



CREATIVE COMMUNITIES

GUIDE TO FILLING OUT THE APPLICATION

Application Format

- Please use the space provided in the application form only, unless otherwise indicated.
- Where allowed, attach 8.5"x11" white paper using a minimum 11pt font.
- Provide one copy of all requested materials on white 8.5"x11" paper, single-sided.
- Ensure the applicant's name is on each page.
- DO NOT bind the application with staples, cerlox spines, binders, tabs, folios, presentation folders or other means.

Applicant Details

Choose the specific application form for the category you are applying into.

Lead Applicant

- List the legal name of the applicant. This is the name that the cheque will be made out to if the applicant is successful.

Contact Person

- This will be the only person entitled to receive the contribution contract, as well as all financial information regarding the applicant file.

Summary of Initiative

- Condense your initiative into no more than 50 words.
- Answer who, what, why, where, and when of what you propose to do.

Scope of Initiative

- Please indicate the community or communities participating in the initiative.

Population of the community/region being served by the initiative

- The Program will fund up to a maximum level of 50% of the costs of a proposed initiative based on the following populations (as determined by the 2001 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 initiative, including a regional plan, is eligible for funding at the maximum population level for the area served by the initiative. Assistance from the Program is contingent on matching support from other local public and private sources.

Cost of Initiative; Amount Requested

- Should equal the budget request.

Start Date; End Date

- Planning and evaluation activities should be taken into account in the start and end dates.

Lead Applicant description

- Pick the one that best suits your organization.

Description of Initiative

- Answer the questions asked, and be concise and focussed. You may want to give your description to someone totally unfamiliar with your initiative to review. Does s/he understand what you are trying to accomplish? Can s/he answer the who, what, when, where and why questions?
- Be sure to show how the initiative fulfills the priorities and objectives laid out in the Program Guidelines.
- Focus on and explain how your community will be transformed and/or different as a result of the initiative.
- Remember *Cultural Mapping* supports the first step towards developing a Cultural Plan for the community. It is a process of inventorying, identifying assets and gaps, and engaging the arts and cultural community in this process. *Cultural Planning* supports communities in developing a Cultural Plan that municipal 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. Cultural Tourism plans are also eligible, if they are an enhancement to an existing cultural plan.

Workplan/Timeline

- You can lay out the workplan in any manner that works for you. A simple format may be setting up three columns that address Key Milestone Dates/Activity/Who's Responsible for the Activity.

- Be sure to include a summary of work that has been done to date. Anything listed here cannot be funded by Arts Now.

Evaluation

- What are your key measures of success? Wherever possible use quantifiable (numeric) indicators as well as qualitative.
- Arts Now has provided a simple format that includes Success Measures and Evaluation Methods. Please use this, or a similar format for this section.
- The outcome of your project is very important to Arts Now. Please refer to our website for examples of funded initiatives.
- A commitment to undertaking a Cultural Planning process following completion of the Cultural Mapping is encouraged.
- A commitment to incorporating the recommendations of the Cultural Plan into future planning processes is a priority consideration for funding.
- Details regarding priorities for assessment can be found in the Creative Communities Program Guidelines.

Budget

- Please read this section carefully before filling out the application.
- A mock budget is included with this guide to help you.
- Round all figures to the nearest dollar.

EXPENDITURES

- Arts Now investment is a cash value. We need to know what part of the overall cash budget you are asking Arts Now to support.
- There are two kinds of values requested in the budget - cash and in-kind. Cash is actual dollars needed for the initiative. In-kind costs are goods and services that have a cash value but that will be allocated to the initiative at no cash cost.

Column A

- Total cost of the initiative, including both cash and in-kind.

Column B

- Indicate what portion of the total cost (Column A) you are asking Arts Now to cover. i.e. if you have total consultant fees of \$10,000 and you want Arts Now to cover half, then Column A would be \$10,000 and Column B would be \$5,000.

Column C

- Indicate what portion of the total cost (Column A) is in-kind.
- **In-kind Contributions** include goods (space used by applicant, equipment, supplies, materials, etc.) and services (volunteer time, transportation, printing, etc.) donated to the applicant organization. Note: The dollar value of these contributions (what it would cost if the organization had to pay for them) must be reported in both Column A and Column C.
- Examples of in-kind allocated costs include donated labour, equipment services, and the contribution of administrative costs by the applicant to the specific

initiative (the provision of a desk in your office, and the value of the applicant's staff who will be contributing to the initiative are examples).

- To calculate the value of donations or labour, Arts Now recommends the following:
 - Donated materials or equipment rentals at verified fair market value
 - Donated accredited professional services at verified fair market value
 - General labour (e.g. administrative support): \$10/hour
 - Skilled labour (i.e. marketing, communications, internet support): \$25/hour

Notes

- You must fill this section in. Use this space to provide information where necessary for the figures in Columns A, B and C. Be clear and succinct, but be sure to provide information where necessary. This is critical in explaining expenses to the Advisory Panel.
- Provide estimates where appropriate; attach a "Notes to Budget" page if there is inadequate space.

Fees

- Use the notes section to explain how they were derived or agreed upon.

Overhead

- These costs are already within the applicant's (or partner's) operations they should be placed in the in-kind column. In the notes column show how the value was calculated. i.e. General Manager as Project Supervisor \$35,000 annual salary divided by 52 weeks divided by 35 hours/week equals an hourly wage of \$19.23 times 5 hours per week times 12 weeks of the initiative would be \$1,154. Although overhead costs are eligible as matching dollars they are not eligible for Arts Now funding.

Total Each Column

- Add the sub-totals to reach the total cost (Column A), the total request from Arts Now (Column B) and the total in-kind (Column C). Column B cannot exceed 50% of Column A. Column C cannot exceed 25% of Column A.

REVENUES

Column A

- How much cash are you expecting and from what sources?

Column B

- Indicate which revenues are confirmed or applied for.
- An amount without anything indicated will be assumed to be unconfirmed.
- For amounts that have been applied for, please use the notes column to indicate when they were applied for and when you expect to hear the outcome.
- For amounts that cannot be confirmed (such as box office or applications to other programs that have not been confirmed) write in the notes if you have based the estimate on past experience and what that experience might be. i.e. Allocating \$2,000 from Arts Council operating grant - last 3 years have received \$10,000.

Column C

- Indicate the amounts of in-kind revenue. These amounts should correspond with in-kind expenses.

Contribution from applicant and partners

- Wherever possible the applicant and partners should make a cash contribution from their operations as well as any in-kind contribution. This will show how important the applicant and partners consider the initiative and will also give an indication of future sustainability.

Government grants

- Indicate the specific program being accessed from each level of government e.g. Western Economic Diversification: Community Futures.
- Please be aware that funders communicate with each other.

Request from Arts Now

- This figure should match the total expenses of Column B above.

In-Kind Value Total (Column C)

- This amount must equal the total of Column C in Expenses.

Surplus/Deficit

- Please note that Arts Now does not fund surpluses equivalent to the amount you have applied for nor does Arts Now fund budgets which show a significant deficit.

Supporting Materials

- Please do not include visual support material (books, CDs or DVDs), they will not be returned.
- Include all supporting material at the time of your application.
- CVs of the people involved in the initiative are recommended. If a consultant is hired please provide a CV for the consult, except in the event that a consultant has not been identified, in which case an RFP should be included.
- Please include any previous or existing Cultural Maps/Plans.

How to Apply

- Applications will be accepted at any time. Inquiries can be made to 778-327-5160 or artsnow@2010legaciesnow.com.

Declaration by the Applicant

- Make sure the application is signed by two signing officers. One should be the Contact Person for the application. Information regarding the file will only be given to this person.