



MEMORANDUM

DATE: Feb. 8, 2024

TO: Vancouver Culture, Arts & Heritage Commission

FROM: Stacey Donovan, Parks, Recreation and Cultural Services

RE: **Culture, Arts and Heritage Grant Program Updates**

The Commission's Culture, Arts & Heritage grant program supports performances, exhibitions, activities, public art and other projects that showcase the best of Vancouver's creative community. The program was identified as a key action in the Culture, Arts and Heritage Plan adopted by City Council in 2018, and funding for the program was restored in the 2023-2024 biennial budget. In 2023, the commission released \$100,000 for the grant application process and received nineteen grant applications totaling \$158,965 in requests. The Commission recommended funding for fifteen of those grants, at a total of \$92,100, and identified several program and process changes to yield stronger applications representing greater project and applicant diversity for the 2024 cycle.

At meetings on July 13 and August 10, the Commission suggested improvements that would increase the clarity and conciseness of the application, increase and diversify the pool of applicants, improve communication with grantees, build relationships within the creative community, and build name recognition for the program. In addition to the Commission's recommendations, Donovan evaluated the program's accessibility and equity for a DEI capstone project in 2023 and staff has worked closely with the City's new Neighborhood and Community Grant Program to continue moving the program towards best practices.

Based on these discussions, the following changes have been implemented for 2024:

Goal: Broaden pool of applicants

Connecting individual artists with nonprofit fiscal sponsors

- Added collaboration ability for individual artists and their nonprofit fiscal sponsor to work together on materials

- Application workshop will provide instructions for collaboration with a fiscal sponsor
- Coordinating sponsor matchmaking via Commissioners

Marketing

- Overhauled program webpage
- Collaborated with the City's Office of Neighborhoods and Office of Equity and Inclusion for increased marketing reach
- Scheduled a combination of online and in person workshops, in-person workshops will occur out in the community rather than at City Hall. Commissioners are encouraged to attend these workshops to answer questions, facilitate project planning, and build relationships within the community.
- Provided Commissioners with elevator pitch for grant program to promote word of mouth sharing rather than traditional email forwards

Goal: Improve application efficiency

- Decreased maximum word counts in application
- Added Organization Mission question to application [see attachment A]
- Overhauled budget form to be one page, added category definitions, and reorganized categories to be more user friendly and consistent with reimbursement process
- Revised Application Workshop materials to have a budget-specific section
- Added a staff review period before application closes so staff can give applicants feedback and an opportunity to revise if needed

Goal: Improve communication between grantees, staff, and Commission

- Created calendar of project end dates for staff to monitor progress and provide timely support
- Revised auto-emails to provide step-specific instructions and additional resources
- Added section on webpage for current grantees with instructions for advertising, reimbursement, and reporting
- Revised report template to emphasize storytelling with quotes and photographs
- Report data synced to metrics in the City of Vancouver Strategic Plan

Staff is considering the following changes for future program years:

- Create a microgrant option with scaled down requirements and paperwork
- Switch from reimbursement-only process to upfront payment process
- Broaden eligibility from non-profit and government only to any type of organization or group as long as the use is not commercial
- Hosting a reporting and reimbursement workshop for grantees
- Broaden the application to include video or audio clips and additional languages
- Coordinating materials with other grants offered by the City including a grant landing page online and shared press release at the beginning of each year.

The Commission will receive an update on these changes at their meeting on February 8, 2024, and have the opportunity to provide feedback.

2024 Culture, Arts & Heritage Grants

City of Vancouver

Project Description

Organization Name*

This grant is open to nonprofit and government recipients. If you are an individual artist/organizer in need of a nonprofit fiscal sponsor, please contact the Vancouver's Culture, Arts & Heritage Commission at 360-487-8307.

Character Limit: 50

Organization Zip Code*

Character Limit: 5

Organization Mission

Character Limit: 500

Project Name*

Character Limit: 50

Project Type*

Please choose the project type(s) that most closely match your proposal.

Choices

Performance
Exhibit
Film
Literary Work
Education
Temporary Public Art
Permanent Public Art
Other

Project Description*

Describe your project and the community need it fulfills.

Character Limit: 2000

Project Start*

When will this project start?

Character Limit: 10

Project Completion*

When will this project be complete?

Character Limit: 10

Project Frequency*

How often does this project occur?

Choices

One-time

Annual

Ongoing

Annual Projects

If annual, how many years has the project run?

Character Limit: 3

Project Impact

Social Impact*

What are the intended social impacts of your project? (Examples: contribute to a sense of belonging, wellbeing, or artistic inspiration, enhance Vancouver's cultural identity, amplify underrepresented perspectives or cultures.) How will you assess this?

Character Limit: 750

Economic Impact

Will your project have an economic impact? (Examples: direct support for creative professionals, professional development for creative professionals, indirect support for local business, etc.) How will you assess this?

Character Limit: 750

Audience & Promotions

Audience Information*

Who is your target audience? How does your project expand their access to quality culture, art or heritage experiences in Vancouver?

Character Limit: 500

Project Promotion and Outreach*

What promotion efforts will you use to reach your target audience? If your project is a program or event, please summarize your marketing plan and attendance goals for this project.

Character Limit: 750

Budget

Budget Worksheet Upload*

Please upload your completed Culture, Arts & Heritage Grant Project Budget Worksheet. If you have not already downloaded this worksheet, [Click Here](#).

File Size Limit: 2 MB

Total Project Cost*

Expense total across all funding sources.

Character Limit: 20

Grant Amount Requested*

Proposed expense total from this grant.

Character Limit: 20

Matching Requirement*

Grantees are required to match 10% of the proposed grant award in cash, plus an additional 10% either cash or in-kind for a total of 20% match towards the project costs. This should be clearly reflected in your budget worksheet. Will you be using in-kind support towards your match?

Choices

Yes

No

Partial Funding Modificaton*

If only partial funding from this grant is available, can the project, event or activity be modified? Please explain how:

Character Limit: 750

Feasibility and Merit

Organization's Unique Qualifications*

Explain how your organization is uniquely qualified to execute the goals of this project. Please provide specific examples of relevant past projects.

Character Limit: 500

Work Sample*

Please upload materials to support your answer above or that illustrate your project concept.

File types can include: pdf, jpeg, tif, png, mp3, mp4, mov.

Character Limit: 250 | File Size Limit: 3 MB

Optional Work Sample 2

Please upload materials to support your answer above or that illustrate your project concept.

File types can include: pdf, jpeg, tif, png, mp3, mp4, mov.

Character Limit: 250 | File Size Limit: 2 MB

Optional Work Sample 3

Please upload materials to support your answer above or that illustrate your project concept.

File types include: pdf, jpeg, tif, png, mp3, mp4, mov.

Character Limit: 250 | File Size Limit: 2 MB

Creativity and Artistic Merit*

What makes your project visually or experientially compelling? What community talent does it draw on?

Character Limit: 750

Similar Projects?*

What similar projects have been done by others in this field? How does your project connect to and differentiate itself from those efforts?

Character Limit: 500

Event Information

(Complete this section if your project includes an event or performance)

Proposed Venue

What is the proposed venue for this project?

Character Limit: 250

Venue Accessibility

Is the venue ADA compliant?

Choices

Yes

No

Uncertain

Venue Confirmation

Is the use of this venue confirmed?

Choices

Yes

No

Permanent Work Information

(Complete this section if your project includes creation of a permanent work of public art)

Maintenance Plan

If the project involves the creation of a permanent item for public benefit, (work of art, mural, interpretive panel, etc.) please explain how it will be maintained and how that maintenance will be funded.

Character Limit: 750

Partnerships and Leverage

Key Partnerships and Leverage*

What key partners (organizations or individuals) have you identified and involved in the project? Please define their role(s) and how it contributes to the impact of your project.

Character Limit: 750

Biographies

Please upload a list of any and all collaborating artists and/or lead project staff for this project, including brief biographies.

File Size Limit: 2 MB

Relationship Building

How will this grant allow you to build relationships or leverage future opportunities with your collaborators or audience?

Character Limit: 750