

COUNCIL STRATEGIC INITIATIVE FUND GUIDELINES

1. Purpose of the Council Strategic Initiatives Fund (CSIF).

There are two broad purposes that CSIF:

- a) To encourage innovation that has the potential to support or contribute to the goals of Council as set out in the current Council's Priorities located on Calgary.ca. Applications falling into this category will be evaluated based on the criteria set out in Section 3 below.
- b) To assist one-time events or the inaugural of a proposed regular event that does not qualify for subsidy assistance through The City's Festival and Events Subsidy Program. Applications falling into this category will be evaluated based on the criteria set out in Section 4 below.

2. General Considerations Applying to All Applications

- a) Applications for funding for an event that the Culture Division of Recreation (Culture Division) deems likely to be contentious or divisive within the community will not be approved.
- b) The Culture Division is the single approving authority for the CSIF. The Event Advisory Committee (EAC) is delegated to make awards up to \$50,000 on behalf of council subject to these guidelines; awards of more than \$50,000 go on to Council upon recommendation of the EAC.
- c) The City will nominate a single point of contact for all applications; the designated contact will bring applications forward to the EAC.
- d) The applicant must complete and submit an application form. It is the responsibility of the applicant to use the application form to make their 'case' to the EAC in the context of these guidelines.
- e) All applications must be received by the administration **no later than ninety (90) days prior to the date of the event or commencement of the initiative.** Exceptions to this requirement will be made only with the approval of the EAC.
- f) Once the CSIF allocation as approved by the Culture Division for the year has been awarded, no further applications will be considered by the Culture Division until Council makes further funding available.



- g) Funding under this program is only available where funding is not available to the organization for the initiative or event under other City of Calgary programs.
- h) No organization or applicant may apply for funding from the CSIF more than once in any calendar year except with the approval of the Culture Division.
- i) Requests from the following will not be considered:
 - Individuals
 - Fundraisers
 - Conventions
- j) Requests from non-profit organizations are preferred. Applications from 'for profit' organizations will only be considered if a specific commitment is made to donate to a local charity with details provided in the application for the consideration of the Culture Division
- k) The ability of a group to establish its credibility, fiscal responsibility and good management will be important considerations in the evaluation of applications.
- l) Funds will not be awarded for regular operating costs of the applicant organization as, for example, commissions or staff salaries. Broker agents' commissions will not be covered through CSIF funds.
- m) The extent to which the event is open to the public as opposed to limited or restricted to the members of the and affiliated groups is an important consideration.
- n) The extent to which the event contributes to or supports City Council's priorities is also an important consideration.
- o) Post event report is required within 60 days of the completion of the event. The report should outline evidence of use of funds according to the initial request. Failure to provide this report will result denial of other funding associated through the Festivals & Events Application Program. The City of Calgary reserves the right to withhold or reclaim funds and to decline any subsequent requests for funding through the CSIF.
- p) The City of Calgary may, at its discretion, request access to the financial records of successful applicants. By accepting an award applicants agree

to provide immediate and complete access to financial records if requested by The City of Calgary.



- q) Any unused portions of CSIF awards must be returned to The City of Calgary, not later than the date of submission of the post event report.
- r) Neither The City of Calgary nor any member of the EAC, individually or collectively, is in any way responsible for any deficits or cost over-runs in relation to any event or initiative.
- s) All successful applicants will be required to complete a Grant Agreement.
- t) As part of the requirements of receiving CSIF funds, events must recognize the City of Calgary appropriately, as per the agreement in the Grant Agreement.

3. Considerations Relating to Funding for New Initiatives

The purpose of funding under this category is to encourage innovation that has the potential to support or contribute to the current goals of Council as set out in Council's Priorities. Key considerations for such applications are:

- a) One-time start up or 'seed' funds for initiatives or programs which will support or contribute to Council's priorities. (Council priorities are available at The City of Calgary website)
- b) Applicants for funding under this category must submit a sound business plan and a complete budget (Revenue and Expenditures).
- c) Funding will be limited to one-time only. In addition, organizations may only receive funding for one initiative annually.

4. Considerations Relating to Festivals and Events

The purpose of funding under this category is to assist groups who are hosting a one-time special event in Calgary. Key considerations for such applications are:

All applicants under this section must first submit their application to The Culture Division who will refer the application accordingly.

- a) CSIF funding will be limited for events related to
 - Art
 - Culture
 - Recreation
 - Sport
- b) Funding will be limited to one-time only
- c) Economic Impact



- The applicant must demonstrate a clear benefit to Calgary. For example:
 - Economic impact (statement arrived at using a recognized method),
 - National or International recognition of the event
 - Legacy items
 - Enhancement of city cultural, arts or sport/recreation programs
- d) The applicant's membership and beneficiaries of its programs and services must be predominantly residents of the City of Calgary. The Culture Division has the right to consider the application based on the benefit being derived by the city.
- e) CSIF grants approved by the Culture Division to the applicant may only be used in relation to the event for which the funds are approved and may not be used in relation to the regular business operations of the organization.

5. Considerations Specific to the Type of Event

- a) Arts
 - Support all disciplines of visual and performing arts evidence of public support for and positive response to the proposed event will be a key determining consideration.
- b) Cultural
 - Promotion of vitality and community inclusion.
 - Must remain open to the public.
- c) Recreation
 - Where appropriate the event should be endorsed or sanctioned by the appropriate governing body.
 - Must remain open to the public.
- d) Sport
 - Where appropriate the event should be endorsed or sanctioned by the appropriate governing body.
 - Must remain open to the public.