessarily free.

A. **Seed Grants**

Seed grants are available to festivals and events (applying for the first time) for a maximum period of three (3) years. During this period, a maximum of 80% of the event's proposed revenue stream should come from the City. When determining eligibility for grant assistance, consideration will also be given to the following criteria:

- a) Providing detailed line-item event budgets.
- b) After the first year of funding, providing financial statements from the previous year's event.
- c) Demonstrating movement towards the 50% funding threshold.
- d) Demonstrating public support for their programming through attendance.
- e) Improving their business models based on experience.
- f) Demonstrating movement towards formal organizational and governance models.
- g) Providing profile to the City in marketing and on-site materials.
- h) Receiving input from City staff to ensure the long-term viability of the festival/event and the ability to coordinate the use of City resources.
- i) Providing profile to the City in the form of a sponsorship opportunity.

B. Developmental Grants

Developmental grants are available to festivals and events in the developmental phase (years 4-6). When determining eligibility for grant assistance, consideration will also be given to the following criteria:

- a) Ability to articulate a viable business model and development plan.
- b) Ability to provide detailed line-item event budgets for the next year's event.
- c) Ability to provide financial statements on the previous year's event.
- d) That City funding is being significantly leveraged. City funding will account for less than 50% of total projected annual revenues.
- e) That organizational and governance structures have been developed.
- f) That significant public support has been achieved in terms of attendance and can demonstrate growth.
- g) Capacity to develop a significant economic impact in the community or become an iconic civic, cultural, or sporting event.
- h) A significant level of quality programming has been achieved.
- i) A significant level of public profile has been received through media coverage.

During this period, in order to continue funding, it is envisioned that festivals and events are:

- a. Demonstrating movement towards the 30% funding threshold.
- b. Demonstrating the ability to articulate financial projections.
- c. Showing continued increases in public support through attendance.
- d. Introducing new, high-quality programming and improving existing programming.
- e. Receiving significant, generally positive media coverage.
- f. Marketing for the tourism market.
- g. Receiving input from City staff to ensure the long-term viability of the festival/event and the ability to coordinate the use of City resources.
- h. Providing profile to the City in the form of a sponsorship opportunity.

C. Showcase Festival & Event Grants

Sustaining grants are intended to provide ongoing support to the very few major iconic festivals and events that have achieved a recognized excellence in programming and generate a significant major economic impact in the community. When determining eligibility for grant assistance, consideration will also be given to the following criteria:

- a) Demonstrate a viable, long-term business model with diverse revenue streams, including financial support from the private sector.

- b) Provide independently verified (reviewed or audited) financial statements that show City funding at less than 30% of the total event budget.
- c) Demonstrate extensive public support in terms of attendance.
- d) A significant level of public profile has been received through media coverage, including media outside of the city.
- e) Demonstrate a uniqueness and excellence in terms of programming.
- f) Demonstrate a marketing plan that aims at bringing in patrons from outside the Greater Fredericton area.
- g) Demonstrate their value in terms of cultural and sport tourism and receiving profile in both City and Provincial tourism marketing vehicles. Demonstrating economic impact in terms of hotels, restaurants, etc., is also seen as an asset.
- h) If not generating tourism revenues, must demonstrate the capacity to become a major iconic civic event.
- i) Demonstrate programs aimed at environmental sustainability.
- j) Conduct ongoing consultations with City staff to ensure the long-term viability of the festival/event and the ability to coordinate the use of City resources effectively.
- k) Provide profile to the City in the form of a sponsorship opportunity.

## 1.2. OTHER

- A. Educational and Cultural Development: This program of grants supports the development of institutions that would not be able to progress in the City without significant public support. A key issue in any solicitation by these institutions for financial support is the question of how much the community is willing to support the project which may be demonstrated in part by the City's contribution. Without these grants by the City, most of the recent fundraising efforts by these institutions would have failed. It is not so much the total amount that the City gives that is important; it is the sum given that demonstrates the commitment of the City to the goals of the institution. For example, Science East.
- B. Recreation and Tourism City Program Support: This type of grant provides funding to organizations that help to enhance the recreational and tourism potential of the City. Without some support, a further burden would be placed on the service budgets of the City. The support to the YMCA, for example, is saving the City dollars by reducing the number of programs that recreational services would have to run. The Christ Church Cathedral offers guided tours during the summer for tourists. Funding supports events, activity, and program deliverables affordable and accessible to the general community and available for general community use.
- C. Arts, Culture & Heritage: This type of grant supports projects, programs, or activities in the arts, culture and heritage sector through the provision of small grants to non-profit arts, culture or heritage organizations. Eligible organizations include those involved in visual, performing, literary, media or material arts and those involved in Fredericton's history or heritage that wish to undertake a project or activity of benefit to the community. Projects or activities must be held within City limits and accessible to the general public; although, not necessarily free.

- D. Festival and Events Innovation & “Greening” Grants: Innovation and greening grants for festivals and events are small grants aimed at leveraging funding investments in programs and infrastructure that show: a) technology adoption that can be showcased; and b) environmental projects to make festivals and events more environmentally sustainable.

## 2. **STRATEGIC PARTNER CAPITAL GRANTS**

The following assessment criteria are used to evaluate the written application submitted for the Strategic Partner Capital Grant funding.

The first three (3) – A, B and C criteria must be met. If the first three (3) criteria are not met, the application is not considered for funding or scored further.

- A. Non-profit organization within the community
- B. Funding is a Capital Contribution that:
  - a) Is a significant capital project or asset owned by the non-profit organization; and
  - b) Does not require the City to own or operate the asset.
- C. Clear Municipal Purpose/Need that:
  - a) Fits within the City’s municipal mandate;
  - b) The primary beneficiary of the project is city residents; and
  - c) The proposal fits within the mandate of the applicant.
- D. Strategic Alignment with City
  - a) Strategic Alignment – The request is consistent with the City’s Municipal Plan, Master and other Strategic Plans to help achieve the strategic objectives of the City’s eight (8) program result areas, being: Corporate; Economic Vitality; Environmental Stewardship; Governance and Civic Engagement; Livable Community; Mobility; Public Safety; and Sustainable Infrastructure.
  - b) Directly addresses or furthers one of the key areas of Council’s focus in the program result areas.
  - c) Addresses one of Council’s existing priorities for this Council’s mandate.
  - d) Aligns with the timing of City Plans and desired results.
- E. No negative financial impact on the City and other City priorities
  - a) Supporting this request does not impact or replace funding the City would otherwise receive from other levels of government for existing City priorities.
  - b) The timing is right for the community and the City financially.
- F. Clear public benefit with positive impact for the community
  - a) The magnitude and diversity of residents reached, as well as the community reach and uptake are significant.

- b) The capital project provides good value and return on investment for the community.
- c) The asset and associated services it enables, helps achieve the City program result areas.
- d) The group is willing to enter into a service level agreement with the City to document community benefits through key performance indicators or measurable.

G. The organization and project demonstrates sustainability, including operating and future capital

- a) The organization is financially sustainable with a solid financial track record.
- b) The project is financially viable and sustainable.
  - i. The full life cycle cost and reasonable revenue streams are addressed.
  - ii. There is minimal risk that the City will be asked to step in and fund future ongoing operating costs.
  - iii. The organization has access to the management expertise to successfully implement the project.
  - iv. The project business plan shows a sustainable, realistic financial forecast; including revenue, funding, financing, and expenditures.

H. The City is not the major contributor

- a) There are other funding partners and/or the organization is the main funding source.
- b) The City's contribution may lever other funding sources.
- c) What is City's percent contribution to the project (how many cents on the dollar)?

3. **MAJOR ONE-TIME EVENTS**

Grants are provided to major one-time events that will be in the community once and provide the city with a regional or national profile opportunity. (Examples: East Coast Music Awards, CIS Hockey National Championships, World Junior Curling Championships, Congress 2011, etc.) Eligibility is based on the following criteria:

- a) Demonstrate how the event will bring profile to the city and generate positive media exposure.
- b) Demonstrate how the event will bring an economic impact to the city.
- c) Demonstrate how the event will positively position the city.
- d) Provide the City with the opportunity for sponsorship commensurate with its financial contribution.

4. **SPORT TOURISM GRANT PROGRAM**

The Sport Tourism Grant Program provides financial assistance to groups hosting sporting events in Fredericton. This contributes to the local economy and builds capacity through sport in many ways; including volunteerism, sport development, and community engagement.

Financial assistance may be available to non-profit local sport organizations in the development, operation, and hosting of regional, provincial, national, and international sport events held within the city of Fredericton. Funding amounts will be determined by the Sport Tourism Coordinator and approved by

the Tourism Manager. Marquee Events over \$25,000 will also require City Council approval. (see Checklist No. ECO-CHK-045)

5. **ARTS, CULTURE, AND HERITAGE FUNDING PROGRAM**

Project grants (Arts, Culture, and Heritage) are juried grants aimed at providing non-profit arts and heritage organizations with project funding. Projects should be incremental new programming. This is also the long-term funding vehicle for events that do not qualify for continued support through the developmental grant intake. (see Operating Procedure LIV-OP-036, *Cultural Grants*)

A. **Ethno-cultural Grants**

The Ethno-cultural Grant is an expansion of the Arts, Culture, and Heritage Funding Program to support multicultural groups in the community.

6. **AMBASSADORSHIP AND TRAVELLING ATHLETE GRANTS**

A. **Ambassadorship Grant**

The Ambassadorship Grant is a financial gift to individuals or groups travelling outside of the province to attend a national or international event or competition to recognize their role as representatives (ambassadors) of the City. This does not include individuals or teams competing/participating in a sporting event, as these athletes are covered by the *Travelling Athlete Grant* (see below). The applicant is eligible for a grant to a maximum of \$100 per individual (if only one person is attending the event) or \$200 per group (if a group is attending the event).

Applicants are eligible for funding based on the following criteria:

- a) The applicant must be a resident of the City of Fredericton, unless the individual(s) resides outside of the city, but is registered with a City of Fredericton group or association.
- b) A group is considered to be two (2) or more persons competing/participating as a unit in a sanctioned event or competition.
- c) Individuals in a group are not eligible for an individual grant if the group has applied for a grant.
- d) The individual/group is travelling to a bona fide national or international event or competition.
- e) Grants are allocated on a "first come-first served" basis.

B. **Travelling Athlete Grant:**

The Travelling Athlete Grant is a financial gift to individual athletes or teams travelling outside of the province to attend a national or international competition to recognize their role as representatives of the City. The applicant is eligible for a grant to a maximum of \$100 per individual (if only one person is attending the competition) or \$200 per team (if a team is attending the competition).

- a) All competitors must be of junior age (19 years) or younger.
- b) The applicant must be a resident of the City of Fredericton, unless the individual(s) resides outside of the city, but is registered with a City of Fredericton team or association.

- c) A team is considered to be two (2) or more persons competing as a unit in a sanctioned competition.
- d) Individuals on teams are not eligible for an individual grant if the team has applied for a grant.
- e) The sporting event must be recognized by Sports Canada.
- f) The athlete or athletic team must be travelling to a bona fide National or International competition.
- g) Athletes or athletic teams travelling to the Canada Winter or Summer Games or interscholastic or intercollegiate competitions are not eligible for a grant.

Grants are allocated on a “first come-first served” basis.

## 7. **BANDS**

### A. City Band

The City’s official band is the *Fredericton Concert & Marching Band* established by the City of Fredericton in 1973/74. The Band serves the citizens of Fredericton by performing concerts, churches functions, and participating in civic celebrations, thus contributing to the cultural fabric of the community.

In this regard, the Tourism Division, on an annual basis, budgets for a contribution to the Fredericton Concert & Marching Band. The funding is subject to the Band performing in the following six (6) civic engagements:

- Canada Day Parade
- Remembrance Day
- Santa Claus Parade
- Mayor’s Tree Lighting
- Outdoor Summer Concerts in Officers’ Square (2)

### B. Internationally-Recognized Bands

An internationally-recognized band is any band considered by City Council to be “internationally recognized” as determined by the nature and scope of their participation in local, national and international festivals, events, and/or competitions representing the City of Fredericton.

Currently, the City has designated the *Fredericton Society of St. Andrews Pipe Band* as “internationally recognized” in that they participate in local, national and international festivals, events, and/or competitions. In addition, they consistently maintain a high level of excellence at these competitions, thereby acting as ambassadors for the City. The Fredericton Society of St. Andrews Pipe Band participates in the annual New Brunswick Highland Games & Scottish Festival and they play a supporting role in the *Changing of the Guard* ceremony during the summer.

On an annual basis, the Tourism Division budgets for a contribution to the Fredericton Society of St. Andrew Pipe Band. The funding is subject to the Band performing in the following six (6) civic engagements:

- Canada Day Parade
- Remembrance Day (Marysville)
- Santa Claus Parade
- Outdoor Summer Concerts in Officers’ Square (3)

C. Other Bands

During the annual budget process, requests received from local bands are directed to either the Ambassadorship Grant process, if the band is travelling and representing the City or, in the case of a purchase of shared capital among several non-profit bands, the request may be considered under the juried Arts & Culture Funding Program (see Procedure No. COM-OP-036, *Cultural Grants*).

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