

City of

ORILLIA CITY CENTRE
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Orillia

GRANTS COMMITTEE (705) 329-7237
MANAGER OF CULTURE (705) 325-4530
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SUPPLEMENTAL GRANT APPLICATION FORM

PLEASE COMPLETE ONLY THOSE SECTIONS THAT APPLY TO YOU

In addition to the General Application Form, the Supplemental Grant Application Form is to be completed by festivals and events applying to the City of Orillia for multi-year funding, or to Tiers 2 and 3, as defined in the Partnership Program for Cultural Festivals and Events Policy 4.2.2.1. This form is divided into three parts:

- Part A is to be completed by Tier 2 and Tier 3 applicants.
- Part B is to be completed by Tier 3 applicants only.
- Part C is to be completed by applicants looking for multi-year funding.

Please refer to Policy 4.2.2.1 to determine eligibility guidelines and minimum requirements. If you require more space than the form allows, you may include up to 5 additional pages with your application.

The General Grant Application Form can be found at orillia.ca/grants.

Part A - *To be completed by all Tier 2 and Tier 3 applicants.*

A1. Under Policy 4.2.2.1, Tier 2 and Tier 2 applicants must meet a minimum number of program objectives listed in item 2 within the policy. Describe which objectives your festival or event meets and how it goes about meeting these objectives.

A2. How does your festival/event measure attendance? (i.e. Ticket sales, button sales)

A3. Define your target audience:

A4. What steps do you take to reach your target audience? Provide a list of marketing tools/ opportunities you used in the prior year along with an explanation/rationale for any significant changes you have planned for marketing your upcoming event.

Part B - *To be completed by Tier 3 applicants only.*

B1. Provide an overview of your festival's or event's key achievements, significant milestones and significant advancements. This can be listed by year.

B2. What are your festival's or event's major challenges or risks? How have you overcome these challenges in the past? What contingencies do you have in place to meet them in the future?

B3. How do you evaluate the success of your festival or event? (i.e. Number of visitors, quality of people's experiences, number of partner organizations)

Part C - *To be completed by multi-year funding applicants only.*

C1. Provide an overview of your festival's or event's key achievements, important milestones and significant changes or advancements. This can be listed by year (omit if already completed under Part B).

C2. What are the festival's or event's key milestones or program plans over the next three years?

Year 1:

Year 2:

Year 3:

C3. What administrative capacity does your festival/event have to ensure it can carry out its three year plans? This can include board members, staff and volunteer positions.

C4. What major changes/challenges do you foresee in your festival's or event's budget over the next three years?

C5. What contingency plans do you have in place to ensure the festival's or event's financial stability over the next three years? (i.e. In the event of cancellation due to severe weather or loss of major sponsors.)

C6. List the most recent 3 years of funding received from the City of Orillia:

Year:	Amount Requested: \$	Amount Received: \$
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NOTE: If the funding is not consecutive, please give a brief explanation as to why (i.e. you did not apply, the application was not approved, the board dissolved, etc.)

Thank you for your time. Applications will be evaluated on their own merit based on the festival or event's ability to meet the funding criteria. Funding results will be mailed to all applicants within six months of the application deadline. If you have any questions regarding the Partnership Program for Cultural Festivals and Events. Please contact the Grants Committee: 705-329-7237 or Manager of Culture: 705-325-4530.