

Cultural Roundtable Event Development Fund

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 Fund 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 or initiative and is intended to put an emphasis on supporting marketing efforts to grow attendance and facilitate the provision of ongoing benefits to the community.

FUNDING

New Events

Requested amounts for the grant incentive should accurately reflect the cost of the associated activity(s) to start 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

Growth of an Existing Event or Initiative

Requested amounts for the growth of existing, or returning and previously funded events or initiatives, should clearly demonstrate how the Event Development Fund grant will assist in the growth of the event by increasing attendance or what the initiative or event is offering. This shall be demonstrated by providing data on the past events

attendance and the goal of the number of participants increase as well as defining how that will be achieved, i.e., growth of venue size, addition of talent, entertainment or activities, increase in marketing budget / ad spend allocation and media outlets. A maximum grant amount is set at 50% of the overall expense increase budget, to a maximum of \$1,500 per application and per organization on an annual budget.

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

Total Expense Budget Increase	Maximum Grant
\$5,000.00	\$1,500.00
\$3,000.00	\$1,500.00
\$2,000.00	\$1,000.00
\$1,500.00	\$725.00

Returning Events

To further support returning events or initiatives with no change in delivery and help build cultural recognition and awareness, by contributing to the marketing of the event or initiative, a maximum grant amount is set at \$500 per application and per organization with 100% of it being used to grow marketing efforts / ad buys.

For clarity, if the applicant submits a marketing budget of \$1,000 and is approved through the Event Development Fund, the grant of \$500 shall grow the budget to \$1,500 and be used accordingly.

Funding is made available through the Cultural Roundtable to eligible organizations through a competitive process. The total grant 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 18, 2025	May to August 2025	May 2, 2025
August 8, 2025	September to December 2025	September 5, 2025

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 and advertising plan.

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"> • Positively Promote Hanover – including beautification and enhancement • Promote Hanover’s cultural assets, history or heritage • Promote community participation • Encourage visitation and tourism • Partner with local business 	35%
2	Involve & Empower People <ul style="list-style-type: none"> • Promote civic pride • Promote partnerships and collaboration • Support volunteerism • Provide a social and ongoing benefit to the community 	15%
3	Demonstrate Growth & Sustainability <ul style="list-style-type: none"> • Respond to priorities and community needs via the creation of a new event or initiative • Clearly demonstrate how existing events or initiatives will grow and how that will be measured • Demonstrates an aim of sustainability 	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. Returning events will receive 100% of approved funding upon completion of the 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 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.). Should the final report not reflect the terms of the agreement or make appropriate use of the approved eligible expenses, the final grant payment may be cancelled, and the advance funds may need to be returned to the Town of Hanover.

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.

CANCELLATION OF EVENT OR INITIATIVE

Approved applicants are responsible to execute the funding as reflected in the agreement. Should the event be cancelled and not rescheduled in the same calendar year, the Event Development Fund grant will be withdrawn, and any advance funds shall be returned to the Town of Hanover. Any changes or cancellation of the agreement shall be provided to the program administrator in writing a minimum of two weeks prior to when the original application date of event or initiative was to occur.

For more information, please contact:

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Economic Development Manager

Town of Hanover

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