

## Cultural Roundtable Event Development Program

### PURPOSE OF THE FUNDS

The Town of Hanover and its Cultural Roundtable values the important role that Hanover not-for-profit community organizations and private enterprise play in delivering special events and initiatives that support our community and promote cultural activity and tourism. The Cultural Roundtable Event Development Program provides funding aimed at enabling Hanover not-for-profit community organizations and private enterprise to plan, develop and implement community development, based special events and initiatives. The special events and initiatives should meet local needs, positively promote Hanover, support economic development, involve, and empower local people and have an aim of sustainability. This fund provides an opportunity to do more than just financially support a special event and initiative and is intended to facilitate the provision of ongoing benefits to the community.

### FUNDING

Requested amounts for the grant incentive should accurately reflect the cost of the associated activity(s) to start or enhance a special event or initiative, outside of the amount invested by other grants or sponsorships. A maximum grant amount is set at 25% of the overall expense budget, to a maximum of \$2,500 per application and per organization on an annual basis.

For clarity, the following guide will be used to determine the grant amounts:

Total Expense Budget	Maximum Grant
\$15,000.00	\$2,500.00
\$10,000.00	\$2,500.00
\$5,000.00	\$1,250.00
\$2,500.00	\$625.00

Funding is made available through the Cultural Roundtable to eligible organizations through a competitive process. The total amount available each year is approved by council as part of the annual budget process.

## COMMITTEE REVIEW PROCESS

Applications can be submitted as follows:

Deadline	Special Events & Initiatives Occurring	Decision Communicated to Applicant By
April 14, 2023	May to August 2023	May 5, 2023
August 11, 2023	September to December 2023	September 8, 2023

A committee of the Economic, Tourism and Cultural Development Advisory Committee will review the applications to ensure applicants meet eligibility and established criteria for approval.

## APPLICATION COMPLETION

Special events and initiatives should be developed using a high degree of participation and engagement with community during the planning and development stages. Partnerships between organizations to deliver events and projects are strongly encouraged.

In-kind funding from organizations applying and partnering organizations is also encouraged. Special consideration will be given to ensuring all identified categories are represented:

- Partnership and Collaboration Projects such as marketing programs and related materials, awareness/educational campaigns, etc.
- Community Enhancement / Beautification such as public art, horticulture initiatives, etc.
- Civic Pride / Awareness
- Special Events - Establishment of NEW events
- GROWING existing events

Financial Statements must be provided including proposed special event or initiative budget. Applications submitted without the required financial statements will be deemed incomplete and not eligible for funding.

## SPECIAL EVENT OR INITIATIVE PRIORITIES

The special event or initiative must meet the following objectives or priorities:

- Tie into applicable strategic plans, Cultural Plan or Economic Development objectives
- Detail how use of the funds will establish a new event or initiative or clearly define how use of the funds will grow an existing event or initiative.
- Clearly define the marketing plan and contribute a minimum of 15% of the overall event budget to marketing and advertising.

## EXAMPLE SPECIAL EVENT OR INITIATIVES

The following are example special event or initiatives that may be considered for funding:

- New special events (festivals) held in the Town of Hanover and are accessible to the public.
- Events and promotions to promote visitation and tourism.
- Children’s performance series.
- Create audio or virtual walking historical tours.
- Song-writing or book reading events.
- Collaborate with businesses for a special tour or promotion.
- Collaborate with other organizations.
- Garden or historic home tours.
- Clean-up days or rehabilitation projects of community spaces.
- Networking events.
- Promotion of the arts (including public art), live arts, exhibitions, local food and culture.

## APPLICATION EVALUATION CRITERIA

Applications will be evaluated using the following:

Item	Evaluation Criteria	Weight Factor
1	Promote Local Culture & Economic Development <ul style="list-style-type: none"> <li>• Positively Promote Hanover – including beautification and enhancement</li> <li>• Promote Hanover’s cultural assets, history or heritage</li> <li>• Promote community participation</li> <li>• Encourage visitation and tourism</li> <li>• Partner with local business</li> </ul>	35%
2	Involve & Empower People <ul style="list-style-type: none"> <li>• Promote civic pride</li> <li>• Promote partnerships and collaboration</li> <li>• Support volunteerism</li> <li>• Provide a social and ongoing benefit to the community</li> </ul>	15%
3	Demonstrate Growth & Sustainability <ul style="list-style-type: none"> <li>• Respond to priorities and community needs via the creation of a new event or initiative</li> <li>• Clearly demonstrate how existing events or initiatives will grow and how that will be measured</li> <li>• Demonstrates an aim of sustainability</li> </ul>	50%

The evaluation team will score each quotation in the following manner:  
All criteria outlined will be scored out of 8 for simplicity and consistency irrespective of the actual score/weight of the particular criterion. Following the consensus session, the scores will be determined by multiplying the evaluated score (out of 8) X weighted factor to get a final score with weighting.

## **FUNDING CONDITIONS**

- Special events and initiatives must be covered by liability insurance. A Certificate of Insurance is to be submitted upon approval.
- Approved special events and initiatives shall identify the Town of Hanover's HIPP Culture campaign as a sponsor by including the logo on print and electronic publications and other applicable sources of recognition.
- Approved special events and initiatives will be required to complete a funding agreement and submit final report upon completion of event or initiative to receive final funding payment.
- Approved special events and initiatives will receive 50% of approved funding at time of approval. The remaining 50% will be conditional upon receiving completed final report.

## **ELIGIBILITY**

Hanover not-for-profit community organizations and private enterprise may apply for funding to deliver special events and initiatives in the Town of Hanover. This grant doesn't support fundraising initiatives or organizations that already receive a form of municipal funding to operate.

## **APPLICATION PROCESS:**

Applicants must complete the application form. Application forms are available at [hanover.ca](http://hanover.ca) or by contacting the undersigned staff contact.

## **REPORTING**

A final report on the outcome of the special event or initiative is required (highlighting attendance, community engagement, future of the event or project, etc.).

## **MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT**

The Town of Hanover may promote the special event or initiative and reserves the right to use approved and funded projects as examples in promotional programming. The Town may promote an approved special event or initiative by using photographs and descriptions of the project in promotional materials.

## **PAYMENT OF THE GRANT**

Applications for which grants have been approved will be made available by notifying the applicant in writing and will be disbursed by cheque made payable to the organization or private enterprise.

## **LIMITATIONS OF LIABILITY AND INDEMNIFICATION**

Town staff, officers and agents shall be saved harmless arising out of any actions or approvals granted.

For more information, please contact:

### **April Marshall, Ec.D.**

Economic Development Manager

**Town of Hanover**

341 10th Street, Hanover, ON N4N 1P5

t [519.364.2780 x 1253](tel:519.364.2780) | c [519.372.5405](tel:519.372.5405) | f [519.364.6456](tel:519.364.6456)

e [amarshall@hanover.ca](mailto:amarshall@hanover.ca) | [hanover.ca](http://hanover.ca)



Town of Hanover  
 341 10<sup>th</sup> Street  
 Hanover, ON N4N 1P5  
 Phone: 519-364-2780  
 Fax: 519-364-6456

# Cultural Roundtable Event Development Program Application Form

The purpose of this program is to support Hanover not for profit organizations and private enterprise to initiate new and grow or enhance existing special events and initiatives. The events and initiatives should meet local needs, positively promote Hanover, support economic development, involve and empower people and have an aim of sustainability.

Applications can be submitted as follows:

Deadline	Special Events & Initiatives Occurring	Decision Communicated to Applicant By
April 14, 2023	May to August 2023	May 5, 2023
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A committee of the Economic, Tourism and Cultural Development Advisory Committee will review the applications and prepare a report for council approval.

Application Number (assigned by Administrator):	
Date Application Received:	

## ORGANIZATION INFORMATION

<b>ORGANIZATION NAME:</b>			
<b>CONTACT:</b>		Surname:	First name:
Address:	Street No.	Street Name:	Unit:
Town:		Province:	Postal Code:
Website:		Phone:	Email:

## PROGRAM PARTICIPATION

The Cultural Roundtable Event Development Program provides funding aimed at enabling Hanover not-for-profit community organizations and private enterprise to plan, develop and implement community development, based special events and initiatives. The special events and initiatives should meet local needs, positively promote Hanover, support economic development, involve, and empower local people and have an aim of sustainability. This fund provides an opportunity to do more than just financially support a special event and initiative and is intended to facilitate the provision of ongoing benefits to the community. This application supports:

<input type="checkbox"/> Establishing a NEW event or initiative  <input type="checkbox"/> GROWING and existing event or initiative  <input type="checkbox"/> Partnership and Collaboration Projects such as marketing programs and related materials, awareness/educational campaigns, etc.	<input type="checkbox"/> Community Enhancement / Beautification such as public art, horticulture initiatives, etc.  <input type="checkbox"/> Civic Pride / Awareness
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## GRANT REQUEST

Financial Statements must be provided including proposed special event or initiative budget.

Amount Requested:	\$ _____
Percentage of overall budget amount:	_____
Other grant moneys secured:	\$ _____
Sponsorship budget:	\$ _____
Total In-kind value projected:	\$ _____
Types of in-kind values:	_____
Number of community members involved in the planning and development:	_____
How the event or initiative will be promoted:	_____
Event or initiatives target market:	_____

## APPLICANT'S AUTHORIZATION

I hereby make the above application for a Cultural Roundtable Event Development Program Grant, declaring all the information contained herein is true and correct, and acknowledging the Town of Hanover will process the application based on the information provided.

Signature:	Title:
Printed Name of Signatory:	Date:

The personal information requested in this form is being collected for the purpose of determining eligibility of an applicant to receive a Council grant. The information collected under the authority of the Freedom of Information and Protection of Privacy Act. Questions regarding the collection of this information may be directed to the CAO/Clerk at 519-364-2780, ext. 1228. The Town of Hanover may promote the program and reserves the right to use approved and funded projects as examples in promotional programming including using photographs and descriptions of the project in promotional materials.

Completed applications to be submitted to:

**April Marshall, Ec.D.**

Economic Development Manager

**Town of Hanover**

341 10th Street, Hanover, ON N4N 1P5

**t** [519.364.2780 x 1253](tel:519.364.2780) | **c** [519.372.5405](tel:519.372.5405) | **f** [519.364.6456](tel:519.364.6456)

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