



ARTS AND CULTURE ACTIVATION GRANT POLICY ONE YEAR REVIEW

Issue

The Arts and Culture Activation Grant Policy CMD F 2.4 has been in effect for one (1) year and an evaluation of its effectiveness is provided to Council as directed.

Motion Proposed by Administration

That the Arts and Culture Activation Grant Policy be amended as presented.

Report

Council approved the Arts and Culture Activation Grant Policy CMD F 2.4 at the June 12, 2023 meeting and made the following motion:

That Administration be directed to prepare a report that evaluates the effectiveness of the Arts and Culture Activation Grant Policy and whether it is meeting the expected outcomes, areas for improvement, and provide a report back to council one-year from the policy implementation date.

The activation program did not become operational until November 2023, with the first application submitted in December of that year. The intention of the Policy was to recognize Arts and Culture as an economic driver, which is in alignment with the 2022-2025 Strategic Plan, Strong Local Economy.

The Arts and Culture Activation Grant supports new arts events that occur on evenings and weekends supporting the arts and artists. Following the adoption of the Policy, Administration established a grant program that began accepting applications in December 2023 for events that would occur in 2024.

As of June 20, 2024, six (6) applicants submitted seven (7) applications. Three (3) applications met the criteria of the grant as outlined below:

Applicant	Name of Activity	Amount Approved	Partnerships	Events in Series	Grant Level
Okotoks Film Society	Pop-Up Flicks	\$4,999.00	n/a	10	2
Okotoks Arts Council	Acoustic Summer Nights & Arts Market	\$4,244.00	n/a	6	2
Okotoks Film Society	Alberta Film Trivia Night	\$300.00	Hub Town Brewing	1	1

Grants approved to date totals \$9,543.00. The total budget for the initiative is \$30,000. There are \$20,757.00 funds remaining. At the midway point of the year, with time remaining for

applications, 32% of the grant has been committed to activities that will showcase arts and culture as an economic driver.

Four (4) applications did not meet the criteria. Of the four (4) unsuccessful applications, two (2) applicants met with Administration to clarify points of the program and are considering a future application. One (1) applicant requested a meeting that has not occurred yet. One (1) applicant did not respond to the offer of a meeting. There have been three (3) informal inquiries about the grant.

To receive funding following the completion of the grant, recipients are required to provide a report that addresses the following areas:

1. Executive Summary: A brief overview of the event, highlighting key achievements, challenges, and impact;
2. Evening and Weekend Events: Times and dates of the event(s) to ensure they fell on evenings and weekends;
3. Attendance and Participation: Statistics on attendance and participation levels, including number of volunteers (if any);
4. Budget Utilization: Utilization of the grant funds, comparing the budget allocation to actual expenses incurred;
5. Challenges and Solutions: Challenges encountered during the planning or execution of the events along with the strategies employed to overcome them;
6. Future Plans: Outline any future initiatives or follow-up actions stemming from the events, highlighting opportunities for ongoing engagement and improvement; and
7. Grant Feedback: How could the Town of Okotoks improve the Arts and Culture Activation Grant?

Grant recipients must also supply participant feedback forms containing the following questions:

1. How satisfied were you with the event from an artistic perspective?
 - A) Very satisfied
 - B) Satisfied
 - C) Neutral
 - D) Dissatisfied
 - E) Very dissatisfied
2. To what extent did the event strengthen your sense of community in Okotoks?
 - A) Significantly
 - B) Moderately
 - C) Slightly
 - D) Not at all
3. Did you to shop, dine, or stay at a paid accommodation in Okotoks before or after this event?
 - A) Yes
 - B) No

- C) If yes, circle all activities that apply.
- i. Shop
 - ii. Dine
 - iii. Stay
4. Do you live in Okotoks?
- A) Yes
 - B) No

Applicants are required to include the phrase, "This Event Brought to you by the Town of Okotoks Arts and Culture Activation Grant," as illustrated in the advertisements below.



Pop-Up Flicks - Best Of The Okotoks Film Festival

- Saturday, July 20, 2024, 7:00 to 10:00pm

Join us at our POP-UP CINEMA!! Find us Downtown for FREE Short Films in our tent. Screening repeats: 7, 8, and 9 PM


We are setting up a tent at the Okotoks Art Gallery parking lot and will be screening FREE short films. All the films we are showing are the favorites from our Festival over the last 8 years!! Each screening is 45 minutes long, join us for a snap bite of festivals past.

About this Screening: Each year prizes are given out for the very best film craft, over the years we have fallen in love with these films! This collection is the VERY BEST from the Okotoks Film Festival.

This Event Brought to you by The Town of Okotoks Arts and Culture Activation Grant

Okotoks Arts Council
3h · 🌐

We are so pleased to be presenting this series with the leadership of Dwight and Dale. Such a wonderful way for the Town of Okotoks to champion new events in the downtown core with the Arts and Culture Activation Grant. Thank you Mayor and Council!



Dwight Forseth
May 28 at 10:11 PM · 🌐

hey Okotoks musicians and music lovers - any age, any level! new outdoor acoustic open mic hosted by Dwight Forseth and Dale Deglow!

Downtown plaza - sign up at 6:30 pm - every second tuesday starting JUNE 4th - limited to 2 songs and it will fill up fast so come early! Music runs 7 - 9 pm

art markets running the same evenings and Tribal connection will be open to grab a hot or cold drink!

bring your own lawn chair and bug spray!

** subject to weather **

thank you to the Town of Okotoks Arts and Culture Grant! See less

The grant will continue until funds are exhausted or the year ends.

This review of the Policy has resulted in Administration's recommendation to amend the Policy as outlined in the attached redlined version. These changes are to help provide additional criteria for approval enhancing the opportunity for more activities to become funded.

Strategic Plan Goals

<input type="checkbox"/>	Responsibly Managed Growth
<input checked="" type="checkbox"/>	Strong Local Economy
<input type="checkbox"/>	Organizational Excellence

<input type="checkbox"/>	Demonstrated Environmental Leadership
<input checked="" type="checkbox"/>	Enhanced Culture & Community Health

Equity/Diversity/Inclusivity Impacts and Strategy

n/a

Environmental Impacts

n/a

Governing Policies/Bylaws/Legislation or Agreements

n/a

Community Engagement Strategy

n/a

Alternatives for Consideration

n/a

CAO Comments

I support these recommendations.

Attachment(s)

- 1. CMD F 2.4 Arts and Culture Activation Grant Redlined Version

Prepared by:
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June 20, 2024