

## Sport, Culture and Heritage

### COMMUNITY FESTIVALS AND EVENTS – Program Guidelines

#### **PURPOSE:**

The Community Festivals and Events program provides rural and northern communities with operating grants towards organizing a festival that takes place over a minimum of two days. These festivals must be recognized as the community's signature annual event and promote the understanding, awareness and appreciation of their heritage, culture and identity. The program supports events that encourage youth participation and leadership; reflect, celebrate, and profile the unique character of the community; foster a sense of identity and pride; and contribute to local tourism and economic activity.

#### **DEADLINE:**

Applications **must be received at the Arts Branch** on or before the dates listed below. If this date falls on a weekend or statutory holiday, the deadline is the following business day. **Late or incomplete applications will not be accepted.**

- **March 15** for festivals taking place between **April 1 and December 31**.
- **November 1** for festivals taking place between **January 1 and March 31**.

#### **OBJECTIVES:**

- To support the efforts of volunteers in organizing their community's signature annual festival or celebration.
- To encourage communication and cooperation among community groups, businesses, and local governments in organizing and participating in the community's signature annual event.
- To increase community participation, including youth participation, in a significant annual community event that celebrates and reflects the character of the community.
- To contribute to local tourism and/or other economic activity in the community.
- To raise the community's understanding, awareness and appreciation of its heritage, culture, identity and other elements that foster a sense of identity and pride.

#### **LEVEL OF ASSISTANCE:**

Grants awarded are to a maximum of 10% of eligible revenues based on the event's most recent financial statement to a maximum of \$10,000.00. Total support from all provincial sources will not exceed 20% of total eligible revenues. Actual grants may be less than amounts requested and subject to availability of funds.

#### **ELIGIBILITY CRITERIA:**

- The festival must take place in a rural or northern community and must be the community's signature annual celebration – reflecting, celebrating and profiling the unique character of the local community, its heritage, culture and identity. The festival must have taken place for a minimum of two years prior and must not be eligible for ongoing financial assistance through other provincial government programs.
- Applicants must provide a report and financial statement for each of the last two years.
- All events and activities must be open and accessible to the general public.
- The festival must provide opportunities for all citizens, including youth, to participate as spectators, volunteers, or as part of the event's programming. Provision of opportunities for youth leadership should be a particular feature.
- The festival must operate as an incorporated, non-profit organization or under the jurisdiction of an incorporated, non-profit organization.
- The festival must occur in the application year and must take place over a minimum two-day time period.
- Only one annual event per geographic community will be considered.
- The festival must demonstrate tangible financial and/or in-kind support from local government.

- In order to ensure organizational stability, clients are encouraged to develop an operating surplus or reserve appropriate to the size and scope of their operations. Use-of-surplus plans must be submitted should an accumulated surplus exceed 50% of annual revenues. A deficit reduction plan must be submitted in the event of an accumulated deficit.

### **Eligible Revenues:**

Eligible revenues include only those revenues directly generated by and for the event and that are recorded and reflected in the annual financial statement, such as:

- entry fees; box office or other entrance sales; program sales; advertising sales; donations; sponsorships and grants; gross revenues from programming activities; and net revenues from fundraising activities (e.g. only the net revenues from food and beverage sales, raffles, etc.)

### **Ineligible Revenues:**

Ineligible revenues include those raised for capital purposes, such as construction, renovation, property acquisition, or equipment purchase.

### **ASSESSMENT AND NOTIFICATION:**

Funding decisions are based on the grant formula, meeting the eligibility criteria of the program and an assessment of application based on how well the project reflects the program objectives, the capacity of the applicant to complete the project and the general merits of the proposal.

Applicants will be notified in writing within six weeks after the application deadline. It is not possible for the Arts Branch to consider appeals because of the limitations of available funds and the short turn-around time accorded to the fund disbursement process. Meeting the general and eligibility criteria does not guarantee funding nor does failure to receive financial support reflect a negative assessment of an application. It is not the intent of this program to duplicate assistance provided by the department or other provincial departments and agencies. Previous funding from the department does not guarantee funding in future years. Results will not be released over the telephone.

### **GRANT DISBURSEMENT:**

Grants will be paid in two instalments. The first instalment will be conveyed following Ministerial approval. The second instalment will be released subject to the department's receipt of a satisfactory narrative and financial report. **The final instalment will not be paid until all required information has been received.**

### **REPORTING REQUIREMENTS:**

Approved applicants will receive a Final Report form, which is due within **60 days** of the event's completion. **Final reports that are incomplete or late can result in the suspension or forfeiture of the second grant instalment. Consideration for future grants is dependent upon the satisfactory completion of all outstanding reporting obligations.**

### **APPLICATION PROCEDURE:**

Applicants are strongly encouraged to contact the program consultant or Recreation and Regional Services staff before filling out an application. The Arts Branch may request additional information beyond that included in the project proposal.

Applications may also be submitted earlier through your local Recreation and Regional Services office; however, all applications must be received at the address below on or before the application deadline in order to be considered for support.

Please send completed applications and all required supporting materials to:

Department of Sport, Culture and Heritage

Arts Branch

Mr. Perry Grosshans

Arts Consultant

6<sup>th</sup> Floor, 213 Notre Dame Avenue

Winnipeg MB R3B 1N3

Phone #: 204-945-7581

Or by email to [artsbranch@gov.mb.ca](mailto:artsbranch@gov.mb.ca)

Website: <http://www.gov.mb.ca/chc/artsbranch/>

For Recreation and Regional Services Contact Information go to:

[http://www.gov.mb.ca/mr/bldgcomm/recreg/offices\\_and\\_contact\\_information.html](http://www.gov.mb.ca/mr/bldgcomm/recreg/offices_and_contact_information.html)