

NO: **R074**

COUNCIL DATE: **April 22, 2013**

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## REGULAR COUNCIL

TO: **Mayor and Council**

DATE: **April 15, 2013**

FROM: **General Manager, Parks, Recreation and Culture**

FILE: **1850-01**

SUBJECT: **2013 Cultural Grants Program – Grant Application**

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## RECOMMENDATION

The Parks, Recreation and Culture Department recommend that Council:

1. receive this report as information; and
2. approve under the City's Cultural Grants Program a grant of \$2,500 to the Peninsula Arts Foundation as generally described in this report.

## INTENT

The purpose of this report is to obtain approval for the issuance of a grant under the Cultural Grants Program for 2013.

## BACKGROUND

At its Regular meeting on April 8, 2013 Council adopted the recommendations of Corporate Report No. CR063 titled "2013 Cultural Grants under the Surrey Cultural Grants Program", which in effect was the approval of Cultural Program grants to 34 different organizations.

Since that time an oversight has been discovered in relation to the applications that were received for grants under the Cultural Grants Program. The Peninsula Arts Foundation had submitted a request for a "capacity building" grant, which was not forwarded to the evaluation committee for review with the other applications that were received. This report addresses that application.

## DISCUSSION

### Description of the Application:

The Peninsula Arts Foundation's grant application is for \$2,500 to be used for building the Foundation's capacity including training, Board development activities, marketing and strategic planning. To prepare and publish a suitable marketing package would assist in making the community more aware of the organization and help facilitate their approach to potential corporate sponsors so that they may continue providing and building a strong cultural support in the community.

Evaluation:

The Grant Evaluation Committee has evaluated the application against the Program Guidelines (see Appendix “A”) and has determined that a grant under the Cultural Grants Program of \$2,500 to the Peninsula Arts Foundation is supportable.

Status of Program Funding:

Appendix “B” attached to this report provides a summary of the grants that have been issued under the Program to date in 2013 on assumption that Council will approve the recommendations of this report.

Distributing the Cultural Grants

In accordance with the Program Guidelines and subject to approval of the grant by Council the applicant will receive eighty percent (80%) of the approved grant funding up front with the remaining balance to be forwarded to the applicant upon the receipt and acceptance by the City of a final report submitted by the applicant that demonstrates that the work or activity for which the grant was awarded has been duly completed.

As Council is aware, arrangements have been made for the awarding of grant cheques to the successful applicants including the 34 organizations to which grants were awarded on April 8, 2013 along with the grant applicant that is the subject of this report. The event will be held as follows:

**Date:** Tuesday, April 30, 2013  
**Time:** 7:00 pm to 8:00 pm  
**Location:** Surrey Arts Centre  
13750 - 88 Avenue Surrey

This event will provide a networking opportunity for the cultural groups, attract local media attention to the Program and raise awareness about and the profile of these groups and the Cultural Grants Program.

**SUSTAINABILITY CONSIDERTIONS**

Surrey’s Sustainability Charter states: *“Surrey has a network of widely accessible community health and social services, parks, recreation, library and cultural opportunities that promote wellness and active living. The City embraces its cultural diversity and promotes tolerance, social connections and a sense of belonging.”*

The Charter further states: *“Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.”*

The Program assists in achieving the socio-cultural objectives in the City’s Sustainability Charter through:

- the introduction of celebratory programs, exhibitions and events related to multicultural, heritage and traditional arts (Scope Action SC4: Cultural Awareness in the Community);

- the encouragement of citizen engagement with City planning activities to build community capacity (SC5: Plan for the Social Well Being of Surrey Residents);
- the provision of a range of accessible and affordable cultural services (Goal SC6: Accessible and Appropriately located Services within the City);
- support for local service organizations, in the non-profit sector for actions that are within the City's mandated responsibilities (Goal SC6: Accessible and Appropriately located Services within the City);
- promotion of arts and heritage in Surrey (SC4: Cultural Awareness in the Community and SC8: Municipal Outreach, Public Education and Awareness); and
- education and awareness building initiatives that encourage all sectors of the city to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness).

The Charter recognizes that cultural groups engage local artists and cultural workers who create the art and heritage exhibitions, festivals and programs that generate the energy and ambiance that are the hallmark of a vibrant city.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve under the City's Cultural Grants Program a grant of \$2,500 to the Peninsula Arts Foundation as generally described in this report.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

**Appendix "A":** Surrey Cultural Grants Program Guidelines  
**Appendix "B":** Status of Cultural Grants Program Funding for 2013

**Surrey Cultural Grants Program - Guidelines**

**SURREY CULTURAL GRANTS PROGRAM**

**GUIDELINES**

1. The vision of the Cultural Grants Program (the "Program") is to support and enhance arts and heritage in Surrey through:
  - building organizational capability and sustainability in each of existing and new local cultural organizations;
  - investing in community-based cultural activities that promote awareness, access, participation and appreciation of arts and heritage; and
  - encouraging collaborative opportunities and partnerships.
2. General guidelines for the Program include:
  - Organizations may submit one application per grant cycle;
  - Grants will be awarded based on number of eligible applicants and available funding in each year;
  - Up to 20% of available grant funding for the Program may be retained as a contingency for extemporaneous grants and as a contingency; and
  - City enhancement goals and cultural investment strategies as contained in City plans, including Surrey's Cultural Plan, may be considered in the awarding grants.
3. The following will not be eligible in relation to grants under the Program:
  - educational institutions;
  - religious, political, and business groups;
  - fundraisers;
  - travel (more than 200 kilometres outside the Lower Mainland);
  - deficit reduction; and
  - capital projects.
4. Grants will be awarded in each of the following three noted categories:
  - **Capacity Building Grants**: Under this category grants up to \$2500 will be provided to qualified groups to support the organizations' development needs, including but not restricted to any of the following:
    - training;
    - workshops and conferences;
    - applying for registered not-for-profit status;
    - Board development activities;

- marketing; and
  - strategic planning.
- Project Grants: Under this category grants will be provided to encourage partnerships and collaborations that result in new cultural programs and initiatives. The grant award would contribute up to fifty percent (50%) of the program budget on a matching basis, which could include in-kind contributions. The maximum grant under this category is \$5,000.
  - Start-up Grants: Under this category grants will be provided to assist with start-up costs for an organization that is being established to provide cultural-based programming in the City. Such a grant would be a "one time" grant. The applicant would need to provide a business plan as part of its application that demonstrates economic viability and includes demonstration of secured funding for at least 80% of the first year's budget for the organization. The grant would be limited to the lesser of \$5,000 or twenty percent (20%) of the organization's annual budget and could recognize the value of in-kind contributions by the organization.
5. The following documents the eligibility criteria under each of the above-referenced categories:

Capacity Building Grants

To be eligible under this category, the applicant must be:

- a not-for-profit organization (registered or non-registered);
- principally based in Surrey; and
- requesting a grant to address the organizations' development needs, including but not restricted to:
  - attendance at training, workshops and conferences;
  - registering for not-for-profit status;
  - Board development; and/or
  - strategic planning.

Project Grants

To be eligible under this category, the applicant must be:

- a not-for-profit organization (registered or non-registered) or individuals partnering with a not-for-profit organization (registered or non-registered);
- principally based in Surrey;
- proposing a project that has a duration of no more than 16 months; and
- having matching funds and/or in-kind contributions equivalent to the amount of the grant that is being requested.

### Start Up Grants

To be eligible under this category, the applicant must:

- be a not-for-profit organization (registered);
- be principally based in Surrey;
- have developed a sustainable business plan for the on-going operation of the organization with diverse revenue sources; and
- limit the application to the lesser of \$5,000 or 20% of the annual budget of the organization with the remainder of the budget being reasonably secured.

### Application Processing Procedures

6. The following is a description of the procedure for interested parties to make application under the Program:
  - Interested parties are required to submit a one page expression of interest to the City that describes the reason that an application is being made and a demonstration that the related eligibility criteria are met.
  - Staff will review the submissions and short-list those that appear to be fully eligible to make application.
  - Eligible applicants will be invited to an information session where application forms will be distributed, information will be provided about how to fill out the application form, and questions will be answered.
  - The deadline for applications in the first year will be January 31<sup>st</sup>. All applications received by that date will be evaluated with the results of the evaluation and the related grants announced in March, 2012. The objective would be for grants to be distributed in April, 2012. In future years the grant cycle will start in the summer months with the awarding of funds taking place in January of each year.
  - Each application will be reviewed by City staff to ensure that it is complete and meets the Program criteria. Each complete and eligible application will then be evaluated by a staff Grant Evaluation Committee comprised of representatives from: Arts, Heritage, Library, Economic Development and Finance. The Committee will recommend the grant amount for each eligible applicant that will then be forwarded to Council for approval.
  - City staff will notify all applicants of Council's decision, and will advise them of the Appeal Procedure.
    - Appeal Procedure:

Appeals will be considered from organizations that have been denied funding and where significant new information is presented that was not available during the original review process.

Appellants must notify City staff in writing of their intention to appeal within ten business days of the date that they receive notification of the City's decision regarding their application. The appellant must clearly identify the additional information that they view as being important to their appeal of the decision. The Evaluation Committee will review such appeals and where a change in the original recommendation is considered warranted will forward an appropriate recommendation to Council. If the appeal is denied, the applicant will be informed.

- Where a grant is awarded, 80% of the grant amount will be forwarded to the applicant once Council has approved the grant. The remaining 20% will be forwarded to the applicant upon receipt by the City of a final report from the applicant that demonstrates that the initiative for which the grant was awarded has been fully and properly completed.
  - The preparation and submission of a final report related to each grant is a prerequisite for the applicant to be eligible for any future grants under the Program.
  - Every organization that receives a grant under the Program is expected to acknowledge the City's support using the City's guidelines for City logo use.
  - Organizations may be required to give progress reports and/or offer site visits upon request to demonstrate that the grant is being used for the purpose for which it was awarded.
7. The Program is intended to be flexible in order to meet needs demonstrated by local arts and heritage organizations. A review of the Program will be undertaken after the first two years of its operation and a report will be submitted to Council complete with recommendations.

## Recommended Supplemental Cultural Grant for 2013

Up-dated April 12<sup>th</sup> - 2013 PROPOSED CULTURAL GRANTS

	Non-profit Organization	Grant Type	Initiative Cost	Request Amount	2013 Proposed Amount	Other City Grants/Support	2013 Final Proposed Amount
1	A.C.M.E. Arts Society	Capacity	\$3,500	\$2,500	\$2,500		\$2,500
2	BC Girls Choir Society	Capacity	\$5,000	\$2,500	\$1,875		\$1,875
3	Semiahmoo Arts Community Arts Council of White Rock and District	Capacity	\$5,000	\$2,500	\$2,500		\$2,500
4	Surrey Celebration Dance Team	Capacity	\$1,130	\$1,130	\$1,130		\$1,130
5	Surrey International Film Festival (SIFF)	Capacity	\$4,000	\$2,500	\$2,500		\$2,500
6	Surrey Photography Club	Capacity	\$1,300	\$1,300	\$1,300		\$1,300
7	Surrey Rockhoud Club	Capacity	\$1,300	\$650	\$650		\$650
8	Surrey Symphony Society - Surrey Youth Orchestra	Capacity	\$5,830	\$2,500	\$2,500		\$2,500
9	Westcoast Harmony Chorus (WHC)	Capacity	\$5,000	\$2,500	\$2,500		\$2,500
10	<b>Peninsula Arts Foundation</b>	<b>Capacity</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$2,500</b>		<b>\$2,500</b>
	<b>Sub Total (Capacity)</b>		<b>\$37,060</b>	<b>\$20,580</b>	<b>\$19,955</b>		<b>\$19,955</b>
11	Arts Council of Surrey	Project	\$9,100	\$4,500	\$4,500		\$4,500
12	Contemporary Art Matters	Project	\$18,000	\$5,000	\$5,000		\$5,000
13	Creativa Cultural Association	Project	\$55,275	\$5,000	\$5,000		\$5,000
14	Day of Drawing collective (DoD)	Project	\$8,760	\$4,380	\$4,380		\$4,380
15	Diwali Fest (previously Diwali Celebration Society)	Project	\$15,416	\$5,000	\$5,000		\$5,000
16	Fraser Valley Chinese Culture Association	Project	\$6,040	\$2,500	\$1,875		\$1,875
17	Fraser Region Aboriginal Friendship Centre Association	Project	\$12,000	\$5,000	\$3,750		\$3,750
18	Fraser Valley Gilbert and Sullivan Society (FVGSS)	Project	\$12,600	\$5,000	\$5,000		\$5,000
19	Friends of the Arnold Mikelson Festival of the Arts	Project	\$20,050	\$2,350	\$2,350		\$2,350
20	The Mother Language Lovers of the World Society	Project	\$8,000	\$5,000	\$3,750	2013 City Grant \$500	\$3,250
21	Naad Foundation	Project	\$19,000	\$5,000	\$5,000		\$5,000
22	Peninsula Productions Society	Project	\$44,650	\$5,000	\$5,000		\$5,000
23	Rangmanch Punjabi Theatre	Project	\$45,809	\$5,000	\$5,000		\$5,000
24	Semiahmoo Potters Society	Project	\$2,249.93	\$1,101	\$1,101		\$1,101
25	South Asian Arts Society (SAA)	Project	\$10,145	\$5,000	\$5,000		\$5,000
26	South Asian Early Childhood Task Group	Project	\$9,000	\$1,500	\$1,500		\$1,500
27	South of Fraser Inter Arts Collaboration Collective (SOFIA/C)	Project	\$18,040	\$5,000	\$5,000		\$5,000
28	Southeast Asian Cultural Heritage Society (SEACHS)	Project	\$10,150	\$4,500	\$4,500		\$4,500
29	Surrey Art Gallery Association (SAGA)	Project	\$13,660	\$5,000	\$5,000	In Kind Support	\$3,900
30	Surrey English Teachers Association	Project	\$10,000	\$5,000	\$5,000		\$5,000
31	Surrey Festival of Dance	Project	\$10,000	\$5,000	\$5,000	2013 City Grant \$2,000	\$3,000
32	Surrey International Writers' Conference (SIWC)	Project	\$10,000	\$5,000	\$5,000	2013 City Grant \$1,000	\$4,000
33	The Beach House Theatre Society	Project	\$141,250	\$5,000	\$5,000		\$5,000
34	The Royal Canadian Theatre Company	Project	\$48,629.90	\$5,000	\$5,000		\$5,000
	<b>Sub Total (Projects)</b>		<b>\$557,824.83</b>	<b>\$105,831</b>	<b>\$102,706</b>		<b>\$98,106</b>
35	Arts Umbrella	Start Up	\$30,000	\$5,000	\$5,000	\$25,000	\$5,000
	<b>Sub Total (Start-up)</b>		<b>\$30,000</b>	<b>\$5,000</b>	<b>\$5,000</b>		<b>\$5,000</b>
	<b>Totals</b>		<b>\$624,884.83</b>	<b>\$131,411</b>	<b>\$127,661</b>		<b>\$123,061</b>