

NO: R012

COUNCIL DATE: January 16, 2017

REGULAR COUNCIL

TO: Mayor & Council **DATE: January 6, 2017**

FROM: General Manager, Parks, Recreation and Culture **FILE: 1850-01**
General Manager, Finance and Technology

SUBJECT: Cultural Grants Program – Grant Allocation Adjustments & 2017 Awards

RECOMMENDATION

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

1. Receive this report as information;
2. Approve the Cultural Grant Allocation adjustments outlined in the revised Program Guidelines as documented in Appendix “I” attached to this report; and
3. In accordance with the City’s Revised Cultural Grants Program Guidelines, approve the 2017 Cultural Grants as documented in Appendix “II” attached to this report.

INTENT

The purpose of this report is to provide information to Council regarding the application and evaluation process related to the City of Surrey Cultural Grants Program, to obtain approval from Council to implement recommended allocation adjustments, and to obtain approval for the issuance of grants under the Program for 2017.

BACKGROUND

At its Regular meeting on May 28, 2012 Council adopted the City’s planning document “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 Grants Program by the City.

At its Regular meeting on November 5, 2012, Council approved the Surrey Cultural Grants Program (the “Program”). A Task Force of the Cultural Development Advisory Committee

(CDAC) was formed to develop the Program vision, criteria, and a set of recommendations to guide the growth and development of the Program.

The Program's Vision is to support and enhance arts and heritage in Surrey by:

- 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.

Since its establishment in 2013, the Program has experienced significant growth. Between 2013 and 2017 there has been a 100% increase in the number of applications received and a 94% increase in the number of grants brought forward to Council for approval:

Year	EOIs Received	Submissions Received	Grants Approved
2013	46	35	35
2014	58	52	35
2015	57	51	48
2016	81	68	66
2017	78	70	68 (pending approval)

Council has approved a strategic increase to the grant allocation budget since the Program's inception, based on recommendations outlined by the CDAC Task Force, and in order to meet the growing demand of the Program:

Year	Grants Budget	Available funding	Value of Grants Dispersed
2013	\$75,000	\$136,000 (includes \$61,000 allocation from 2012)	\$123,061
2014	\$100,000	\$100,000	\$99,700
2015	\$200,000	\$200,000	\$198,275
2016	\$300,000	\$300,000	\$290,159
2017	\$400,000	\$400,000	\$321,925 (pending approval)

DISCUSSION

Allocation Adjustments

The changes to the allocation levels proposed in this Report are based on recommendations from the CDAC Cultural Grants Task Force. The proposed changes apply to two of the three existing grant funding categories:

Capacity Building Grants

Increase the maximum allocation for capacity building grants from \$2,500 to \$3,000 for registered Not-for-Profit organizations. For non-registered Not-for-Profit organizations the maximum allocation will remain at \$2,500.

Project Grants

Increase the maximum allocation for project grants from \$5,000 to \$10,000 for registered Not-for-Profit organizations whose overall project budget is \$50,000 or greater. For registered Not-for-Profit organizations whose overall project budget is under \$50,000 and for all other non-registered Not-for-Profit organizations, the maximum allocation is to remain at \$5,000.

Cultural Sustainability Grants

The allocation levels for Cultural Sustainability Grants to remain unchanged, providing a maximum allocation of \$5,000 for all qualified organizations.

These proposed allocation adjustments will allow the Program to provide an enhanced level of funding for large-scale arts and cultural projects and services and broaden the capacity of Surrey's established registered not-for-profit arts and cultural organizations. Further, it will provide an incentive for those young and emerging organizations to register for Not-For-Profit status.

Eligibility for Allocation Adjustments

For 2017, all registered Not-for-Profit groups were eligible to apply for up to \$3,000 for capacity Building Grants. For Project Grants, eligible Not-for-Profit organizations were identified based on past project budgets, and were invited to apply for the increased allocation with the understanding that the increase was subject to Council approval.

Application Process

In September, 2016 the opportunity for cultural groups to submit an Expression of Interest in relation to the 2017 grants under the Program was advertised. Representatives from each of the eligible organizations were invited to an information meeting on October 5, 2016 where the guidelines for the Program were reviewed and proposed allocation changes were discussed. A subsequent mentoring session was offered to assist interested organizations in filling out their applications. Seventeen (17) organizations attended the mentoring session. In addition, staff provided mentoring advice to a number of organizations via email and phone conversations.

Cultural Grant Funding

The Council approved funding allocation for the 2017 Cultural Grants Program is four hundred thousand dollars (\$400,000).

2017 Cultural Grants Evaluation Process

The deadline for submission of an application for a 2017 grant under the Program was November 14, 2016. Seventy (70) applications were received by that date. The seventy (70) applicants requested grants totalling \$357,920. The total value of the initiatives that were documented in the applications was \$2,460,416.91. This continues to demonstrate that the investment in Cultural Grants leverages significant contributions both cash and in-kind from additional sources.

An Evaluation Committee of staff and one representative of the Culture Development Advisory Committee met on December 13, 2016 and reviewed each of the applications using a point rating system against the following Program criteria:

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

During the review process, the Committee provided positive feedback on the growth and direction of the program for 2017. In addition, the Committee noted the following positive trends:

- a significant number of projects benefiting youth and youth adults;
- unique collaborative partnerships;
- programs marking Canada 150; and
- Arts and Cultural Festivals that provide opportunity for broad community participation.

Based on the Program funds available for 2017, the Evaluation Committee is recommending the following:

Award sixty-eight (68) separate grants totalling \$321,925. The total value of the initiatives for which these grants will provide funding is approximately \$2,382,616.91. The recommendations are outlined in Appendix “II” attached to this report.

As per the Program Guidelines, up to 20% of the total program budget can be retained as a contingency for extemporaneous grants and as a contingency. Therefore, the Committee recommends that the balance of available funds (\$78,075) be reserved for emerging projects throughout 2017.

Distribution of Grant Funding

In accordance with the Program Guidelines (Appendix “I”), eighty percent (80%) of each approved grant will be distributed to the respective group upon Council approval of this report. The remaining twenty percent (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. The receipt of 2017 Cultural Grant funding as listed in Appendix “II” is also dependent, if applicable, upon the applicant submitting outstanding final reports from 2016 and fulfilling any requirements identified by the Evaluation Committee.

SUSTAINABILITY CONSIDERATIONS

The Cultural Grants Program supports the Community Theme of “Education and Culture” identified in the City’s Sustainability Charter:

- DO7: *“An enviable and vibrant arts and heritage sector contributes to Surrey’s citizen engagement, enrichment, economy, community livability and civic pride”.*

CONCLUSION

The Surrey Cultural Grants Program continues to be received very positively by the local arts and cultural sectors. 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 art projects, cultural programs and services in the City.

Based on the above discussion, it is recommended under the City's Cultural Grants Program that Council approve the grant allocation adjustments outlined in this report, and approve the 2017 Cultural Grants as documented in Appendix "II" attached to this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CPA, CGA
General Manager
Finance & Technology

Appendix I - Program Guidelines

Appendix II – Recommended 2017 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 twenty percent (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 \$3,000 for registered Not-For-Profit Groups and up to \$2,500 for non-registered groups 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;
 - marketing; and
 - strategic planning.
- Project Grants: Under this category grants will be provided to encourage partnerships and collaborations that result in 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 \$10,000 for registered Not-For-Profit groups with an overall project budget of \$50,000 or more, and \$5,000 for all other registered and non-registered Not-For-Profit groups.
 - Cultural Sustainability Grants: Under this category grants will be provided to assist with costs for an organization to provide cultural-based servicing 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 current 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.

Cultural Sustainability 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 will be shared. All applications received by that date will be evaluated with the results of the evaluation and the related grants announced.
- 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.

Appendix “II”

Recommended 2017 Cultural Grants

	Non-profit Organization	Project Budget	Request Amount	Recommendation	2017 Proposed Funding
CAPACITY CATEGORY					
1	Cedar Hills Caledonian Pipe Band	\$12,500.00	\$5,000.00	Partial funding*	\$1,375.00
2	Maker Cube	\$2,550.00	\$2,200.00	Partial funding	\$1,800.00
3	Semiahmoo Arts	\$10,000.00	\$5,000.00	Partial funding**	\$3,000.00
4	Semiahmoo Potters Society	\$3,374.00	\$3,000.00	Maximum category funding*	\$3,000.00
5	Streetchip Hip Hop Society	\$3,900.00	\$2,500.00	Maximum category funding	\$3,000.00
6	Surrey Choral Arts Project Society	\$4,475.00	\$2,500.00	Full funding	\$2,500.00
7	Surrey International Folk Dancing Society	\$20,100.00	\$5,000.00	Partial funding**	\$2,500.00
8	Surrey Little Theatre	\$10,000.00	\$2,500.00	Maximum category funding	\$3,000.00
9	Surrey Photography Club	\$1,200.00	\$1,200.00	Full funding	\$1,200.00
10	Surrey Symphony Society	\$6,250.00	\$2,500.00	Full funding	\$2,500.00
11	Theatre Conspiracy	\$30,000.00	\$5,000.00	Partial funding**	\$1,500.00
12	Westcoast Harmony Chorus	\$5,000.00	\$2,500.00	Full funding	\$2,500.00
PROJECT CATEGORY					
13	Arts Umbrella	\$10,324.00	\$5,000.00	Full funding	\$5,000.00
14	African Stages Association of BC	\$68,000.00	\$10,000.00	Full funding	\$10,000.00
15	AgentC Projects	\$22,940.00	\$5,000.00	Full funding	\$5,000.00
16	Association Francophone de Surrey	\$18,720.00	\$5,720.00	Full eligible funding	\$5,000.00
17	Baobab Inclusive Empowerment Society	\$34,400.00	\$5,000.00	Full funding	\$5,000.00
18	Barbados Cultural Association of BC	\$5,200.00	\$2,500.00	Full funding***	\$2,500.00
19	Borealis String Quartet Society	\$15,200.00	\$5,000.00	Full funding	\$5,000.00
20	Canada Nepal Friendship and Cultural Society	\$12,500.00	\$5,000.00	Partial funding*	\$3,500.00
21	Chinese Village Club Society	\$30,000.00	\$5,000.00	Partial funding	\$1,500.00
22	Cloverdale Arts and Entertainment Association	\$19,133.00	\$5,000.00	Partial funding	\$3,000.00
23	Colourfest Surrey	\$45,900.00	\$10,000.00	Full eligible funding	\$5,000.00
24	Dansing Tones Association	\$10,474.40	\$5,000.00	Full funding	\$5,000.00
25	Diwali Celebration Society	\$50,000.00	\$5,000.00	Maximum category funding	\$10,000.00
26	DreamRider Productions Society	\$57,805.00	\$5,000.00	Full funding	\$5,000.00
27	Festival African Heritage Music and Dance Society	\$225,500.00	\$10,000.00	Full funding*	\$10,000.00
28	Fraser Valley Chinese Culture Association	\$15,000.00	\$5,000.00	Full funding*	\$5,000.00

	Non-profit Organization	Project Budget	Request Amount	Recommendation	2017 Proposed Funding
29	Friends of The Grove	\$7,882.50	\$1,000.00	Full funding	\$1,000.00
30	Fraser Valley Gilbert & Sullivan Society	\$40,160.00	\$5,000.00	Full funding	\$5,000.00
31	Global Peace Alliance	\$29,800.00	\$5,000.00	Full funding	\$5,000.00
32	Greater Vancouver Japanese Canadian Citizens' Association	\$10,712.81	\$5,000.00	Full funding	\$5,000.00
33	Jamaican Canadian Cultural Association of BC	\$15,000.00	\$5,000.00	Partial funding	\$4,250.00
34	Kiwanis Fraser Valley Music Festival Society	\$119,250.00	\$10,000.00	Full funding*	\$10,000.00
35	Mha Puja BC Cultural Group	\$10,440.00	\$5,000.00	Partial funding*	\$2,500.00
36	Naad Foundation Inc	\$59,500.00	\$10,000.00	Full funding	\$10,000.00
37	Naked Stage Productions Society	\$15,460.00	\$5,000.00	Full funding	\$5,000.00
38	Nepali Womens Association of BC	\$6,700.00	\$2,500.00	Partial funding	\$1,250.00
39	Peninsula Productions Society	\$62,700.00	\$10,000.00	Full funding	\$10,000.00
40	Rangmanch Punjabi Theatre	\$31,300.00	\$5,000.00	Full funding	\$5,000.00
41	Royal Academy of Bhangra	\$30,400.00	\$5,000.00	Full funding*	\$5,000.00
42	Royal Canadian Theatre Company	\$222,965.00	\$10,000.00	Full funding	\$10,000.00
43	Sher Vancouver	\$12,600.00	\$5,000.00	Full funding	\$5,000.00
44	SOFIA Collective	\$11,700.00	\$5,000.00	Full funding	\$5,000.00
45	South Asian Arts Society	\$65,000.00	\$10,000.00	Full funding	\$10,000.00
46	Surrey English Teachers' Association	\$4,600.00	\$2,300.00	Full funding	\$2,300.00
47	Surrey Festival of Dance	\$265,200.00	\$5,000.00	Full funding	\$5,000.00
48	Surrey International Writers' Conference Society	\$10,000.00	\$5,000.00	Full funding	\$5,000.00
49	Surrey Latin Integration Society	\$32,468.00	\$5,000.00	Full funding	\$5,000.00
50	Surrey Sings Choral Festival	\$13,500.00	\$5,000.00	Full funding	\$5,000.00
51	Surrey Tourism Convention Association	\$17,500.00	\$5,000.00	Full funding	\$5,000.00
52	SurreyCAN	\$6,100.00	\$5,000.00	Partial funding	\$3,050.00
53	Tara Rince Society	\$30,500.00	\$2,500.00	Full funding	\$2,500.00
54	Teatr Polski	\$30,000.00	\$5,000.00	Full Funding	\$5,000.00
55	The Beach House Theatre Society	\$168,800.00	\$10,000.00	Full Funding	\$10,000.00
56	The Handel Society of Music	\$18,000.00	\$5,000.00	Full Funding	\$5,000.00
57	The Mother Language Lovers of the World Society	\$10,000.00	\$8,500.00	Partial Funding*	\$2,500.00
58	The Vancouver Inter-Cultural Orchestra Society	\$15,750.00	\$5,000.00	Full Funding	\$5,000.00
59	The Young Peoples Opera Society of BC	\$22,685.20	\$5,000.00	Full Funding	\$5,000.00
60	Vancouver International South Asian Film Festival	\$75,000.00	\$5,000.00	No funding	\$0.00
61	Vancouver Opera Association	\$28,891.00	\$5,000.00	Full funding	\$5,000.00
62	Vancouver Tagore Society	\$17,612.00	\$5,000.00	Full funding	\$5,000.00

	Non-profit Organization	Project Budget	Request Amount	Recommendation	2017 Proposed Funding
63	VG PlayRoom	\$13,000.00	\$5,000.00	Full funding	\$5,000.00
64	VIBC	\$93,000.00	\$5,000.00	Maximum category funding	\$10,000.00
65	Youth Arts Council of Surrey	\$3,400.00	\$1,700.00	Full funding	\$1,700.00
66	Z.inc Artist Collective	\$11,400.00	\$5,000.00	Full funding*	\$5,000.00
SUSTAINABILITY CATEGORY					
67	Art2Heart	\$2,800.00	\$2,300.00	No funding	\$0.00
68	ArtsCan Resource Network	\$32,000.00	\$5,000.00	Full funding*	\$5,000.00
69	Empire of the Peace Arch Monarchist Association	\$10,000.00	\$5,000.00	Partial funding	\$2,500.00
70	Surrey Art Gallery Assoc.	\$26,195.00	\$5,000.00	Full funding	\$5,000.00
	Total	\$2,460,416.91	\$357,920.00		\$321,925.00
	*Release of funds is contingent upon applicant(s) addressing further requirements from the Evaluation Committee.				
	**Originally submitted in Project Grant Category. Committee shifted to Capacity Building Grant Category.				
	***Originally submitted in Capacity Building Grant Category. Committee shifted to Project Grant Category.				