

Granville Island Cultural Partner Program

This program assists organizations that have demonstrated a commitment to partnering with CMHC Granville Island and other Island organizations in presenting cultural events that contribute to the range of activities available to visitors on the Island, to its reputation as a unique cultural district and to its economic vitality.

Eligibility Guidelines

To qualify for assistance, applicants must:

- Be a cultural organization registered as a not-for-profit society in British Columbia;
- Have presented cultural activity for at least consecutive three years on Granville Island in one of three categories:
 - A. Year Round Programming**
 - Regular public programming throughout the year in facilities on Granville Island
 - B. Annual Festivals and Special Events**
 - Festivals and special cultural events that take place almost entirely on the Island
 - C. Satellite Programs**
 - Free and/or paid highlight events that are part of a larger annual festival or special event off the Island
- Have a diversified revenue base and a demonstrated need for financial assistance to realize the proposed activities;
- Have submitted a final report on previously funded activities to CMHC Granville Island.

Procedures and Timelines

1. New applicants must discuss their proposal with the Manager of Public Affairs and Programming well in advance of submitting an application, and should submit a Letter of Intent at least a month before the program deadline.
2. All applicants should complete an application form, available from CMHC Granville Island, and submit it with the requested support material by the **application deadline**.

3. Applications will be adjudicated by a CMHC Granville Island staff and peer committee, and decisions are expected to be announced in April.
4. Organizations planning new or one-time cultural events in a facility or public space on Granville Island should contact the Granville Island Cultural Society for information about the Cultural Project Program

Assessment Criteria

CMHC Granville Island will consider the following factors in evaluating requests for assistance:

- Commitment to and co-operation with the Granville Island community – demonstrated by activity on the Island over several years, a good working relationship with CMHC Granville Island, and partnerships with other not-for-profit cultural organizations and private enterprises on the Island;
- Contribution to Granville Island's branding as a cultural district and promotion of its role as a supporter of the applicant's activities – demonstrated by effective marketing and promotion strategies, appropriate recognition of Granville Island's contribution as specified in the contribution agreement, and the ability to attract media interest and/or corporate sponsorships and recognition;
- Contribution to Granville Island's reputation as a centre of excellent and diverse cultural activity – demonstrated by the production quality, artistic interest, scope and unique features of the applicant's programming, and by the opportunities provided to artists and other cultural workers;
- Contribution to the local community – demonstrated by the scope and accessibility of cultural activities and attractions presented by the applicant;
- Contribution to the economy of the Island – demonstrated by direct revenues provided to Granville Island (e.g. rental and staffing fees for facility use), and by indirect revenues (e.g. spending on parking, the market, shops and restaurants) generated by visitors, cultural workers and volunteers brought to the Island by an applicant's activities;
- Organizational capacity, including an ability to effectively deliver proposed activities – demonstrated by previous history, current plans and the ability to critically self assess program implementation and address shortcomings.

Conditions of Assistance

1. Funds must be applied to current expenses, not used to reduce or eliminate deficits.
2. Under normal circumstances, payments to successful applicants will be made in two instalments, as follows:

- 1st payment: 90% of the approved amount upon completion and signing of the contribution agreement outlining the terms of Granville Island's assistance to the applicant;
 - 2nd payment: 10% holdback released upon CMHC Granville Island's receipt of the applicant's final report about the activities that received assistance.
3. Final report should include the following:
- A summary of the organization's activities on the Island, including program content, innovative features, venues and the number of performances;
 - Details of promotional activities, especially in relation to Granville Island stated needs and expectations in the agreement;
 - Other benefits to Granville Island, especially as related to Cultural Partner objectives;
 - Collaborations and joint initiatives with other organizations on the Island;
 - Attendance details, including (if available) audience numbers, demographics and spending habits;
 - Final budget compared to budget projections;
 - A critical evaluation of outcomes in the context of event objectives, including factors influencing outcomes.
4. Detailed conditions of assistance, including appropriate recognition of CMHC Granville Island's contribution, are outlined in the contract that successful applicants must sign.

Deadline

Application deadlines are stated in the application form.

Information

Manager, Public Affairs and Programming T: 604-666-8779 F: 604-666-7376
CMHC Granville Island Office lono@cmhc-schl.gc.ca
1661 Duranleau Street, 2nd Floor
Vancouver, BC V6H 3S3

Cultural Partner Program Applicant Assessment

- Category: A. Year-Round Programming
 B. Annual Festivals & Special Programming
 C. Satellite Programming

Organization: _____

Date completed: _____

Name of committee member: _____

Signature: _____

GENERAL CRITERIA	SPECIFIC CRITERIA/PERFORMANCE INDICATORS	POINTS	TOTAL
1. Distinctiveness and quality of event(s)	A. Event quality, distinctiveness and production values: Reputation of artists, quality of audience experience (based on feedback, return visits).	/15	/25
	B. Unique features of programming: <i>Culturally diverse performers, new creation or innovation, unusual format.</i>	/10	
2. Commitment and contribution to Granville Island community	A. Economic contribution to GI: <i>Direct revenues to CMHC (facility rental, staffing fees), spending by visitors (including tourists), staff & volunteers, audience size, scale of activity, outside revenues that subsidize GI activity.</i>	/15	/25
	B. Relationship with CMHC, other organizations and enterprises on GI: <i>Years on GI, collaborations, reciprocal relationships, contra contributions.</i>	/10	
3. Contribution to Vancouver community	A. Accessibility for public: <i>Free or low-cost events, number of performances and sites, programming hours, audience participation or interaction with performers.</i>	/10	/20
	B. Expanding or complementing activity available on GI: <i>Programming relating to underserved GI areas, times of year or audiences; different art form</i>	/10	
4. Contribution to Granville Island profile and recognition as a cultural centre	A. GI branding, marketing, and promotion: <i>Effective advertising exposure, media coverage, ability to attract target audiences; ability to secure sponsor support.</i>	/10	/15
	B. Recognition/profile for CMHC Granville Island: <i>Recognition of GI's role as a supporter of arts and cultural activities.</i>	/5	
5. Organizational Effectiveness	A. Operational and administrative competence: <i>Program planning and implementation, effective resolution of problems/issues.</i>	/10	/15
	B. Budget management/accountability: <i>Stability and accountability, diversified revenues, no significant accumulated deficit</i>	/5	
TOTAL			/100