



## **PROGRAM GUIDELINES**

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## BACKGROUND INFORMATION

### Creative County Committee

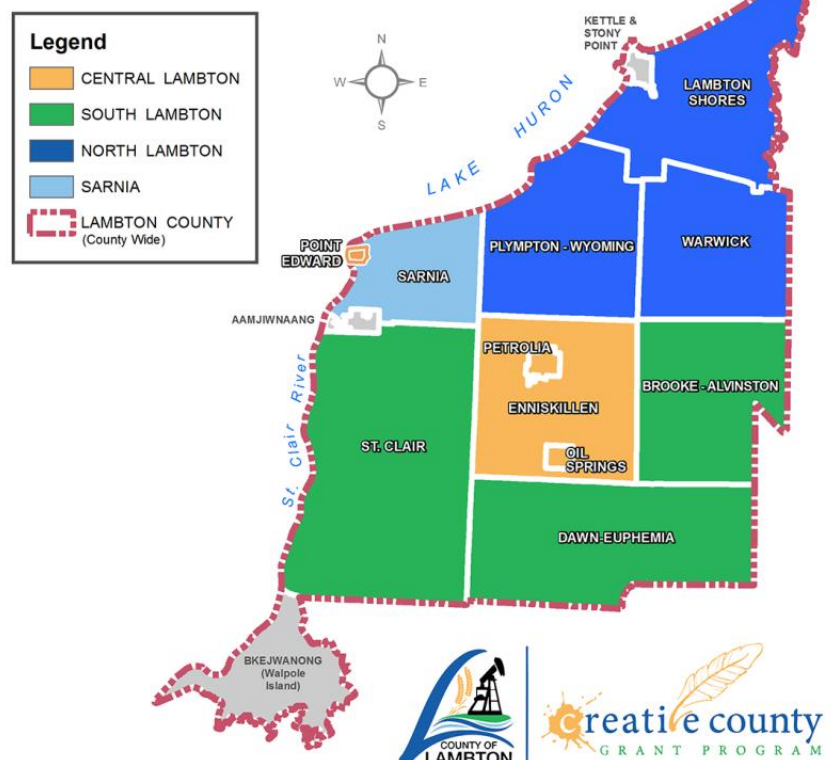
The County of Lambton's 2011 Cultural Plan " Building a Creative Economy: A Cultural Plan for Lambton County", focused on cultural growth and recommended that County Council establish a fund to support new arts and heritage projects, encourage local cultural partnerships, and promote cultural vitality in Lambton County. In 2012 Council struck the Creative County Committee, to be comprised of the Warden, four (4) Councillors and five (5) community representatives with a demonstrated involvement in Lambton's cultural community.

Councillors and non-elected Committee members are selected to represent four geographic quadrants of Lambton County and to ensure County-wide perspective, outreach and availability. With an annual budget of \$75,000, the committee distributes funding to projects, events, or workshops that enhance the heritage, arts and culture of Lambton County.

### Committee Membership:

- Warden
- Four (4) Councillors representing the four quadrants of the County: Central Lambton, North Lambton, Sarnia, South Lambton.
- Five (5) community appointees representing: Lambton's cultural community, Arts, Heritage, Tourism, Economic Development, Business Development etc.
- The CAO and the Corporate Cultural Officer.

## Creative County Grant Program



## **ABOUT THE PROGRAM**

### **What is the Creative County Grant Program?**

The Creative County Grant Program (CCGP) invests in new initiatives by providing funding to local arts, culture and heritage projects. Funding is intended to enhance the cultural landscape of Lambton County by supporting new, unique and innovative projects that strengthen and develop the creative community, define the County's unique identity and enrich the quality of life of all residents. Funding is available for projects that support the objectives below and meet the criteria described in the following pages.

### **CCGP Objectives:**

The objectives of the CCGP are to:

- nurture creativity and imagination through arts, culture and heritage projects,
- promote innovation and support new, dynamic efforts in the creative community with the goal of financial self-sufficiency and continuity,
- develop unique cultural resources and enhance the health and vitality of our communities,
- support the development of new and diverse audiences for cultural activities and programs,
- encourage inclusion and celebrate diversity through our rich creative community,
- foster creativity by encouraging collaborative partnerships,
- promote culture as a key component of economic growth and quality of life.

### **Eligibility Criteria:**

- respond to *Building a Creative Economy: A Cultural Plan for Lambton County* and the overall intent of the Creative County Committee (CCC) of Council and the overall intent of the Creative County Committee,
- have a cost sharing component with the contribution from the CCGP not to exceed 50% of the proposed budget. The CCGP contribution will enable groups or individuals to leverage funding from other funding sources so that the CCGP is not the only funding source,
- be a new initiative, or considerable cultural enhancement to an existing program,
- support collaboration between organizations and/or different creative sectors such as arts, business districts, diversity, economic development, education, heritage, tourism, volunteers, youth etc.,
- demonstrate financial viability and include a budget and plan to generate revenue from other funding sources (i.e. corporate, Trillium). Well justified budgets are a prerequisite,
- recognize the support of the Creative County Grant Program in all marketing and promotional materials,
- must be completed within eighteen (18) months of receipt of funds,

Eligible applicants must:

1. respond to *Building a Creative Economy: A Cultural Plan for Lambton County* and the overall intent of the Creative County Committee,
2. have a cost sharing component with the contribution from the CCGP not to exceed 50% of the proposed budget. The CCGP contribution will enable groups or individuals to leverage funding from other funding sources so that the CCGP is not the only funding source,
3. be a new initiative, or considerable cultural enhancement to an existing program,
4. support collaboration between organizations and/or different creative sectors such as arts, business districts, diversity, economic development, education, heritage, tourism, volunteers, youth etc.,
5. demonstrate financial viability and include a budget and plan to generate revenue from other funding sources (i.e. corporate, Trillium). Well justified budgets are a prerequisite,
6. recognize the support of the Creative County Grant Program in all marketing and promotional materials,
7. complete the project within eighteen (18) months of receipt of funds,
8. promote human rights by conforming to the Ontario Human Rights Code and the Ontarians with Disabilities Act.

Notes:

- the maximum period of support for eligible recipients will be three (3) years;
- applications for funding are subject to the *Freedom of Information and Protection of Privacy Act*.
- An initial payment of 75% of the approved funding is distributed to all successful applicants with the remaining 25% distributed upon receipt of an approved Post-Project Report.

## **Funding Available**

### **\$75,000 Annually**

- up to **\$10,000** for projects from **Central Lambton** (Enniskillen, Oil Springs, Petrolia, Point Edward).
- up to **\$10,000** for projects from **South Lambton** (Brooke-Alvinston, Dawn-Euphemia, St. Clair).
- up to **\$10,000** for projects from **North Lambton** (Lambton Shores, Plympton-Wyoming, Warwick).
- up to **\$10,000** for projects from **Sarnia**.
- up to **\$35,000** for projects that demonstrate cultural benefit for all areas of **Lambton County**. Eligible projects in this category must include one or more partners and be able to engage the entire Lambton community.

## **ELIGIBILITY**

### **Eligible Projects**

The following CCGP eligibility criteria must be met:

- Applicants must complete the online application
- applicants must demonstrate a financial need
- applicants must be non-profit community groups or individuals
- applicants must provide a proposal budget as part of their application
- applicants must demonstrate how their proposal reflects the objectives of the CCGP
- there can be only one application for each group, individual or event annually
- projects must be located within Lambton County

### **Ineligible Projects**

ineligible projects and expenditures include:

- initiatives which receive concurrent support from other County of Lambton sources
- projects which produce a net surplus to financially support other organizations
- operating, administration, or deficit reduction expenses
- funding for events which have already occurred
- construction, renovation or capital purchases
- fundraising events/projects
- contingency or miscellaneous costs
- activities which are political, religious, or primarily focus on sports, commercial activity (tradeshow, conferences), healthcare, social services, or an interest other than culture.

## APPLICATION PROCESS AND TIMING

The CCGP has one application intake annually. Applications will be available online in early October of each year, closing in mid-November. To ensure a complete submission, applicants must:

1. Review the Creative County Grant Program Guidelines.
2. Apply online at [www.lambtononline.ca](http://www.lambtononline.ca)  
\*Applicants will receive an email notification once the application has been submitted.

### NOTE:

- Late applications will not be accepted. All applications must be submitted by 4:00 p.m.
- The CCGP does not guarantee funding, nor can it ensure that the total dollar amount requested will be granted.

## FUNDING CONDITIONS AND EXPECTATIONS

Funding may be approved over a three (3) year period to provide financial support to new initiatives. In light of the program objective to encourage self-sufficiency, ongoing funding will be evaluated each year by the Creative County Committee (CCC) based on the completion of an annual project report, and funding will be gradually reduced each year to allow a phasing out process to occur.

- all decisions of the Committee are final and not subject to appeal,
- failure to submit reports (final) will result in forfeiting the final 25% funding and affect future requests for funding,
- funding recipients must publicly acknowledge support of the County of Lambton and include the Lambton Creative County Grant Program logo on all forms of communication related to the project,
- funding will only be provided to for-profit organizations if the CCC can be satisfied that the applicant does not stand to gain financially from the project,
- funding will not exceed 50% of total project cost, including In-Kind contributions.

### Reporting

Successful applicants must complete an online Final Post-Project Report to be submitted by the end of the calendar year. Receipt of the Final Post-Project Report is a condition of the Creative County Grant Program.

A grant recipient seeking to make significant changes to its initiatives as outlined in an application must consult with Cultural Services staff prior to implementation. If the changes result in the cancellation or a significant delay in the completion of the initiative, the applicant will, after consultation with staff, be required to return to the County all project grant funds paid for that year. Future funding will only be considered if an applicant completes the Final Report and demonstrates achievement of goals and

objectives, timelines and outcomes as stated in the original proposal, and is also subject to all other conditions.

## **APPLICATION ASSESSMENT**

Applications are assessed by the Creative County Committee. Prior to meeting to assess applications, CCC members review all applications, and grade them accordingly. At a group decision-making meeting, committee members review support materials and discuss the applications. Using their knowledge and expertise, they identify funding priorities, score the applications, and determine the successful applications.

### **Assessment Criteria**

Applications will be examined in the context of the strategic goals and objectives set by Council in the Cultural Plan, as well as the Creative Count Grant Program budget and the number of applications.

Assessment Criteria will include the following:

- relevance of the project,
- contribution and impact of the project,
- results and measurements,
- confirmation of non-profit nature of project,
- financial feasibility and long-term sustainability of the project,
- applicant experience and capacity.

### **Results & Measurements**

- project timelines are realistic,
- project activities support the stated goal of the project,
- the evaluation strategy is realistic, well-developed and addresses all outcomes and includes outputs and how to measure these,
- the investment value of the project is clearly demonstrated.

### **Financial Feasibility of the Project**

- project is within the financial resources of the applicant,
- project budget is appropriate and cost-efficient,
- appropriate human resources and materials are allocated to support the project,
- applicant demonstrates financial stability and long-term sustainability of the project.



## **IMPORTANT DEFINITIONS**

### **Project**

A special initiative which may be one-time, and may involve:

- collaboration between/across genres, disciplines or sectors,
- Creation of new work,
- Emphasis on new or emerging media, techniques, technologies and practices.

### **Art**

In general terms includes:

- Performance (music, dance, theatre, spoken word, improvisation),
- Visual (two/three-dimensional, performance, fine or artisanal craft, site specific or temporary installation),
- Literary (poetry, prose, storytelling),
- Media/New Media (film, video, still photography),
- Design (graphic and technological).

### **Culture & Heritage**

In general terms includes both tangible and intangible characteristics of the following elements, with activities and expression which explore, interpret and celebrate:

- Human diversity including First Nations, ethnicity, different abilities and orientations, gender and age,
- Human and natural history,
- Ecology and environment (as themes for artistic practice or historical interpretation),
- Heritage buildings, sites (including neighbourhoods, gardens, views), collections, archives, documentation, interpretation,
- Storytelling, narratives, traditions and values, artisanal methods.