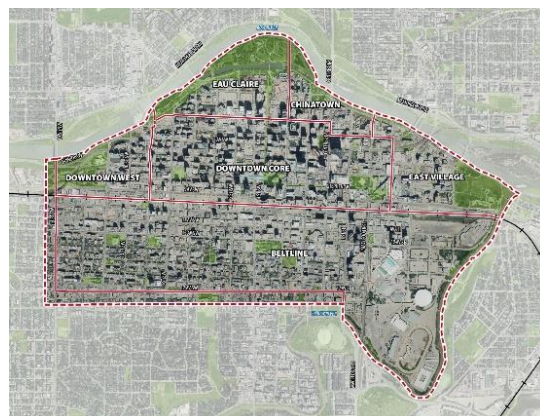


Culture Days Microgrant 2025 Guidelines and Application

A thriving arts and culture scene makes Calgary a more livable city by strengthening the local economy, enriching cultural diversity, supporting well-being and fostering social connection for all Calgarians.

Culture Days takes place every September 1 – 30 and is a celebration of arts, culture, heritage, diversity and community spirit. The City of Calgary's *Culture Days Microgrant* aims to support organizations to provide arts and cultural programming during the month of September in Calgary's greater downtown.



What are we looking to support?

Funding is available to support Culture Days activities and events that are **new or an enhancement** of existing cultural programming **in Calgary's greater downtown**. Initiatives must take place **between September 1 – 30, 2025**. The program endeavors to support:

- New initiatives or the enhancement of existing events or programming in greater downtown
- Arts and/or cultural programming, learning and experiences
- Initiatives that build valuable collaboration for cultural and artistic exchange
- Initiatives that are publicly accessible and free or low cost for the public to participate in
- Initiatives that help increase accessibility and visibility of arts and cultural groups

Some ideas for initiatives could include:

- Adding an extra day or a new initiative to existing programming
- Expanding the footprint of your event
- Safety enhancement (i.e., moving setup to the day before the event and takedown to the day after the event)
- Pop ups (examples: concert, performance, gallery or exhibition, art walk, backstage tour of creative space, etc.).
- Cultural workshops
- Cultural festivals
- Temporary interactive artwork or installation
- Cultural film screening
- and many more!

The *Culture Days Microgrant* supports initiatives that promote respect and dignity of all people regardless of race, culture, national or ethnic origin, religion, education, age, ability, sexual orientation, gender identity or expression, or socio-economic status. We do not support political initiatives, faith-based activities, rallies, protests, fundraising, annual general meetings, illegal activities, or banquets.

Who can apply?

Registered non-profits, charities, Community Associations and Business Improvement Areas that:

- Are in good standing with The City of Calgary with no outstanding reports and/or payments.
- Take an active role in hosting the initiative.
- Obtain the required insurance, permits, permissions and approvals.

What is the funding model? How to apply?

With total funding of \$100,000, this grant supports new small-scale initiatives or the enhancement of existing initiatives.

- Maximum of \$5,000 available per initiative.
- Initiatives **must** take place between **September 1 – 30, 2025**.
- Your organization may receive only one *Culture Days Microgrant* per intake.

DEADLINE: Share your idea and submit a completed application form **by July 2, 2025** to be considered.

What can I use the grant for?

The *Culture Days Microgrant* supports **direct costs associated with implementing the enhancements of an existing initiative or the proposed new initiative**. Eligible expenses may include, but are not limited to:

- Initiative-specific venue costs, such as venue rental fees and event insurance.
- Permitting fees and other expenses for City services that are not already covered by Festivals and Events Subsidy Program (FESP) (i.e., parks permit, road closure permit, Calgary Police Services, etc.,)
- Production and technical costs related to the programming.
- Initiative-specific equipment, materials, and supplies (including transportation of these items).
- Safety enhancements, includes eligible expenses for increased safety during setup, take down, and operations of your event production. (i.e., increased cost of contracted security, contracted staffing, etc.,)
- Wages for contractors, technicians, and workers who are not already employed as staff.
- Honorariums and fees for artists and performers.
- **Note:** The City of Calgary Culture Days Microgrant supports the [CARFAC-RAAV Minimum Recommended Fee Schedule](#) and the [Dance · Opera · Theatre Policy \(caea.com\)](#), which provides guidelines on what artists should be paid for their copyright and other professional services.
- Marketing and communication costs associated with promoting the initiative.
- Tobacco products and accessories used for Elder offerings and Truth and Reconciliation activities.
- Training and support for volunteers.
- Other expenses and supplies that the Arts and Culture Division deems reasonable and necessary.

What cannot be covered by the grant?

The *Culture Days Microgrant* does not cover capital expenses or operational costs associated with your organization's day-to-day functions. Ineligible expenses include:

- Expenses incurred prior to the application approval.
- Expenses that are not directly relevant to the initiative being applied for.
- Expenses that are already covered by other funding sources, including FESP, Festivals and Events Subsidy Program Innovation Microgrant, Arts and Culture Microgrant, Downtown in Motion Grant.
- Office and administration fees, including office supplies, bookkeeping, postage, etc.
- Overhead costs such as utilities, rent, mortgage, etc.
- Travel, accommodation and meal allowance costs.
- Compensation for existing staff, grant writers or reporters.

- Capital investments (i.e. building permanent infrastructure, construction, renovations, repairs, or significant equipment for other projects such as computers, video recorders, power tools, etc.)
- Prize monies, trophies, or medals.
- Fundraising activities, donations, contingency funds, or repayment of deficits or debts.
- Alcohol or cannabis.
- Expenses and supplies deemed unreasonable and unnecessary by the Arts and Culture Division.

How are the applications reviewed?

Your application will be reviewed by a committee, formed by internal City staff based, on how well it aligns with the funding priorities and your demonstrated ability to carry out the initiative. We may reach out during the review stage if we have questions about your application. The result will be **announced by July 25, 2025**. The decision is final.

How to provide updates and report back?

A final report is required by October 8, 2025. The reporting steps are available on the website and will be provided upon grant approval. We may visit your initiative and provide feedback for future funding eligibility.

Questions? Email microgrants@calgary.ca or visit the Frequently Asked Questions on [our website](#).

SECTION A – Applicant			
Name of Organization			
Type of Organization	Registered Non-Profit	Registration #	
	Registered Charity	Registration #	
	Community Association		
	Business Improvement Area		
Mailing Address			
Postal Code			
Project Contact		Signing Authority for funding approval process	
Name		Name	
Position		Position	
Email		Email	
Phone Number		Phone Number	

SECTION B – Initiative <i>(Optional: attach any additional documents about your initiative.)</i>	
Initiative Title	
Initiative Location(s)	
Initiative Date(s)	
1. Is this a new initiative or an enhancement of an existing/recurring initiative? Please select one. <div> <input type="checkbox"/> This is a new initiative. </div> <div> <input type="checkbox"/> This is an enhancement of an existing/recurring initiative. </div> <div> <input type="checkbox"/> This is an existing/recurring initiative without enhancement. </div>	

2. Provide an overview of your initiative. *Summarize the main idea of your initiative.*

If this is a recurring initiative, explain the enhancements and how it will add value to the overall project.

3. What motivates you to initiate this project? How will it help increase accessibility and visibility of arts and culture cultural groups in Calgary?

4. Who can access and participate in your initiative? Are there any restrictions on participation?

5. Is there a fee to attend your initiative? Share the cost details and any discount offered.

Yes

No

Pay-what-you-can

Other

- 6. How does your initiative demonstrate a commitment to equity, diversity, inclusion, belonging, and/or a commitment to truth and reconciliation?**

Note: Equity-deserving groups are communities that experience significant collective barriers in participating in society. This could include attitudinal, historic, social, and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation, transgender status, etc. Commitment to truth and reconciliation could be ways to strengthen understanding, relationships and opportunities with Indigenous communities.

- 7. Are you collaborating with any community organizations, groups, or creatives (artist, performers, creators) on this initiative?** If yes, who are the key collaborators? How will these collaborations build cultural or artistic exchange?

SECTION C – Implementation

- 8. What steps will you take to implement the initiative?** Include a detailed timeline of key milestones.

9. How will you promote the initiative? Describe your marketing plan, including strategies for reaching and engaging your target audience.

10. Do you plan to continue this initiative in future years?

Yes

No

If yes, describe your strategy or plan for sustaining the initiative in the future.

SECTION D – Impact

Expected number of participants.	
Expected number of local creatives (e.g. artists, performers).	
Expected number of community partners with an active role.	
Expected number of local businesses and/or sponsors involved (e.g. vendors).	
Expected number of volunteers supporting the initiative.	

SECTION E – Full Budget of your initiative

If you are applying for a **new initiative**, include the full budget of your initiative.

If you are applying for enhancement of an **existing initiative**, include the budget for the enhancement.

Revenues	Description	Amount (\$)
Funds requested from The City	Culture Days Microgrant	
Other Funding/Sponsors/Donations		
Contributions from your organization		
	Total Revenue	\$

DECLARATION

Part A

I certify that I am authorized to act on behalf of the applicant and the company or organization listed in the application. The information contained in this Culture Days Microgrant Application is true and correct to the best of my knowledge and will be upheld through City bylaws, policies, and procedures.

Part B

I understand that if this application is successful, the applicant will receive a cheque for the amount approved. Accepting the payment means that the applicant agrees to:

- **Acknowledge The City of Calgary as a funder in any related digital or print advertising, promotional materials and public communication,**
- **Participate in promotional opportunities organized by The City of Calgary,**
- **Spend the money as indicated in the budget provided in this application,**
- **Consult with The City of Calgary about any major changes to the initiative that become necessary including date change, venue change, significant budget revisions, and**
- **Submit a final report by October 8, 2025.**

Name of grant writer

Position with the organization

Signature of grant writer

Date

Email the completed application and any additional documents to microgrants@calgary.ca with the subject line: “CD25 – [Insert Your Initiative Title]”.

The personal information collected by this form is obtained under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta). The information will be used only to administer The City of Calgary Culture Days Microgrant. If you have any questions regarding the collection and use of this information, please contact Arts & Culture at microgrants@calgary.ca. ISC: Confidential