



Festivals and Events Innovation Microgrant Application

The City of Calgary Festivals and Events Subsidy Program Innovation Microgrant empowers the Festivals and Events Subsidy Program's recipients to bring innovative ideas to life by providing startup funding. This annual incubator fund aims to spark creativity, inspire change, and contribute to the vibrant growth of our city. With grant funding up to \$20,000 per initiative, these initiatives approved by the Festivals and Events Team must focus on:

- **Programming Diversification**
Diversify our city's cultural and programming landscape with new forms of entertainment, art, and cultural experiences.
- **Value-Added Innovation**
Introduce components that the event has not previously explored, thereby enriching the overall experience for participants.
- **Community Strengthening**
Foster collaboration, inclusivity, and connections among community members and organizations through positive engagements.
- **Environmental Stewardship**
Align with environmental sustainability, address environmental challenges, promote green practices, minimize the environmental footprint, and greening enhancements.

To support local and publicly accessible initiatives, the Festivals and Events Innovation Microgrant consists of two tiers of funding opportunities with the same intake period between September 15th to October 9th, 2025:

Eligibility details are available in the guidelines.

Application Process

Complete the Festivals and Events Innovation Microgrant application for your desired funding level. Email the completed form to microgrants@calgary.ca with the subject line "FESPIM – [Insert Your Initiative Title]" prior to the deadline, October 9th, 2025.

Applications undergo a comprehensive review of the eligibility criteria, followed by the supporting documents, and the assessment criteria. The grant review team within City Administration will carefully assess all applications. Funding will be allocated to initiatives based on their scores, with priority given to those with higher scores until all available funds are distributed.

Applicants can expect to receive approval notifications mid-November, and funding disbursement will occur before December 31, 2025.

SECTION 1 – Information of Applicant	
Name of Organization	
Primary Contact	
Position	
Email	

SECTION 2 – Initiative Overview	
Festival/Event Title	
Festival/Event Date(s)	

2a. Provide a description of your initiative and how it will be incorporated into your existing event:

2b. What programming gap or community need will your initiative aim to address?

2c. Select the group(s) your initiative is designed to support and list the specific components that support that group:

	Arts	
	Sports	
	Ethnic Groups	
	Cultural Groups	
	Social Groups	

2d. How many new partnerships and collaborations will this initiative support?

2e. How does your initiative incorporate environmentally sustainable practices or contribute to addressing environmental challenges?

2f. How does this initiative improve the event experience of your attendees?

2g. Which Arts & Culture principle does your initiative align with? Check all that apply

<input type="checkbox"/>	Encourage active and healthy lifestyles
<input type="checkbox"/>	Build strong neighborhoods
<input type="checkbox"/>	Enhance cultural vibrancy
<input type="checkbox"/>	Facilitate the development of activities
<input type="checkbox"/>	Enhance social sustainability

SECTION 3 - Citizen Impact (projected/estimated)

3a. Is there a fee to attend this event?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3b. Is there a fee for attendees to participate in this initiative?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3c. What is the total number of anticipated attendees for your event?

3d. What is the total number of anticipated attendees who would be impacted by this initiative?

Percentage of attendees impacted by this initiative: (3d/3c)

3e. How are the attendance numbers above measured?

SECTION 4 - Communication and Marketing

4a. Will this initiative impact the community surrounding this event?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

If yes, how will that impact be communicated?

4b. How will you engage the community to participate in your initiative?

4c. How will you promote your event/initiative to participants and/or the public? Select all that apply:

Newspaper ads	Facebook
TV ads	Twitter
Radio ads	Brochure
Online communication	Posters
Other (Please specify)	

SECTION 5 - Goals/Outcomes

5a. How have you ensured that your organization can successfully deliver the proposed initiative within the expected scale and timeline?

5b. Briefly describe the primary goals or outcomes of this initiative:

5c. How will you measure and evaluate that your initiative has achieved its objectives? (Number of contributing participants, financial goals, attendance, etc)

SECTION 6 – Initiative Budget Overview – This section is specific to the budget of the initiative, not the event as a whole
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6a. Do you hope to incorporate this initiative into your event moving forward?

<input type="checkbox"/>	Yes	If yes, what will that funding be used for in future years?
<input type="checkbox"/>	No	

6b. Is this a revenue generating initiative?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

If yes, what is required to ensure the initiatives sustainability?

Revenue (Please include Sponsorships, In-kind donation)	Amount (\$)	Put (Y) for Approved funding
Total Revenue	\$	
Expense (Please include anticipated expenses) Funding will only be allocated for expenses requesting support, that are eligible as outlined in the guidelines.	Amount (\$)	Requesting Support (Y)
Total Expenses	\$	
Total amount of funding request	\$	