

Surrey Cultural Grants Program

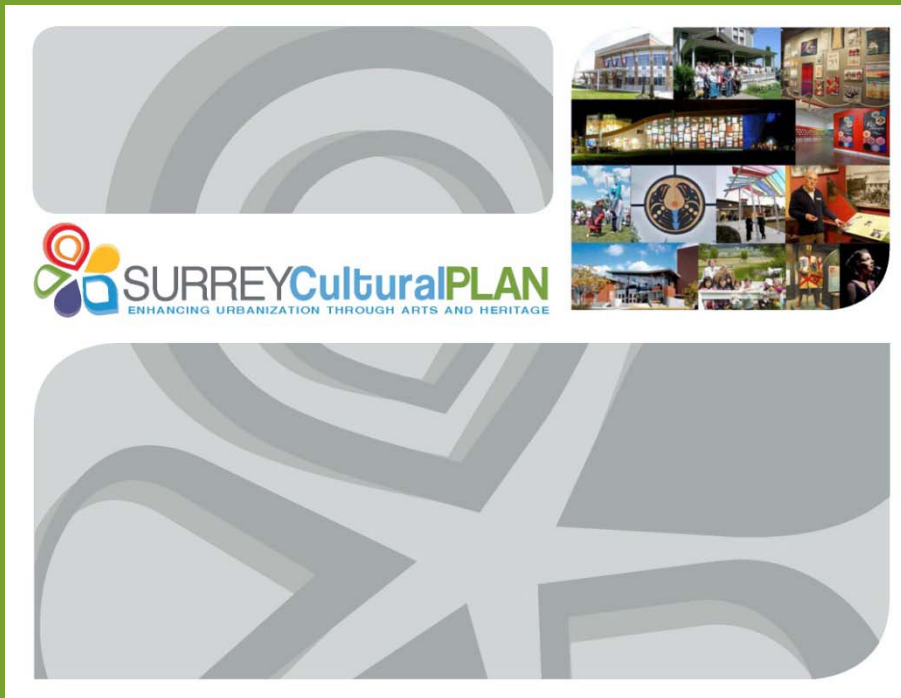
Enhancing Arts & Heritage in Surrey

Survivor 101 Presentation

Tuesday, October 29th, 2013



Surrey Cultural Plan



Surrey City Council recently adopted an exciting new Cultural Plan that includes a recommendation to develop and implement a cultural granting program in 2012.

Goal D: Enhance Community Involvement Potential

Many successful initiatives have been piloted with grants or short-term City support – e.g. Surrey Celebration Dance Team, Surrey City Orchestra, and Cirque Surrey. These groups involve local artists and cultural workers who are critical to generating the art, performances, heritage presentations, music, and events that create the energy and ambiance that are the hallmark of a vibrant city. Groups like these and organizations like Arts Councils are typically supported through civic granting programs.

From discussions during the study it was evident that most of the volunteer-based, not-for-profit organizations in Surrey are operating at the margin and surviving from one month to the next. This precarious condition makes it difficult for them to pursue sustainable fundraising arrangements or enter into long-term collaborative/contract arrangements with the City.

The goal of a Cultural Grants program is to overcome the limiting impacts of insufficient basic funding and help mobilize the full potential energy and talents of Surrey's community resources. The grants to individual groups therefore need to be substantial enough to provide some stability in programs and activities.



Recommended Strategy

D-1: Establish a Surrey Cultural Grant Program

The fact that many cities have Cultural Grant programs (e.g. New Westminster, Prince George, St. Albert, Strathcona County, Victoria, Vancouver, Toronto, Ottawa) is a strong indication that the resource leveraging benefits of basic funding for arts and heritage community groups are widely recognized. A survey of cultural grant programs recently conducted by the City of Richmond indicated the following levels of grant funding per capita.

<u>City</u>	<u>\$/capita</u>
Kingston, Ont.	\$2.56
North Vancouver City & District	\$2.01
St Catharines, Ont.	\$1.79
Kelowna, BC	\$1.47
St John, NB	\$1.29
Saskatoon, Sask	\$1.22
Richmond, BC (pilot program)	\$0.50

The Cultural Grant Program in Richmond was unanimously approved by their Council in late July 2011.

Objectives & Priorities (Goal D)

Given the demonstrated benefits of Cultural Grant Programs that have already been investigated by City staff, it is recommended that the City move forward with establishing a suitable program for the Surrey context.

Short Term Objectives (1 to 2 yrs)

- Develop Cultural Grant Program
- Establish Cultural Grant criteria to support strategic alliances
- Promote and initiate Cultural Grant program
- Explore and implement initiatives to enhance City's dialogue with the cultural community

Medium Term Objectives (3 to 5 yrs)

- Review effectiveness of Cultural Grant Program and adjust as required to achieve maximum benefits

Long Term Objectives (beyond 5 yrs)

- Explore potential to enhance sustainability of the Grant program with strategic partnerships

Cultural Grant Task Force

CULTURAL DEVELOPMENT ADVISORY COMMITTEE REPRESENTATIVES

- **Barbara Cooper** – President of Semiahmoo Arts Community Arts Council of White Rock and District
- **Carol Girardi** – President of Arts Council of Surrey
- **Cora Li-Leger** – Artist
- **Bob McMurray** – Chair of Heritage Services Community Advisory Board, Member of Public Art Advisory Committee & Cultural Plan Steering Committee

CITY STAFF

- **Robert McCullough** – Museum Manager, Heritage Services Division
- **Sheila McKinnon** – Manager of Arts Services Division
- **Alison Rajah** – Surrey Art Gallery Curatorial Assistant

CITY STAFF ADVISORS

- **Suzanne Fillion** – Manager of Financial Services (Grant Evaluation Committee for Community Grants)
- **Aileen Murphy** – Social Planner (Grant Evaluation Committee for Community Grants)
- **Erin Schultz** – Heritage Associate Planner (Member of Cultural Plan Steering Committee)
- **Shira Standfield** – Civic Beautification Planner (Community Beautification Grants)



Meetings & Methodology

June 5 – Surrey Arts Centre

Review of Background Information Binders & Research Considerations

June 20 – Surrey Museum

Municipality Reports: Richmond, North Vancouver, Victoria, Mississauga, Related City of Surrey Grants

July 10 – Semiahmoo Arts

Presentation on City of Surrey Community Beautification Grants with Shira Standfield, Civic Beautification Planner & Comparative Analysis of Reference City Programs and Related Surrey Programs

August 14 – Newton Cultural Centre

Discussion-based Comparative Analysis of Reference City Programs and Related Surrey Programs with Suzanne Fillion, Manager of Financial Services & Community Meeting Planning

August 21 – Newton Cultural Centre

Discussion-based Comparative Analysis of Reference City Programs and Related Surrey Programs with Suzanne Fillion, Manager of Financial Services & Community Meeting Planning

September 4 – Surrey Arts Centre

Discussion-based Review of Draft Guidelines & Community Meeting Planning



Reference Cities

Richmond – City Grant Program



North Vancouver – Grants Programs



Vancouver – Cultural Grants Program



Victoria – City Support for Arts & Culture



Mississauga – Arts & Culture Grant Program



Research Considerations for Comparative Analysis

- Describe the current grant programs and eligibility criteria.
- Analyze these programs to determine the current level of funding provided to cultural organizations
- Describe the benefits of cultural granting programs and why they are important.
- Who should be eligible to apply; should the cultural granting program support individuals (artists), community organizations, registered not-for-profit societies, or less formal emerging organizations? Should the grant recipient(s) be Surrey based and must their proposed activity be Surrey based? Should geographic location of the activity in Surrey be a factor?
- Should the cultural granting program serve a particular demographic (e.g. youth)? Should the program promote particular cultural sectors? Should any cultural sectors or activities be excluded (e.g. school groups)?
- Should the program support/strategically prioritize particular activities (e.g. cultural promotion such as Culture Days events, sustaining existing cultural organizations, building community capacity through leadership development or fundraising events, one time project funding, audience development initiatives)?
- Would the intake process be once per year or on-going? Who would review the applications and how would the funds be awarded? How would these grant decisions be announced? Would successful applicants receive the full funding up front or would funds be distributed according to certain milestones and deliverables?
- Would there be a minimum or maximum level of funding awarded to each recipient annually? Would the grant applicant be required to have matching funds or in-kind contributions towards the proposed activity?
- Would there be an appeal process for unsuccessful applicants?
- Would grant recipients have to complete a final report? Would there be any other methods or supervising the grant spending? Would there be a category for multi-year funding awards?



Guidelines

VISION OF THE CULTURAL GRANTS PROGRAM

To enhance arts and heritage in Surrey through:

- building organizational capacity and sustainability in local cultural organizations; and
- investing in community based activities that promote awareness and participation in Surrey's cultural development.



GENERAL GUIDELINES

- Organizations may submit one application per grant cycle.
- Awarding of funds will be based on number of eligible applicants and available funding in the year the application is received.
- Five to twenty percent of the Cultural Grants Program fund may be kept as a reserve for contingency.
- City strategies and Cultural Plan goals may be considered as additional criteria for the awarding of funds.



EXCLUSIONS

- educational institutions
- religious, political, and business groups
- fundraisers
- travel (outside the Lower Mainland)
- deficit reduction
- capital projects



INVESTMENT STRATEGIES

- Capacity Building Funds
- Project Funds
- Operating Funds





PROCEDURE FOR PROCESSING GRANT APPLICATIONS

- STEP 1 Submit one page letter of intent

- STEP 2 Attend an information session & mentoring session

- Step 3 Receive applications

- STEP 4: Evaluation process

- STEP 5: Recommendations to Council

- STEP 6: Notification and appeal process

STATUS of 2013/2014 CULTURAL GRANTS

2013

- In April 35 Groups received \$123,000 in funding



2014

- In September 58 Groups submitted Expression of Interest Letters
- Applications are due Nov. 5th



FINAL COMMENTS

- Share your initiatives and events with the community.
- Promote your initiatives and events by letting the media know.
- Keep your website up to date.
- Support other groups by attending their events.
- Seek potential partnerships for future initiatives.
- Demonstrate your appreciation to Mayor and Council and other Sponsors; invite them to your events.
- Document your initiatives and events.

