



**ARTS**  
**CREATIVE COMMUNITIES PROGRAM**  
**PROGRAM GUIDELINES** *(Revised Spring 2009)*

**Deadline: Ongoing**

*(Also see Guide to Filling out the Creative Communities Application Form)*

### Background

2010 Legacies Now is dedicated to strengthening arts, literacy, sport and recreation, physical activity and volunteerism in communities throughout B.C.

2010 Legacies Now focuses on new opportunities in the arts and culture sector and seeks to strengthen and enhance the creative capacity of organizations and communities across British Columbia through strategic investments and projects.

The Creative Communities Program addresses the following objectives:

- To increase municipal government involvement in the development of cultural resources
- To increase community engagement in creative activities
- To strengthen the arts sector's economic base and organizational capacity
- To strengthen the arts sector's ability to achieve artistic excellence

### Creative Communities Program Categories

The Creative Communities Program provides investments to B.C. municipalities and other local governing bodies to undertake cultural development projects in association with community partners. The goal of the program is to encourage the use of Cultural Planning by communities to recognize the creative sector's importance in and of itself and in attaining social and economic objectives.

Support is available in three categories. Please note that each category has a separate application form. Examples of funded projects can be found on our website at [http://www.2010legaciesnow.com/creative\\_communities/](http://www.2010legaciesnow.com/creative_communities/)

- A. **Cultural Mapping** - supports assessment and inventorying projects that enable communities to take stock of local arts and cultural assets, strengths, challenges and aspirations for the purpose of establishing the groundwork for the development of a Cultural Plan. It should include a consultation process to engage community members and gain an understanding of their interests and concerns. Communities with no existing Cultural Map are encouraged to complete this process before embarking on a Cultural Plan.

Eligible costs in this category include hiring consultants and/or artists with cultural mapping skills, compiling an inventory of arts and cultural assets and needs, public meetings and communication.

- B. **Cultural Planning** - supports communities in developing a Cultural Plan that municipal councils, bands or tribal councils, staff and community partners can implement and use to evaluate their progress. It can also assist communities that have done the preliminary planning, research and community outreach work toward the development of a Cultural Plan, and are ready to take the next steps.

Eligible costs in this category include collecting information (surveys, focus groups, public consultations, and specialized studies such as market research or economic impact studies), hiring consultants to work with local government and community partners, and producing and disseminating the Cultural Plan.

2010 Legacies Now has toolkits available for both Mapping and Planning processes (PDF files). They can be downloaded at [http://www.2010legaciesnow.com/creative\\_communities/](http://www.2010legaciesnow.com/creative_communities/)

- C. **Cultural Tourism Strategy** - supports municipal councils, bands or tribal councils in developing a Cultural Tourism Strategy as an enhancement to an existing Cultural Plan. A comprehensive Cultural Tourism Strategy would expand the relationship between the tourism and arts and culture sectors while also building capacity and bridging understanding between both sectors.

Eligible costs in this category include specialized studies such as market research or economic impact studies, hiring consultants to work with local government and community partners, and producing and disseminating the Cultural Tourism Strategy.

**Note:** Prior to making an application, applicants to the Cultural Tourism Strategy category (Category C) must have an existing Cultural Plan that is being implemented in the community.

## General Eligibility

### Who May Apply

Please note that the Creative Communities Program does not accept applications from individuals. Applications to Category A and B (Mapping and Planning) can be made by arts organizations, but only in partnership with a local governing body.

Applications may be submitted by B.C.:

- Municipalities/Local governments
- Regional governments

- Bands or Tribal Councils
- Association of Arts organizations, in partnership with their local government (Categories A and B)
- Local tourism agencies, in partnership with local arts organizations (Category C)

Applicants must demonstrate commitment to cultural development in their communities through matching financial support, and through involvement of community partners from the arts and culture sector, schools, businesses, tourism, recreation, etc. Associations of B.C. arts organizations, including First Nations and Aboriginal arts organizations, that can demonstrate strong support and involvement from other community partners and their local/regional government are also eligible to apply.

### **Limitations**

The Creative Communities Program cannot assist with:

- Endowments
- Capital expenditures (renovation, construction, property or equipment purchase)
- Facility Feasibility Studies or Cultural Facility Master Plans
- Language mapping
- Tourism Strategies that do not have an arts and culture focus
- General operating expenses (including staff salaries, facility costs, regular promotional or marketing activities)
- Competitions, prizes or awards
- Deficits incurred from past activities
- Fundraising, marketing for commercial purposes

Applications may be made to only one category of the Creative Communities Program at a time. Communities with no existing Cultural Map are encouraged to complete this process before embarking on a Cultural Plan. Applicants to the Cultural Tourism Strategy Category must have an existing Cultural Plan that is being implemented in the community.

If an applicant has received funding in one category, a final report must be submitted and accepted before making an application to another category. Only one application can be received per regional district at any one time.

An application to the Creative Communities Program does not preclude the applicant from applying to other contribution programs under the Arts area of 2010 Legacies Now. For a description of all programs with guidelines, visit: [www.2010legaciesnow.com](http://www.2010legaciesnow.com).

An entity which is part of an application for a regional project may apply for a separate project within the Creative Communities Program.

Activities cannot be funded retroactively.

## Assessment

### Assessment Process

Eligible applications will be evaluated by staff with the assistance of an advisory committee consisting of leaders in community development and cultural planning. Decisions will be based on the eligibility and assessment criteria described in these guidelines, within the context of the community and regional needs. Consideration will also be given to the geographic distribution of the Program's limited funds throughout the regions of B.C.

Applicants will be informed of the advisory committee's decision in writing approximately 8 weeks after the receipt of an application. Results will not be given over the telephone or by email. Funds will be paid out in two instalments, 80% on signing of a contribution agreement and 20% upon acceptance of a final report.

### Assessment Criteria

Applicants will be evaluated on the basis of their ability to:

- Clearly articulate objectives and a realistic workplan that includes consultation with a wide range of community members, taking stock of arts and cultural assets and needs, and developing a vision and strategy for cultural development that is shared by the local government and the community.
- Provide evidence that the people with the necessary skills and experience are available to direct and carry out the workplan.
- Provide a realistic budget that justifies all expenses and includes at least 50% in matching funds from the local government and/or other public or private sector sources.
- Clearly articulate plans for overseeing implementation of the project and monitoring outcomes over a significant period of time.
- Where the applicant has close neighbouring communities, show how consideration will be given to any existing cultural assets and cultural development projects in those communities.
- Provide a CV for the consultant(s); or a Request for Proposals (RFP) outlining the skills required for the consultancy.
- Provide evidence that the local or regional government is committed to developing and implementing a cultural plan or cultural tourism strategy and is collaborating with community partners. Such evidence includes providing matching funds, designating the lead administrative agency that will manage the plan, and identifying community partners.

### Priority Consideration

Priority consideration will be given to proposals that address one or more of the following:

- Strong support from the local and/or regional government including financial support.
- A commitment to implementing the recommendations outlined in the plan or strategy.

- A plan or strategy that considers a wide range of community interests for the long term viability of the work.
- Needs and interests of communities that have no cultural map, plan or cultural tourism strategy, and/or are currently underserved with respect to cultural resources.
- Needs of artists and arts organizations and the benefits of cultural development in other sectors of the community.
- Long-term vision for building creative communities in B.C. beyond the specific project.
- Cultural Plans linked to a municipal or regional development plan or economic development strategy. (Category B)
- Cultural Tourism Strategies that have strong support from local tourism agencies. (Category C)

## Financial

### Level of Assistance

The Program will fund up to a maximum level of 50% of the costs of a proposed project based on the following populations (as determined by the 2006 Census).

Communities with a population of up to 10,000	Up to \$5,000
Communities with a population of 10,001 to 100,000	Up to \$10,000
Communities with a population over 100,000	Up to \$20,000
Regional Districts with a population of up to 100,000	Up to \$20,000
Regional Districts with a population between 100,001 and 250,000	Up to \$40,000
Regional Districts with a population over 250,000	Up to \$50,000

Any multi-partner project, including a regional plan, is eligible for funding at the maximum population level for the area served by the project. Assistance from the Program is contingent on matching financial support from other local public and private sources.

### Conditions of Assistance

- In general, funding for successful applicants will not be paid out until partnerships and matching financial support are confirmed.
- Support from 2010 Legacies Now must be appropriately acknowledged on all materials related to the funded project, but only with the expressed consent of 2010 Legacies Now. Formats and guidelines for their use will be provided to successful applicants.
- Successful applicants will be required to submit a final report on their use of the funds and the outcomes of their funded activities. Project results and outcomes may be shared and made public by 2010 Legacies Now.

## Other Support Programs

Creative Communities is one of several contribution programs under the Arts area of 2010 Legacies Now. For a description of all programs visit [www.2010legaciesnow.com](http://www.2010legaciesnow.com).

## Glossary

For the purposes of the Creative Communities Program, a **Community** usually refers to a geographic region with a governing body. Please contact the Arts area of 2010 Legacies Now to determine eligibility prior to submitting an application.

**Cultural Tourism** involves visits by persons from outside the host community motivated wholly or in part by interests in historic, artistic, scientific, or lifestyle/heritage offerings of a community, region, group, or institution.

(Source: LORD Cultural Resources Planning and Management Inc.)

**In-kind Contributions** include goods (space used by applicant, equipment, supplies, materials, etc.) and services (volunteer time, transportation, printing, etc.) donated to the applicant. Note: The dollar value of in-kind contributions (what it would cost if the organization had to pay for them) must be reported separately from the cash columns in the budget section.

**Partnerships** must consist of two or more organizations, each of which is expected to make a clear, identifiable and significant contribution to the project. Partnerships that include non-arts groups or organizations must have at least one partner with a demonstrated track record of experience in cultural programming. Partners share responsibility and often share risk. Organizations that solely provide funding towards the project are not considered partners (such as granting bodies, foundations, sponsors, donors, etc).

## How to Apply

### Deadline: Ongoing

1. Read the Creative Communities *Program Guidelines*
2. Contact the Arts area at 2010 Legacies Now to discuss your proposal and eligibility criteria
  - i. Phone: 778-327-5160/Toll free:1-866-427-2010
  - ii. Email: [arts@2010legaciesnow.com](mailto:arts@2010legaciesnow.com)
3. See the Creative Communities *Guide to Filling Out the Application Form*
4. Complete the Creative Communities *Application Form* (note that each program category has a separate application form) and provide all supporting material.
5. Send completed application to:
 

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