

## **CREATIVE CITY FUND TERMS OF REFERENCE**

### **PURPOSE STATEMENT:**

The Purpose of the City of London Creative City Fund (CCF) is to encourage new, creative and visionary projects that foster community capacity building, move in new directions and/or promote City of London corporate initiatives that will further London's economic prosperity through cultural vitality. This fund will reward creative and collaborative projects between/within sectors. These projects will facilitate the sharing of knowledge and learning and in some instances leave a legacy after they are complete. The fund will act as an incubator of new projects that are at different stages of development.

These projects will continue to further the Creative, Diverse and Innovative City Strategic Priority approved by Council and the specific recommendations of the Creative City Task Force Report (CCTF approved by Council June 2005).

### **PROGRAM EXCLUSIONS:**

The following are exclusions to this funding program:

- capital expenditures including, but not limited to, the purchase of land, fixtures, equipment or physical facilities;
- tuition;
- art therapy programs;
- awards;
- deficit reductions;
- fundraising events/projects;
- ongoing programs, services or administration of an organization, noting that Creative City Funding is intended to further new, creative and innovative projects;
- City of London Boards and Commissions may be part of a collaborative, but may not act as the lead applicant;
- University or college research projects and business ventures of for-profits are excluded unless there is collaboration with a not-for-profit organization that enhances London's cultural vitality and the not-for-profit is the applicant; and
- Established festivals and events in existence for three (3) years, noting that an exception would be made if there was a new component project and a new collaborative organizing group created.

### Who is Eligible to Apply?

Not-for-profit organizations are eligible to apply and preference will be given to collaborations, noting that a for-profit can partner with a not-for-profit organization as long as the not-for-profit is the lead applicant. Individuals are not permitted to apply as the purpose of this fund is to encourage organizational collaboration.

### **GOALS OF CREATIVE CITY FUNDING:**

The following are overriding goals of funding and must be addressed in each application:

- the project responds to the "*Creative, Diverse and Innovative City Strategic Priority*" of Council and the overall intent of the Creative City Task Force Report (CCTF);

- innovative and creative new projects are encouraged, which would benefit the London community by fostering a sense of belonging, identity and place or attracting or retaining the creative class to London;
- the project is representative of and rewards collaboration between organizations and/or different creative sectors such as: arts, business districts, diversity, economic development, education, environment, heritage, housing, library, sports, tourism, volunteers, youth, etc.;
- the project builds community capacity to create change, share knowledge and learning, and leave lasting benefits;
- recognition of community support for the proposed project;
- demonstrated benefits to the London community related to the proposed project;
- demonstrated financial viability, no deficits or loans will be considered for assistance;
- the CCF contribution will enable groups to leverage funding from other sources so that the CCF is not the only funding source for the proposed project; and
- promotion of human rights by conforming with the Ontario Human Rights Code and the Ontarians with Disabilities Act.

## **SCOPE:**

### **Funding**

Creative City Funding is intended to be strategically directed toward projects which meet new and emerging creative needs of our community that further the *“Creative, Diverse and Innovative City Strategic Priority”* of Council and the overall objectives of the Creative City Task Force Report.

There are three (3) categories of CCF funding available, depending on the conclusion of the jury about the readiness of the project:

1. Development Funding - up to \$3,000
2. Project Funding - up to \$20,000
3. Major One-time Funding - for a collaborative project that provides extraordinary community benefit – up to available funding

Applicants must specify what category they are applying for, noting that the jury may decide to move a project to a different category. Funding will be provided on a declining scale if applications are received for the same project for more than one year. Organizations are only permitted to apply for one project at a time.

Creative City Funding is considered project funding and is not intended to provide operating funding to any organization. Organizations from all sectors are permitted to apply for CCF project funding.

Funding may be approved for a maximum of three (3) years for each project, with the completion of a yearly application, noting that this funding for a specific project will be gradually reduced by a third each year to allow a phasing out process to occur.

Funding may be allocated throughout the year and unused funds will be accumulated in the Creative City Reserve Fund.

The review of the applications and funding allocation decisions will be made administratively by the Culture Office in consultation with a Creative City Fund Allocation Committee of stakeholders representing the Creative City sectors. The stakeholders who form this Allocation Committee are not eligible to apply for Creative City funding.

## **Types of Projects Funded**

Creative City Funding will be allocated to the following types of projects:

- new innovative and creative projects that further the intent of the Creative City Task Force Report to create change, share knowledge and learning, and leave lasting benefits;
- information dissemination and communication projects such as the development of sector web portals, or specific marketing initiatives etc., that encourage community vibrancy;
- projects which encourage culture district development;
- projects which encourage the attraction and retention of the creative class and university and college students;
- projects which encourage diversity, inclusion, accessibility and immigration to London;
- projects which encourage partnerships and linkages to culture such as the development of conferences and planning initiatives;
- festivals and events may be funded if there is a new component project under the oversight of a new collaborative organizing group; and
- projects that further Corporation of the City of London initiatives.

## **ELIGIBILITY CRITERIA:**

The following Creative City Fund eligibility criteria must be met:

- applicants must complete an Initial Project Outline Application for Creative City funding and include letters of support during the Request for Proposal application process;
- applicants must demonstrate a financial need for funding for their project;
- applications must be submitted by a lead non-profit community organization, noting that applicants that are a collaborative group of organizations will be rewarded and projects might involve City of London departments, Boards and Commissions as part of an applicant collaborative group;
- applicants must provide an organizational budget and a proposal specific budget as part of their application package;
- applicants must demonstrate how their proposal reflects the purpose and goals of this policy;
- each lead applicant may only submit one application during a Creative City Fund application process; and
- applicants must be located within the City of London.

## **APPLICATION PROCESS AND TIMING:**

Creative City Fund Initial Project Outline Applications will be made available by the Culture Office of the City of London in February of every year once Creative City funding is approved by City Council as part of its annual operating budget. Applications will be invited through the standard advertising process of the City of London and through the City's affiliated Web Portals.

## **Jury Review Process**

The following multi-stage adjudication process will be used by the Creative City Fund Jury:

#### Stage 1 – Initial Project Outline Applications

As the first step in a CCF application process, applicants will be asked to submit an Initial Project Outline Application by March 1 of each year. This application should contain an initial overview of the proposed project, including measures of impact and a rough estimate of budget.

Applicants must meet with the Culture Office to review their draft Initial Project Outline Application for eligibility with the Creative City Fund before it is forwarded for jury review.

During March of each year, the Creative City Fund Jury reviews the Initial Project Outline Applications and selects specific applications to be asked to submit a full Request for Proposal Application. The City reserves the right to accept/reject any or all applications. Only those submissions that best meet the outcomes of the Creative City Fund may be asked to advance through the process.

#### Stage 2 – Creative City Fund Applications

Applicants of Initial Project Outlines chosen to advance to Stage 2 will be invited by the Culture Office in April to submit a Creative City Fund Application for the following three (3) categories of Creative City Funding:

1. Development Funding – up to \$3,000
2. Project Funding – up to \$20,000
3. Major One-time Funding - for a collaborative project that provides extraordinary community benefit – up to available funding

The Creative City Fund Jury will meet to review the applications using a Creative City Fund evaluation framework, and interviews/onsite visits as required. Interviews may be used to assist Jury members to further understand the details of the project, so that they can provide guidance and assistance to the applicant with regard to identifying strengths, weaknesses, gaps, sponsors, partners, to assist them with the development of their full proposal.

#### Stage 3 – Application Adjudication and Fund Issuance

The Jury will adjudicate on the allocation of the Creative City Fund in May of each year. The Jury will decide upon the category of Creative City Funding that an application will be eligible to receive, irrespective of the type of funding suggested in an application. At this stage, applicants may work with the Culture Office to modify their application based upon the guidance provided by the Jury.

The Culture Office will allocate the Creative City Funding to the successful applicants before the end of June of each year.

Funding may be approved for a maximum of three (3) years for each project. Applicants must complete an application and submit an evaluation report each year. Funding for a specific project will be reduced by a third each year to allow a phasing out process to occur.

For applications receiving development funds, follow-up interviews may be conducted throughout the year by the Jury with applicants to ensure the success of their proposal and the appropriate use of the funds.

As a condition of receiving Creative City Project Funding, applicants will be required to provide periodic progress reports and completion of an evaluation form to the Culture Office, as well as to present the results of their project to the Creative City Committee.

Continued funding in future years will only be considered if an applicant completes this evaluation report and demonstrates achievement of goals and objectives, timelines and outcomes as stated in the original proposal.

An annual report of the funding allocated will be tabled with Council at the beginning of each year following the granting process once evaluation reports have been received from Creative City fund recipients.