

NO: R006

COUNCIL DATE: **JANUARY 13, 2014**

REGULAR COUNCIL

TO: **Mayor and Council**

DATE: **January 6, 2014**

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

FILE: **1850-01**

SUBJECT: **Surrey Cultural Grants Program – 2014 Grants**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council:

1. receive this report as information; and
2. in accordance with the City's Cultural Grants Program, approve the 2014 Cultural Grants as documented in Appendix 4 attached to this report.

INTENT

The purpose of this report is to provide information about the application and evaluation process related to the City of Surrey Cultural Grants Program and to obtain approval for the issuance of grants under the Program for 2014.

BACKGROUND

At its Regular meeting on May 28, 2012 Council adopted the "Surrey Cultural Plan: Enhancing Urbanization through Arts and Heritage". There are six (6) key enhancement goals in the Plan. This report relates to the goal entitled "Enhance Community Involvement Potential", which is focused on the implementation of a Cultural Granting Program by the City.

At its Regular meeting on November 5, 2012, Council approved the Surrey Cultural Grants Program (the "Program") as documented in Corporate Report No. R238:2012; a copy of which is attached to this report as Appendix 1.

At its Regular meeting on April 8, 2013, Council considered Corporate report No. R063 titled "Surrey Cultural Grants Program" and resolved to adopt the recommendations of the report, which in effect approved grants totalling \$120,561, with a separate grant being provided to each of 34 not for profit cultural organizations, respectively. A copy of that report is attached as Appendix 2.

Subsequently in 2013 there was one additional grant application that was received for which Council approved a grant. This is documented in Corporate Report No. R074 dated April 22; a copy of which is attached to this report as Appendix 3.

As such, in 2013 a total of \$123,061 in grants were awarded to thirty-five (35) not-for-profit cultural organizations.

DISCUSSION

Application Process:

In September, 2013 the opportunity for not-for-profit cultural groups to submit an expression of interest in relation to the 2014 grants under the Program was advertised. Fifty eight (58) organizations responded. Representatives from each of the eligible organizations were invited to an information meeting on October 3, 2013 where the guidelines for the Program were reviewed and grant application forms were distributed. A subsequent session was held to assist interested organizations in filling out their application.

Cultural Grant Funding

In 2013 the Cultural Grants Program had a budget allocation of \$75,000; however, due to a carry-over of 2012 funds that were not expended in that calendar year a total of \$123,061 in grants were awarded in 2013.

The Cultural Grant Program has three funding categories with prescribed grant maximums related to each category as follows:

- Capacity Building initiatives to a maximum of \$2,500;
- Project Funding initiatives to a maximum of \$5,000; and
- Start-up Funding to a maximum of \$5,000.

Some groups did not apply for the maximum funding amount in 2014 citing as their reason an interest in making funds available to as many groups as possible.

The budget allocation for the Cultural Grants Program in 2014 is \$100,000.

Cultural Grants Evaluation Process

The deadline for submission of an application for a 2014 grant under the Program was November 5, 2013. Fifty – two (52) applications were received by that date. The 52 applicants requested grants totalling \$213,750. The total value of the initiatives that were documented in the applications was \$1,224,803. This demonstrates that the investment in Cultural Grants leverages significant other contributions.

An Evaluation Committee of staff reviewed each of the applications against the Program criteria, including:

- the merit of the initiative for which grant funding is requested;
- the potential community impact of the initiative; and
- the health and capacity of the applicant organization to carry out the initiative.

Using a point rating system, the applications were evaluated against these criteria and were prioritized.

Based on the available budget for 2014 the Evaluation Committee is recommending the award of thirty-five (35) separate grants totalling \$99,700. The total value of the initiatives for which these grants will provide funding is approximately \$1,043,615, which indicates that for every dollar contributed by the Grants Program the community contribution through other revenue sources is approximately \$10.

Distribution of Grant Funding

In accordance with the Program Guidelines 80% of each approved grant will be distributed to the respective group upon Council approval of the grants and the 2014 operating budget being approved by City Council. The remaining 20% of each grant will be distributed upon receipt and acceptance by staff of a final report from the grant recipient that demonstrates that the work or activity for which the grant was awarded has been duly completed.

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

The establishment of the Surrey Cultural Grants Program has been received very positively by the local arts and heritage groups. This Program benefits the community by strengthening the organizational capacity of new and existing cultural groups and supporting the development of a wide variety of cultural programs and services.

Based on the above discussion, it is recommended under the City's Cultural Grants Program that Council approve the 2014 Cultural Grants as documented in Appendix 4 attached to this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

- Appendix 1: Corporate Report No. R238:2012 - Surrey Cultural Grants Program
- Appendix 2: Corporate Report No. R063:2013 - 2013 Cultural Grants under the Surrey Cultural Grants Program
- Appendix 3: Corporate Report No. R074:2013 - 2013 Cultural Grants Program - Grant Application
- Appendix 4: Recommended 2014 Cultural Grants



CORPORATE REPORT

NO: **R238**COUNCIL DATE: **November 5, 2012**

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 31, 2012**
FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
SUBJECT: **Surrey Cultural Grants Program**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. receive this report as information; and
2. approve the Surrey Cultural Grants Program as generally described in this report including the Program Guidelines attached as Appendix I to this report and authorize staff to proceed with all necessary actions as generally documented in this report toward the issuance of the first annual grants under the Program.

INTENT

The purpose of this report is to provide an up-date on the establishment of a Cultural Grants Program for the City of Surrey and to seek approval to implement the Program.

BACKGROUND

On May 28th, 2012 Council adopted a cultural plan for Surrey titled "Surrey Cultural Plan: Enhancing Urbanization through Arts and Heritage". There are six (6) key enhancement goals in the Plan. Goal D of these six is entitled "Enhance Community Involvement Potential" and recommends the establishment of a Cultural Grants Program. The 2012 approved operating budget included an allocation of \$75,000 in support of a Cultural Grant Program.

A Culture Development Advisory Task Force was formed with a mandate to research and develop a Cultural Grants Program for the City. The members of this Task Force include community members (Cora Li-Leger, Bob McMurray, Carol Girardi and Barbara Cooper) along with the Manager of the Surrey Museum and the Manager of Arts Services.

DISCUSSION

The Task Force studied five (5) other cities that have a Cultural Grant Program as the basis for developing a similar Program for Surrey. These cities included the City of Richmond, the City of North Vancouver, the City of Vancouver, the City of Victoria and the City of Mississauga. The Task Force engaged local arts and heritage groups in the development of the Grant Program. In this regard a Cultural Grant Program Development Workshop was held on Wednesday,

September 26, 2012 at the Surrey Arts Centre with over fifty (50) participants. The participants were asked about their funding needs and priorities and the research related to the draft Surrey Cultural Grants Program Guidelines was shared. The workshop participants received a draft set of Guidelines related to the Cultural Grant Program that the Task Force had developed in advance of the workshop. The input from the workshop was used to further refine the draft Program Guidelines. A brief summary of the community feedback from the workshop is attached as Appendix 2.

Cultural Grant Program Benefits

The participants at the workshop identified the following benefits of a Surrey Cultural Grants Program:

1. Provides stability and funding predictability for local arts and heritage organizations;
2. Supports board development for arts and heritage organizations;
3. Builds the arts and heritage community in Surrey, thereby improving the quality of life and making Surrey a more liveable city;
4. Assists in retaining and drawing cultural assets into the city;
5. Stimulates new programs and activities that will contribute to Surrey's reputation as a cultural destination;
6. Encourages intercultural projects and promotes diversity and cultural sharing; and
7. Leverages resources (other grants, sponsorships, etc.) and creates opportunities to strengthen the local cultural economy.

Community Needs and Priorities

The workshop participants identified the following cultural community needs and priorities:

1. Support for new projects and initiatives as well as existing programs and operating services;
2. Organizational development, including mentorship and succession planning;
3. Volunteer recruitment and development;
4. Collaborative and networking opportunities;
5. "Show and tell" sharing opportunities among groups with leadership from the City;
6. Creation of a database to help groups connect with one another;
7. Documenting and archiving experiences, oral histories and group histories; and
8. Creating affordable space and facility rentals.

Proposed Cultural Grants Program

Grant Categories

The proposed Cultural Grants Program addresses most of the above-listed needs by offering grants in each of three categories of activity as described below:

1. Capacity Building Grants: Under this category grants up to \$2,500 will be provided to qualified groups to support the organizations' development needs, including but not restricted to any of the following:

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- training;
 - workshops and conferences;
 - applying for registered not-for-profit status;
 - Board development activities;
 - marketing; and
 - strategic planning.
2. **Project Grants:** Under this category grants will be provided to encourage partnerships and collaborations that result in new cultural programs and initiatives by existing cultural-focused organizations. Such a grant would contribute up to fifty percent (50%) of the program/initiative budget on a matching basis, which could include in-kind contributions. The maximum grant under this category would be \$5,000.
 3. **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 a 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.

Guidelines

Appendix I attached to this report documents in more detail the Program Guidelines including eligibility criteria, exclusions, application procedures and maximum grant amounts.

Implementation Tasks and Timelines

Grants under the Program will typically be awarded once a year. A call for applications would be issued in the fall of each year and will follow the procedures documented in Appendix I. The following is the intended schedule for the Program for the 2013 grants:

- November 2012 – Promote the Program and issue an invitation for interested parties to submit expressions of interest.
- January 2013 – Evaluate submissions, host an information meeting for eligible applicants, develop evaluation templates, and receive applications.
- February 2013 – Evaluate applications and make recommendations to Council for approval.
- March 2013 – Award and distribute grants.
- Summer 2013 – Program cycle begins for 2014 grants.

Although this timeline is constrained, the hosting of the Cultural Grant Community Workshop this past September has increased community awareness of the Program and given organizations time to start preparing an expression of interest.

Approximately 15% of the annual budget allocation for this grant program (i.e., \$10,000) will not be allocated during the annual granting process but rather will be reserved for grants that will be made on an extemporaneous basis to applicants who could not reasonably foresee the need to

make an application as part of the annual grant process subject to such applications being evaluated as having merit. Any funds not expended during the course of any year from this holdback amount will be rolled into the grant awards budget in the next year.

Application Evaluation Process

A staff evaluation committee will oversee the application evaluation process. The committee will include a representative from each of the Arts Section, the Heritage Section, Surrey Libraries, the Economic Development Division and the Finance Department. The Committee will forward its recommendations regarding the Program's annual grants to Council for approval.

Funding

The 2012 budget includes \$75,000 in support of the recommended Program.

Legal Services Review

Legal Services has reviewed this report and the attached Program Guidelines and has no concerns.

SUSTAINABILITY CONSIDERATIONS

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 implementation of the Program will support the socio-cultural objectives in the City's Sustainability Charter through:

- the introduction of celebratory programs, exhibitions and events of our 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 will encourage all sectors of the city to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness).
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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 the Surrey Cultural Grants Program as generally described in this report including the Program Guidelines attached as Appendix I to this report and authorize staff to proceed with all necessary actions as generally documented in this report toward the issuance of the first annual grants under the Program.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix 1: Surrey Cultural Grants Program - Guidelines
Appendix 2: Community Workshop – Additional Feedback

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;
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- 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.
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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 31st. 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.
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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.

Community Workshop – Additional Feedback

Surrey Cultural Grants Program Community Workshop

Additional Participant Feedback from Forms

- Great opportunity to meet other arts groups and hear about what they are doing. Thank you to Surrey for putting the focus on arts and culture. Thank you for the opportunity to vet the grant guidelines for plain language and clarity with definitions/examples. Appreciated our knowledgeable facilitator and expert note takers: Barbara & Jean!
 - This was a very interesting and productive workshop and clarified many aspects of the grant proposals.
 - Thank you for this opportunity. Good job to those who have pushed this initiative with the City. It is so necessary. We cannot continue to produce work in this city as the cost of facilities makes it impossible. We need help or we will have to move to another community.
 - Love this! Thank you for all the hard work you've put into this....and in the future. Can't wait to see it come to fruition.
 - My concern is that the amount of money will have to be divided between so many groups that the actual amounts will be too small to matter to each group. Perhaps an agreement could be reached that would provide theatre or other facility space at a reduced rate rather than actual cash. The cost of renting city theatres is prohibitively expensive and constitutes well over half of our production budget.
 - I think the criteria with the guidelines could be clearer. For Project Funds even though it says organizations may apply for up to 50% maybe it could be stated that organizations may receive less than 50%.
 - It is great to see a program like this launched. I think it is important to devise criteria around the allocation of funding that will support the vision of building capacity and more importantly sustainability in local organizations.
 - On the City's website, there should be a page that lists all groups involved in arts and heritage (groups or projects), with their name, website (link) and their project to encourage groups to partner with other groups to build capacity or work together. More groups can get funding if the grant is not just about getting cash. For example – one group might get \$2000 worth of in-kind marketing from the City and facility use at no charge (instead of getting money to give back to the City to rent space.)
 - Vision statement highlights sustainability and capacity building – but the budget allocation must support that vision to a basic level. 75K spread among 60 groups = \$1,250. It's an amount that most likely doesn't address capacity or sustainability. It's a good start, but the program must have a 5 to 10 year funding envelope to account for growth. By year 5 the pot is at 200k, by year 10 it's at 400K – as demand grows and new groups emerge for funding, the pot must grow to be able to support new groups and further support existing groups already getting funding. IE: The Canada Council syndrome of operating
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companies who got early funding precluded later groups from getting funding because there was no new money in the pot (and nobody wanted to decrease funding to existing organizations to free up money).

- I applaud the initiative of this fund. It is a start – language needs work, amount needs more. Keep moving forward.
 - Excellent opportunity to meet with other arts/cultural groups to share stories, ideas.
 - Wonderful opportunity to have input into grant proposal guidelines. Makes it easier/more clear to know how to apply. Establishing a cultural grants program is a great way to embrace the social development of this fast growing city and to recognize the arts/heritage groups in this development.
 - Excellent way to get feedback re program. Good facilitation. Thoroughly enjoyed the process. Hope to get more clarification re the appropriateness of applying to the 3 categories.
 - City needs a database of umbrella cultural organizations so we can communicate and support each other, build one “village” and communities; access to information and ease of access for all above; marketing support for all groups (webs or billboards, flyer distribution or other info...)
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CORPORATE REPORT

NO: **R063**COUNCIL DATE: **April 8, 2013**

REGULAR COUNCIL

TO: **Mayor and Council** DATE: **April 2, 2013**
FROM: **General Manager, Parks, Recreation and Culture** FILE:
SUBJECT: **2013 Cultural Grants under the Surrey Cultural Grants Program**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. receive this report as information; and
2. approve under the City's Cultural Grants Program the 2013 Cultural Grants as documented in Appendix 2 attached to this report.

INTENT

The purpose of this report is to provide information about the application and evaluation process related to the City of Surrey Cultural Grants Program and to obtain approval for the issuance of grants under the Program for 2013.

BACKGROUND

At its Regular meeting on May 28th, 2012 Council adopted the "Surrey Cultural Plan: Enhancing Urbanization through Arts and Heritage". There are six (6) key enhancement goals in the Plan. This report relates to the goal entitled "Enhance Community Involvement Potential", which focused on the implementation of a Cultural Granting Program by the City.

At its Regular meeting on November 5, 2012, Council approved the Surrey Cultural Grants Program (the "Program") as documented in Corporate Report No. R238, a copy of which is attached as Appendix 1 to this report.

DISCUSSIONCultural Grant Funding

The Cultural Grants program has an allocation of \$75,000 for 2013. The 2012 budget also included an allocation for the Program. As such, the available funding for grants under the Program in 2013 amounts to \$136,000. The recommendations of this report will leave a small amount of the available Program funding to address late applications and other contingencies.

Application Process:

In December 2012 staff advertised the opportunity for not-for-profit cultural groups to submit an expression of interest in relation to receiving a grant from the City under the Program. Fifty (50) organizations responded. Representatives from each of the eligible organizations were invited to an information meeting on January 24, 2013 where the guidelines for the Program were reviewed and grant application forms were distributed. The representatives were also advised that they could pre-register for an advisory session with staff during which questions they might have about their grant application would be answered. Fourteen (14) groups took advantage of this opportunity.

Cultural Grants Evaluation Process

Applications for the Program were received until February 25th, 2013. Thirty-four (34) applications were received by that date. An Evaluation Committee reviewed each application against the grant criteria as contained in the Program documentation.

The applications and the grants that recommended for 2013 are summarized in Appendix 2 attached to this report. The information documented in Appendix 1 shows that the total funding requested from the City under the Cultural Grant Program in 2013 was \$128,911. The Evaluation Committee is recommending the award of grants totalling \$120,561. This will leverage about \$620,000 in total value from the related initiatives. Each of the 34 applications is being recommended for some grant funding. A few of the applicants had received some funding from the City for 2013 under other City Community Grant programs and these other amounts have been deducted from the grants that are being recommended to those organizations under this Program.

Future Cultural Grant Funding Needs

The Cultural Grant Program currently has three funding categories with prescribed grant maximums related to each category as follows: Capacity Building at \$2,500, Project Funding at \$5,000 and Start-up Funding at \$5,000. Many groups did not apply for the maximum funding amount citing their interest in making funds available to as many groups as possible.

The Surrey Cultural Plan identified one hundred and twenty (120) cultural groups in the City with approximately fifty (50) of them having participated in the development of the Cultural Grant Program. Some groups that did not apply for a grant in 2013 advised that they needed more time to work through their application and related proposal with their Boards and that they would be ready to apply under the Program for a 2014 grant.

Distributing Cultural Grants Funding

In accordance with the Program Guidelines successful applicants will receive eighty percent (80%) of the approved grant funding after Council's approval of this report. The remaining funds will be distributed upon the City's receipt and acceptance by the City of a final report submitted by the grant recipient that demonstrates that the work or activity for which the grant was awarded has been duly completed.

The Culture Development Advisory Committee has suggested that City Council be involved in awarding cheques to the successful applicants at a reception. Staff has arranged for such a reception 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 CONSIDERATIONS

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

The establishment of the Surrey Cultural Grants Program has been received very positively by the local arts and heritage groups. This new Program will benefit the community by strengthening the organizational capacity of new and existing cultural groups and supporting the development of a wide variety of cultural programs and services.

Based on the above discussion, it is recommended under the City's Cultural Grants Program that Council approve the 2013 Cultural Grants as documented in Appendix 2 attached to this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix 1: Corporate Report No. R238 titled "Surrey Cultural Grants Program"
Appendix 2: Recommended Cultural Grants for 2013

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Appendix 1: Corporate Report No. R238 titled "Surrey Cultural Grants Program"



CORPORATE REPORT

NO: **R238**

COUNCIL DATE: **November 5, 2012**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 31, 2012**

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

FILE: **1850-01**

SUBJECT: **Surrey Cultural Grants Program**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. receive this report as information; and
2. approve the Surrey Cultural Grants Program as generally described in this report including the Program Guidelines attached as Appendix I to this report and authorize staff to proceed with all necessary actions as generally documented in this report toward the issuance of the first annual grants under the Program.

INTENT

The purpose of this report is to provide an up-date on the establishment of a Cultural Grants Program for the City of Surrey and to seek approval to implement the Program.

BACKGROUND

On May 28th, 2012 Council adopted a cultural plan for Surrey titled "Surrey Cultural Plan: Enhancing Urbanization through Arts and Heritage". There are six (6) key enhancement goals in the Plan. Goal D of these six is entitled "Enhance Community Involvement Potential" and recommends the establishment of a Cultural Grants Program. The 2012 approved operating budget included an allocation of \$75,000 in support of a Cultural Grant Program.

A Culture Development Advisory Task Force was formed with a mandate to research and develop a Cultural Grants Program for the City. The members of this Task Force include community members (Cora Li-Leger, Bob McMurray, Carol Girardi and Barbara Cooper) along with the Manager of the Surrey Museum and the Manager of Arts Services.

DISCUSSION

The Task Force studied five (5) other cities that have a Cultural Grant Program as the basis for developing a similar Program for Surrey. These cities included the City of Richmond, the City of North Vancouver, the City of Vancouver, the City of Victoria and the City of Mississauga. The Task Force engaged local arts and heritage groups in the development of the Grant Program. In this regard a Cultural Grant Program Development Workshop was held on Wednesday,

September 26, 2012 at the Surrey Arts Centre with over fifty (50) participants. The participants were asked about their funding needs and priorities and the research related to the draft Surrey Cultural Grants Program Guidelines was shared. The workshop participants received a draft set of Guidelines related to the Cultural Grant Program that the Task Force had developed in advance of the workshop. The input from the workshop was used to further refine the draft Program Guidelines. A brief summary of the community feedback from the workshop is attached as Appendix 2.

Cultural Grant Program Benefits

The participants at the workshop identified the following benefits of a Surrey Cultural Grants Program:

1. Provides stability and funding predictability for local arts and heritage organizations;
2. Supports board development for arts and heritage organizations;
3. Builds the arts and heritage community in Surrey, thereby improving the quality of life and making Surrey a more liveable city;
4. Assists in retaining and drawing cultural assets into the city;
5. Stimulates new programs and activities that will contribute to Surrey's reputation as a cultural destination;
6. Encourages intercultural projects and promotes diversity and cultural sharing; and
7. Leverages resources (other grants, sponsorships, etc.) and creates opportunities to strengthen the local cultural economy.

Community Needs and Priorities

The workshop participants identified the following cultural community needs and priorities:

1. Support for new projects and initiatives as well as existing programs and operating services;
2. Organizational development, including mentorship and succession planning;
3. Volunteer recruitment and development;
4. Collaborative and networking opportunities;
5. "Show and tell" sharing opportunities among groups with leadership from the City;
6. Creation of a database to help groups connect with one another;
7. Documenting and archiving experiences, oral histories and group histories; and
8. Creating affordable space and facility rentals.

Proposed Cultural Grants Program

Grant Categories

The proposed Cultural Grants Program addresses most of the above-listed needs by offering grants in each of three categories of activity as described below:

1. Capacity Building Grants: Under this category grants up to \$2,500 will be provided to qualified groups to support the organizations' development needs, including but not restricted to any of the following:
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- training;
 - workshops and conferences;
 - applying for registered not-for-profit status;
 - Board development activities;
 - marketing; and
 - strategic planning.
2. **Project Grants:** Under this category grants will be provided to encourage partnerships and collaborations that result in new cultural programs and initiatives by existing cultural-focused organizations. Such a grant would contribute up to fifty percent (50%) of the program/initiative budget on a matching basis, which could include in-kind contributions. The maximum grant under this category would be \$5,000.
 3. **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 a 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.

Guidelines

Appendix I attached to this report documents in more detail the Program Guidelines including eligibility criteria, exclusions, application procedures and maximum grant amounts.

Implementation Tasks and Timelines

Grants under the Program will typically be awarded once a year. A call for applications would be issued in the fall of each year and will follow the procedures documented in Appendix I. The following is the intended schedule for the Program for the 2013 grants:

- November 2012 – Promote the Program and issue an invitation for interested parties to submit expressions of interest.
- January 2013 – Evaluate submissions, host an information meeting for eligible applicants, develop evaluation templates, and receive applications.
- February 2013 – Evaluate applications and make recommendations to Council for approval.
- March 2013 – Award and distribute grants.
- Summer 2013 – Program cycle begins for 2014 grants.

Although this timeline is constrained, the hosting of the Cultural Grant Community Workshop this past September has increased community awareness of the Program and given organizations time to start preparing an expression of interest.

Approximately 15% of the annual budget allocation for this grant program (i.e., \$10,000) will not be allocated during the annual granting process but rather will be reserved for grants that will be made on an extemporaneous basis to applicants who could not reasonably foresee the need to

make an application as part of the annual grant process subject to such applications being evaluated as having merit. Any funds not expended during the course of any year from this holdback amount will be rolled into the grant awards budget in the next year.

Application Evaluation Process

A staff evaluation committee will oversee the application evaluation process. The committee will include a representative from each of the Arts Section, the Heritage Section, Surrey Libraries, the Economic Development Division and the Finance Department. The Committee will forward its recommendations regarding the Program's annual grants to Council for approval.

Funding

The 2012 budget includes \$75,000 in support of the recommended Program.

Legal Services Review

Legal Services has reviewed this report and the attached Program Guidelines and has no concerns.

SUSTAINABILITY CONSIDERATIONS

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 implementation of the Program will support the socio-cultural objectives in the City's Sustainability Charter through:

- the introduction of celebratory programs, exhibitions and events of our 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 will encourage all sectors of the city to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness).
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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 the Surrey Cultural Grants Program as generally described in this report including the Program Guidelines attached as Appendix I to this report and authorize staff to proceed with all necessary actions as generally documented in this report toward the issuance of the first annual grants under the Program.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix 1: Surrey Cultural Grants Program - Guidelines
Appendix 2: Community Workshop – Additional Feedback

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;
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- 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.
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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 31st. 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.
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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.
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Community Workshop – Additional Feedback

Surrey Cultural Grants Program Community Workshop

Additional Participant Feedback from Forms

- Great opportunity to meet other arts groups and hear about what they are doing. Thank you to Surrey for putting the focus on arts and culture. Thank you for the opportunity to vet the grant guidelines for plain language and clarity with definitions/examples. Appreciated our knowledgeable facilitator and expert note takers: Barbara & Jean!
 - This was a very interesting and productive workshop and clarified many aspects of the grant proposals.
 - Thank you for this opportunity. Good job to those who have pushed this initiative with the City. It is so necessary. We cannot continue to produce work in this city as the cost of facilities makes it impossible. We need help or we will have to move to another community.
 - Love this! Thank you for all the hard work you've put into this....and in the future. Can't wait to see it come to fruition.
 - My concern is that the amount of money will have to be divided between so many groups that the actual amounts will be too small to matter to each group. Perhaps an agreement could be reached that would provide theatre or other facility space at a reduced rate rather than actual cash. The cost of renting city theatres is prohibitively expensive and constitutes well over half of our production budget.
 - I think the criteria with the guidelines could be clearer. For Project Funds even though it says organizations may apply for up to 50% maybe it could be stated that organizations may receive less than 50%.
 - It is great to see a program like this launched. I think it is important to devise criteria around the allocation of funding that will support the vision of building capacity and more importantly sustainability in local organizations.
 - On the City's website, there should be a page that lists all groups involved in arts and heritage (groups or projects), with their name, website (link) and their project to encourage groups to partner with other groups to build capacity or work together. More groups can get funding if the grant is not just about getting cash. For example – one group might get \$2000 worth of in-kind marketing from the City and facility use at no charge (instead of getting money to give back to the City to rent space.)
 - Vision statement highlights sustainability and capacity building – but the budget allocation must support that vision to a basic level. 75K spread among 60 groups = \$1,250. It's an amount that most likely doesn't address capacity or sustainability. It's a good start, but the program must have a 5 to 10 year funding envelope to account for growth. By year 5 the pot is at 200k, by year 10 it's at 400K – as demand grows and new groups emerge for funding, the pot must grow to be able to support new groups and further support existing groups already getting funding. IE: The Canada Council syndrome of operating
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companies who got early funding precluded later groups from getting funding because there was no new money in the pot (and nobody wanted to decrease funding to existing organizations to free up money).

- I applaud the initiative of this fund. It is a start – language needs work, amount needs more. Keep moving forward.
 - Excellent opportunity to meet with other arts/cultural groups to share stories, ideas.
 - Wonderful opportunity to have input into grant proposal guidelines. Makes it easier/more clear to know how to apply. Establishing a cultural grants program is a great way to embrace the social development of this fast growing city and to recognize the arts/heritage groups in this development.
 - Excellent way to get feedback re program. Good facilitation. Thoroughly enjoyed the process. Hope to get more clarification re the appropriateness of applying to the 3 categories.
 - City needs a database of umbrella cultural organizations so we can communicate and support each other, build one “village” and communities; access to information and ease of access for all above; marketing support for all groups (webs or billboards, flyer distribution or other info....)
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Recommended Cultural Grants for 2013



RECOMMENDED CULTURAL GRANTS FOR 2013

Schedule A

Non-profit Organization	Grant Type	Initiative Cost	Request Amount	2013 Proposed Amount	Other City Grants	2013 Final Proposed Amount	Recommendations and Comments
1 A.C.M.E Arts Society	Capacity	\$3,500	\$2,500	\$2,500		\$2,500	
2 BC Girls' Choir	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	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	
		\$32,060	\$18,080	\$17,455		\$17,455	
10 Arts Council of Surrey	Project	\$9,100	\$4,500	\$4,500		\$4,500	
11 Contemporary Art Matters	Project	\$18,000	\$5,000	\$5,000		\$5,000	
12 Creative Cultural Association	Project	\$55,275	\$5,000	\$5,000		\$5,000	
13 Day of Drawing collective (DoD)	Project	\$8,760	\$4,380	\$4,380		\$4,380	
14 Diwali Celebration Society (DCS)	Project	\$15,416	\$5,000	\$5,000		\$5,000	
15 Fraser Valley Chinese Association	Project	\$6,040	\$2,500	\$1,875		\$1,875	
16 Fraser Region Aboriginal Friendship Centre Association	Project	\$12,000	\$5,000	\$3,750		\$3,750	
17 Fraser Valley Gilbert and Sullivan Society (FVGSS)	Project	\$12,600	\$5,000	\$5,000		\$5,000	
18 Friends of the Arnold Mikelson Festival of the Arts	Project	\$20,050	\$2,350	\$2,350		\$2,350	
19 Mother Language Lovers of the World Society	Project	\$8,000	\$5,000	\$3,750	2013 City Grant \$500	\$3,250	
20 NAAD Foundation	Project	\$19,000	\$5,000	\$5,000		\$5,000	
21 Peninsula Productions	Project	\$44,650	\$5,000	\$5,000		\$5,000	
22 Rangmanch Punjabi Theatre	Project	\$45,809	\$5,000	\$5,000		\$5,000	
23 Semiahmoo Potters Society	Project	\$2,249.93	\$1,101	\$1,101		\$1,101	
24 South Asian Arts Society (SAA)	Project	\$10,145	\$5,000	\$5,000		\$5,000	
25 South Asian Early Childhood Task Group	Project	\$9,000	1500	1500		\$1,500	
26 South of Fraser Inter Arts Collaboration (SOFIA C)	Project	\$18,040	\$5,000	\$5,000		\$5,000	
27 Southeast Asian Cultural Heritage Society (SEACHS)	Project	\$10,150	\$4,500	\$4,500		\$4,500	
28 Surrey Art Gallery Association (SAGA)	Project	\$13,660	\$5,000	\$3,900		\$3,900	
29 Surrey English Teachers Association	Project	\$10,000	\$5,000	\$5,000		\$5,000	
30 Surrey Festival of Dance	Project	\$10,000	\$5,000	\$5,000	2013 City Grant \$2000	\$3,000	
31 Surrey International Writers Conference (SIWC)	Project	\$10,000	\$5,000	\$5,000	2013 City Grant \$1000	\$4,000	
32 The Beach House Theatre Society	Project	\$141,250	\$5,000	\$5,000		\$5,000	
33 The Royal Canadian Theatre Company	Project	\$48,629.90	\$5,000	\$5,000		\$5,000	
		\$557,824.83	\$105,831	\$101,606		\$98,106	
34 Arts Umbrella	Start Up	\$30,000	\$5,000	\$5,000	\$25,000	\$5,000	
		\$30,000	\$5,000	\$5,000		\$5,000	
Totals		\$619,884.83	\$128,911	\$124,061		\$120,561	



CORPORATE REPORT

NO: R074

COUNCIL DATE: April 22, 2013

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

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);
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- 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;
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 - City enhancement goals and cultural investment strategies as contained in City plans, including Surrey's Cultural Plan, may be considered in the awarding grants.
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 - deficit reduction; and
 - capital projects.
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 - **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;
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- 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:
 - o attendance at training, workshops and conferences;
 - o registering for not-for-profit status;
 - o Board development; and/or
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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.
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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 31st. 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 12th - 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 Rockhould 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	Peninsula Arts Foundation	Capacity	\$5,000	\$2,500	\$2,500		\$2,500
	Sub Total (Capacity)		\$37,060	\$20,580	\$19,955		\$19,955
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
	Sub Total (Projects)		\$557,824.83	\$105,831	\$102,706		\$98,106
35	Arts Umbrella	Start Up	\$30,000	\$5,000	\$5,000	\$25, 000	\$5,000
	Sub Total (Start-up)		\$30,000	\$5,000	\$5,000		\$5,000
	Totals		\$624,884.83	\$131,411	\$127,661		\$123,061

2014 Proposed Cultural Grants



2014 PROPOSED CULTURAL GRANTS

Schedule
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	Non-profit Organization	Grant Type	Initiative Cost	Request Amount	Recommendation	2014 Proposed Amount	Other City Grants	2014 Proposed Amount - minus other grants
1	African Stages Association of BC	Capacity	\$27,500.00	\$2,500.00	strong application, 20% funding available	\$500.00		
2	Canadian Swahili Community Society (CSCS)	Capacity	\$3,000.00	\$2,500.00	not recommended			
3	Cedar Hills Caledonian Pipe Band Society	Capacity/Project	\$15,000.00	\$5,000.00	good application, funding not available			
4	Chinese Language & Culture Communication Center	Capacity	\$20,000.00	\$2,500.00	good application, funding not available			
5	Peninsula Arts Foundation	Capacity	\$5,000.00	\$2,500.00	strong application, 20% funding available	\$500.00		
6	Semiahmoo Potters Society	Capacity	\$4,960.00	\$2,500.00	full funding	\$2,500.00		
7	Surrey Choral Arts Project Society	Capacity	\$3,552.50	\$2,500.00	full funding	\$2,500.00		
8	Surrey International Film Festival	Capacity	\$4,000.00	\$2,500.00	full funding	\$2,500.00		
9	Surrey International Folk Dancing Society	Capacity	\$3,000.00	\$2,500.00	full funding	\$2,500.00		
10	Westcoast Harmony Chorus (WHC)	Capacity	\$5,000.00	\$2,500.00	good application, funding not available			
11	Yoruba Social & Cultural Association	Capacity	\$5,795.00	\$2,500.00	good application, funding not available			
			\$96,807.50	\$30,000.00		\$11,000.00		
1	A.C.M.E. Arts Society	Project	\$10,000.00	\$5,000.00	full funding	\$5,000.00		
2	Afro-Canadian Positive Network of BC (ACPNET-BC)	Project	\$11,500.00	\$2,500.00	good application, funding not available			
3	Arts Council of Surrey	Project	\$12,500.00	\$5,000.00	full funding	\$5,000.00		
4	Arts Umbrella (Children's Arts Umbrella Association)	Project	\$10,424.00	\$5,000.00	full funding	\$5,000.00		
5	ArtsCAN!	Project	\$15,825.00	\$5,000.00	strong application, 20% funding available	\$1,000.00		
6	Baobab Inclusive Empowerment Society (BIES)	Project	\$10,000.00	\$3,500.00	good application, funding not available			
7	BC Girls Choir Society (BCGC)	Project	\$6,500.00	\$3,000.00	strong application, 20% funding available	\$600.00		

8	Contemporary Art Matters	Project	\$11,000.00	\$5,000.00	good application, funding not available	
9	Creativa Cultural Association (note: name is Creativa, not Creative)	Project	\$11,000.00	\$5,000.00	strong application, 20% funding available	\$1,000.00
10	Cwenengitel Aboriginal Society	Project	\$20,000.00	\$5,000.00	good application, funding not available	
11	Day of Drawing collective (DoD)	Project	\$10,112.00	\$5,000.00	strong application, 20% funding available	\$1,000.00
12	Diwali Fest (previously Diwali Celebration Society (DCS))	Project	\$51,344.00	\$5,000.00	full funding	\$5,000.00
13	EJS School of Fine Arts	Project	\$18,975.00	\$5,000.00	good application, funding not available	
14	Fraser Region Aboriginal Friendship Centre Association (FRAFCA)	Project	\$10,878.00	\$5,000.00	good application, funding not available	
15	Fraser Valley Chinese Culture Association	Project	\$6,040.00	\$3,000.00	good application, funding not available	
16	Fraser Valley Gilbert and Sullivan Society (FVGSS)	Project	\$28,750.00	\$5,000.00	strong application, 20% funding available	\$1,000.00
17	Genesis Family Empowerment Society (w/ Maple Leaf Mosaic)	Project	\$6,500.00	\$1,500.00	good application, funding not available	
18	Latinos in Action Foundation	Project	\$14,200.00	\$5,000.00	strong application, 20% funding available	\$1,000.00
19	Naad Foundation	Project	\$31,000.00	\$5,000.00	strong application, 20% funding available	\$1,000.00
20	Peninsula Productions (full name is Peninsula Productions Society)	Project	\$44,650.00	\$5,000.00	full funding	\$5,000.00
21	Progressive Intercultural Community Services Society (PICS)	Project	\$227,318.00	\$5,000.00	full funding	\$5,000.00
22	Semiahmoo Arts - Community Arts Council of White Rock & District	Project	\$34,700.00	\$5,000.00	full funding	\$5,000.00
23	South Asian Arts Society (SAA)	Project	\$11,500.00	\$5,000.00	full funding	\$5,000.00
24	South of Fraser Inter Arts Collective (SOFIA/c)	Project	\$22,070.00	\$5,000.00	full funding	\$5,000.00
25	Southeast Asian Cultural Heritage Society (SEACHS)	Project	\$10,000.00	\$5,000.00	good application, funding not available	
26	Surrey Art Gallery Association (SAGA)	Project	\$16,660.00	\$5,000.00	full funding	\$5,000.00
27	Surrey English Teachers Association	Project	\$6,000.00	\$3,000.00	strong application, 20% funding available	\$600.00
28	Surrey Festival of Dance	Project	\$10,500.00	\$5,000.00	strong application, 20% funding available	\$1,000.00

29	Surrey International Writers' Conference (SIWC)	Project	\$10,000.00	\$5,000.00	strong application, 20% funding available	\$1,000.00	City Grant \$1000
30	Surrey Little Theatre	Project	\$12,000.00	\$5,000.00	full funding	\$5,000.00	
31	Surrey Rockhound Club	Project	\$5,500.00	\$2,750.00	good application, funding not available		
32	Surrey Symphony Society	Project	\$14,300.00	\$5,000.00	full funding	\$5,000.00	
33	Surrey Visual History Group	Project	\$15,000.00	\$5,000.00	good application, funding not available		
34	Tara Rince Society	Project	\$32,500.00	\$2,500.00	strong application, 20% funding available	\$500.00	
35	The Beach House Theatre Society	Project	\$156,950.00	\$5,000.00	full funding	\$5,000.00	
36	The Mother Language Lovers of the World Society (note "The")	Project	\$10,000.00	\$5,000.00	good application, funding not available		
37	The Royal Canadian Theatre Company	Project	\$45,000.00	\$5,000.00	full funding	\$5,000.00	
38	The Young Peoples' Opera Society of BC (note "The")	Project	\$25,500.00	\$5,000.00	strong application, 20% funding available	\$1,000.00	
39	Tourism Surrey (w/ Arts Council of Surrey)	Project	\$12,500.00	\$5,000.00	strong application, 20% funding available	\$1,000.00	
40	Vancouver Opera Society (VOA)	Project	\$102,800.00	\$5,000.00	full funding	\$5,000.00	
41	Youth Arts Council of Surrey	Project	\$6,000.00	\$2,000.00	full funding	\$2,000.00	
			\$1,127,996.00	\$183,750.00		\$88,700.00	
TOTAL APPLICATIONS SUBMITTED: 52			\$1,224,803.50	\$213,750.00		\$99,700.00	