



Council Strategic Initiative Fund
Final Reporting Requirements

DEADLINE: 60 DAYS AFTER THE EVENT OR COMPLETION OF THE INITIATIVE

The Final Report is required within 60 days of the completion of the initiative. The report should outline evidence of use of funds according to the initial request. Failure to provide this report may result in denial of other funding opportunities through the Arts & Culture Funding Programs. Additionally, The City of Calgary reserves the right to withhold or reclaim funds awarded and to decline any subsequent requests for funding through the CSIF (Council Strategic Initiative Fund).

Contact Information

Please submit your post event report to eventservices@calgary.ca
Staff may be contacted during regular business hours
(8:30 a.m. – 4:30 p.m., Monday to Friday at 403 476 4304)

SECTION ONE: APPLICANT INFORMATION		
1. Name of organization		
2. Type of organization (Check all that apply)	☐	Registered not-for-profit
	☐	Registered Charity
	☐	Business Improvement Area
	☐	Ad Hoc group
	☐	Other
3. Name of primary contact	Name	
	Office Phone	
	Cell Phone	
	Email	
	Website	
	Mailing Address	



SECTION TWO: ACTIVITY INFORMATION

1. Initiative Name

2. Initiative Date(s)

3. Type of Initiative

☐

Arts

☐

Cultural

☐

Recreation

☐

Sport

☐

Other

4. Attendance Numbers

Number of Participants

Number of Spectators

Total Attendance

% Paid Admissions

% Complimentary Admissions

% Reduced rate admissions

% local participants

% visitor participants

5. Any Supporting Demographical Statistics Gathered

6. Volunteers

Number of Volunteers

6A. Describe your Volunteer strategy and involvement?



7. Viewership

How was your event marketed or promoted? Was your marketing effective?

Was the event broadcasted? If so, on what medium?

How was viewership measured?

For the above, please cite specific examples and attach any media samples to this report

Viewership Numbers?

8. Business Partnerships and Vendors

Total Number of Business Partnerships

Total Number of Community Partnerships

Total Number of Sponsorships

Food Booth

Food Trucks

Merchandise Booths

Information/Display Booths

Total Number of All Partnerships

9. Impact/Charity

Did your event support a charity?

☐ Yes ☐ No

If yes, what charity(s) were funds directed to? Please list and provide primary contact at charity

Charity

Contact Information

How were the funds collected?
(Check all that apply)

- ☐ Admissions
☐ Donations
☐ Registrations
☐ Sponsorships
☐ Other (Please Specify) _____

What portion of the funds raised were donated?

What was the final amount raised for the supported charity(s)

\$

SECTION THREE: INITIATIVE INFORMATION
Provide an overview of the funded initiative
What were the most positive outcomes of the initiative?
What were the most significant challenges of the initiative?
What legacies were achieved through the initiative?

How did the initiative align with current Council Priorities?
How did the initiative encourage innovation?
How did the initiative benefit Calgary?

- Please Include:**
- Initiative publicity images: three images that can be used for The City of Calgary and its partners’ publicity purposes (.jpg or .gif format of at least 300 dpi). **The City of Calgary will credit your organization for the use of the photo. Please ensure that you have the consent of any individuals who are photographed.

SECTION FOUR: FINANCIAL & STATISTICAL INFORMATION

Council Strategic Initiative Fund Financial Form		
	ONLY COMPLETE LINES THAT ARE RELEVANT TO YOUR EVENT OR INITIATIVE, LEAVE OTHERS BLANK	
REVENUE		
Earned Revenue		
1	Earned Revenue, including ticket sales / registration / membership fees / sales or commissions / income from rentals / other	
Net Investment Income		
2	Trust, endowment and investment revenue (net)	
Private Sector Revenue		
3	Cash Revenue - including Individual and corporate donations and sponsorships, private foundations, and fundraising events (gross)	
4	In-kind goods and services revenues from private sector (audited)	
5	<i>Total Private Sector Revenue</i>	0
Municipal Revenue		
6	Municipal grants - excluding your request to the Council Strategic Initiative Fund (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	
7	Council Strategic Initiatives Fund	
8	Other Municipal revenue (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	
9	<i>Total municipal or regional public revenues</i>	0
Provincial Revenue		
10	Provincial grants - Do not include casino funds, or employment programs in this line (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	
11	Provincial or territorial foundation / gaming and lottery corporation (casino funds)	
12	Provincial or territorial employment programs	
13	Other Provincial revenue (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	
14	<i>Total provincial or territorial public revenues</i>	0
Federal Revenue		
15	Federal grants (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	

16	Other Federal revenue (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	
17	Total federal public revenues	0
Miscellaneous Revenue		
19	Other revenue (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line) Example: donations/grants	
20	Total Miscellaneous Revenue	0
21	TOTAL REVENUES (A)	0
EXPENSES		
Programming Expenses		
25	Total programming expenses including artists, athletic, recreational, cultural and professional fees, all costs directly related to production and programming of festival / event/ initiative. (Please provide a note at the bottom of this form with a breakdown of the programming expenses that make up this line)	
Marketing Expenses		
26	Total Marketing and Communications Expenses including (production of marketing materials, advertising purchase and other)	
Fundraising Expenses		
27	Total Fundraising Expenses including materials and other	
Administration Expenses		
28	Administrative salaries - permanent and temporary employees	
29	Administrative professional fees	
30	Rent or mortgage for administrative space	
31	Other administrative expenses (Please provide a note at the bottom of this form with a breakdown of the revenue sources that make up this line)	
32	Total Administration Expenses	0
33	TOTAL EXPENSES (B)	0
SURPLUS OR DEFICIT		
34	Total revenue (A)	0
35	Total expenses (B)	0
36	Surplus or (deficit) for the year (A-B)	0
Notes: Please enter line number and relevant notes below.		



CERTIFICATION OF COMPLETENESS AND ACCURACY

Certification of Completeness and Accuracy (below) is to be signed by the person preparing the application and a Board Chair. If the applicant is an ad hoc group without a Board Chair, then the person who prepared the application and one other member of the ad hoc group must sign the accuracy statement.

Event Name:

Please check one:
Non-Profit Organization

“I certify that, to the best of my knowledge, the organization is operating in full compliance with the Societies Act regulations and with our own bylaws. I further certify that I am aware of the information contained in this application and, in my capacity as an officer of the organization, attest to its accuracy”.

Ad hoc Group:
“I certify that, to the best of my knowledge, the ad hoc group is operating in full compliance with our own policies and procedures. I further certify that I am aware of the information contained in this application and, in my capacity as an officer of the ad hoc group, attest to its accuracy”.

Signed on behalf of:

Name of the Organization:	_____
Position:	_____
Print Name:	_____
Signature 1:	_____
Date:	_____
Signature 2:	_____
Date:	_____

Checklist of required Information

- ☐ 1. Applicant information
- ☐ 2. Activity information
- ☐ 3. Initiative information and confirmation (including publicity images and permissions)
- ☐ 4. Financial and statistical report
- ☐ 5. Signed certification of completeness and accuracy form

Glossary

Business Partnerships: Local, regional and national businesses that provide direct support to the event or initiative through in-kind donations or activations.

Community Partnership: Registered and Ad-Hoc not for profit organizations who are actively participating in the event or initiative

Festivals (includes Street Festivals):

Primary purpose is entertainment and is developed for or centered around celebrating a unique aspect of community. Activities include a variety of acts and performances with multi-faceted arts, cultural or recreational experiences. Most likely (or has the potential to be) multi-day and/or multi-location.

Legacies

Leave a lasting positive impression for Calgarians. This can be accomplished through a variety of means. For example: improvements to infrastructure and equipment enhance Calgary's reputation both locally and on a global scale.

Parades:

A gathering of people, and/or animals, and/or vehicles which travel in unison for the purpose of celebration or to raise awareness for a cause.

Community Events:

Larger-scale local, regional or international events with a unique audience or participant experience, which may result in a significant economic or tourism benefit. Attendance is generally greater than 1000 people.

Community Programs:

Community developed event which typically has a singular focus or target audience. Most likely geographically defined to a community or specific location. Attendance is typically less than 1000 people.

Sport/Recreation Events:

Recreational or competitive participant-based activity. Participants and spectators may be dispersed over a large area such as with walks and runs. The primary purpose is to either raise awareness, charitable fundraising or to provide the opportunity to qualify for other sport/recreational events. The event generally requires multiple locations (i.e. pathways, parks and/or roadways.)