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GRANT PROGRAM APPLICATIONS MUST BE SUBMITTED ONLINE**

2024 Festivals & Events Micro Grant Application Form

Local festivals and events are important strategic investments in Edmonton. They provide opportunities for citizens and visitors to connect, be active in the community, celebrate our heritage and diversity, and contribute to the local economy.

This grant program has been created to support smaller, outdoor community (Niche) festivals and events that showcase local talent, celebrate local histories and cultures, and add vibrancy to our city throughout the year.

Before you start this application, please have the following ready:

- General organizational and event information
- Understanding of the event goals, public benefit, and alignment with the City Plan
- Required Document: Event Budget
- Required Document: Signed Declaration

The [Festivals & Micro Grants webpage](#) has links to the following documents: Event Budget Template, Declaration Form Template, and a copy of the Application Questions (for review only). **The application information and attachments must be submitted through the online form.**

1. Email Address*
2. Does your event and/or organization meet the following minimum grant eligibility criteria?
 - a. Does the event take place within Edmonton?
 - b. Does the event take place between January 1 - December 31, 2024?
 - c. Does 80% or more of the event occur outdoors?
 - d. Will the event have more than 100 attendees?
 - e. Will the event be open to the general public?
 - f. Will the event be produced by one of the following organizations: not for profit, charitable?, BIA in good standing whose work takes place primarily within Edmonton?
 - g. Does your organization have any overdue Final Grant Reports with the City of Edmonton?

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CONTACT / ORGANIZATION INFO

3. Organization Name*
4. Type of Organization*
 - a. Registered Not-For-Profit
 - b. Registered Charitable Organization
 - c. Indigenous Led or Indigenous Serving Not-For-Profit or Charitable Organization
 - d. Business Improvement Area (BIA)
 - e. For Profit Organization
 - f. Other
5. Applicant - Contact Name*
6. Applicant - Contact Title*
7. Applicant - Phone Number*
8. Legal Signing Authority - Contact Name*
9. Legal Signing Authority - Email Address*
10. Organization Address*
 - a. *Note: If awarded a grant, this is the address that the cheque will be sent to, unless your organization is set up for an Electronic Funds Transfer (EFT). Please fill this out carefully.*
11. City, Province*
12. Postal Code*

EVENT DESCRIPTION

13. Event Name*
14. Event Description*
 - a. Please provide a clear description of the event.
15. Event Activities and/or Programming

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- a. Please provide a list of all confirmed and/or likely event activities and/or programming. *(If there are costs associated with these, please be sure to include them in the Event Budget document you will submit.)*

16. Type of Event*

- a. Arts Event
- b. Concert/Music/Performance
- c. Cultural or Multicultural Event
- d. Food Event
- e. Indigenous Event
- f. Parade
- g. Special Interest (Educational/Animal/Nature)
- h. Other: (list event type)

17. Is the event primarily for fundraising purposes?

18. Event Start Date*

19. Event End Date*

20. Event Location*

21. What percentage of the event will be held outdoors?*

22. Event Location - Ward (all listed as options)*

23. Event Location - BIA*

- a. No
- b. Other: (list the BIA)

24. Event History*

- a. First Year Event
- b. Other: (list the number of years)

25. Anticipated Attendance*

26. How will attendance be measured?*

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27. Event Hours*

- a. How many hours of public programming will be provided as part of the event?

28. Membership/Registration/Tickets Required*

Do attendees need any of the following in order to participate in the event?

- purchase a membership to a particular organization
- pay a registration fee for the event
- purchase tickets to all or a portion of the event

- a. No
- b. If yes, please identify which one(s) under "Other", and provide a short explanation of the cost and purpose.

(If you expect to receive event revenue from one of these, please be sure to include it in the Event Budget document you will submit.)

BUDGET OVERVIEW

29. Total Expenses*

30. Total Revenues*

31. Revenue Sources*

- a. Membership / Registration / Tickets
- b. Sponsorship
- c. Value in Kind
- d. Non-Government Grants
- e. Federal Grants
- f. Provincial Grants
- g. City Grants (please provide the name of each)
- h. Other:

32. Have you applied and/or received funding for your event(s) from any other City of Edmonton grant or funding program(s)?

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- a. No
 - b. Edmonton Arts Council (EAC)
 - c. Neighbourhood Revitalization Project Macro-Grant
 - d. Neighbourhood(s) Micro-Grant
 - e. Neighbourhood Connections Grant
 - f. Community Services Live Active Grant
 - g. Other: (please provide name)
33. What will you spend the grant on?*
- a. Please provide details on how you intend to spend the grant if you are successful. Please be specific.
 - b. Note: This information will be used to evaluate your project against the program's eligibility criteria
34. Funding Request*
- a. Maximum grant up to 50% of eligible expenses to a maximum of \$10,000; minimum grant of \$500.
35. Financial Need*
- a. Applications will be assessed and funding prioritized based on need. Please outline your organization's financial need and how this funding will support your organization's ability to produce this event.
36. What are the implications if the City is not able to provide the full amount requested?*

PUBLIC IMPACT

37. Goals & Outcomes (Briefly describe the event's primary goals or outcomes.)*
38. Public Benefit - What are the public benefits that the event provides?*
39. Alignment with the City Plan*
- a. To be eligible for the 2024 F&E Micro Grant, a festival or event must align with the City Plan, which may include:

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- Encourage Indigenous led projects, programs, events and services. (City Plan Direction 3.1.1.4)
 - Embrace multicultural activities and events. (City Plan Direction 3.1.2.3)
 - Encourage healthy and active living by supporting community focused recreational, leisure, social and cultural programs. (City Plan Direction 1.1.1.4)
 - Edmontonians can connect, be active in their community, and celebrate Edmonton's heritage, diversity and unique identity. (City Building Outcomes 1.2)
 - Animate open spaces at all scales through programming, activities and events that encourage daily and all-season use. (City Plan Direction 2.3.3.4)
 - A wide range of community festivals in partnership with community organizations. (City Plan Direction 2.3.3.1)
 - Promote personal and community wellness and connection through inclusive and welcoming places. (City Plan Intention 1.1.1)
- i.
- ii. Please explain in detail how the event aligns with the City Plan.

40. Measurement & Evaluation*

- a. How will you measure and evaluate that the event achieved your objectives? Consider things such as number of contributing participants, attendance, quality of the event, financial goals or other. Please explain.

ATTACHMENTS & ACKNOWLEDGEMENTS

IMPORTANT: Your application is not complete until the required documents are submitted.

Two documents are required for the grant program application.

1. Signed Declaration (Pages 1 & 3 must be filled out and signed. All 4 pages *must* be attached.)
2. Estimated Event Budget (Breakdown of all revenues and expenses.)

A blank Declaration Form and Event Budget Template can be downloaded from the [Festivals & Micro Grants webpage](#).

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41. Attachments*

Before attaching documents to this application, please ensure the files are labeled with your organization's name and then budget or declaration. e.g. "Alberta Association of Festivals - Budget"

Attach the following documents:

1. Declaration Form
2. Estimated Event Budget

Both completed documents must be attached to the application. Otherwise, the application will be considered incomplete and will not be reviewed by the Grant Committee.

*Are you having difficulties attaching these documents to the application form?
Continue with the application, complete the remaining questions, and submit it. Then send the Declaration and Estimated Event Budget directly to eventsmicrogrant@edmonton.ca. Please include your organization name and event name in the email.*

42. Electronic Signature Consent*

- a. I consent to the City of Edmonton signing the final License with an electronic signature. Note: Use of an electronic signature by the City will assist in the timely processing of grant awards.
 - i. Yes
 - ii. No

43. Eligibility*

- a. Program information including eligibility can be found here
 - i. Yes, I have read the eligibility information and acknowledge that my event is eligible for funding.

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44. Final Report*

I understand that if I am awarded a grant I will be required to submit a final report to the City within 90 days upon completion of my event. The final report will need to include a summary of the event as it relates to the City Plan and grant criteria, identify how the funds were used and highlight community benefit. An attachment with financial reporting of the events total revenues and expenses and the organization's most recent financial statements will also be required.

I have read and accepted the Final Report statement

45. FOIP Statement*

Personal information is collected for the purpose of the Festivals & Events Micro Grant and will be used to assess and process your application and to report on the overall performance of the Festivals & Events Micro Grant. Collection is authorized under section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and is managed and protected in accordance with the Act. If you have any questions about the collection, use, or disclosure of your personal information in the application package, please contact us by email at eventsmicrogrant@edmonton.ca.

Please note that the business name, location of the business, grant amounts, project outcomes, demographics, and total costs of projects may be released to various organizations, the media, and the public in connection with the Festivals & Events Micro Grant Program.

No personal information will be shared or sold. Only statistics, aggregate, or unidentifiable data will be shared.

Yes, I have read and accepted the FOIP Statement

Submitting an application does NOT imply that your event is eligible for the Festivals & Events Micro Grant Program.

City of Edmonton staff will review your application and be in touch with you for further information, to confirm fund availability, and ultimately approve or deny your application.