	Arts and Culture Activation Grant	
	Policy Type:	Council-Management Delegation
	Number:	CMD-F-24
	To be Reviewed:	May 2024
	Approval Date:	June 12, 2023
	Motion Number:	23.C.206 24.C.251
	Revised Date(s):	July 15, 2024

Policy Statement

In order to increase arts and culture activity, promote visitation, and provide funding that supports arts development and artists, the Arts and Culture Activation Grant will support new evening and weekend arts and culture events, activities, and programs. Arts and Culture are economic, social, and place-making drivers that support the economic and social development and vibrancy of the Town.

Objective

Okotoks may provide:

- limited assistance to support artists and arts development in Town by encouraging the production of new special events, live entertainment productions, and other activities that promote local non-profit organizations and the arts community;
- limited assistance to activate Okotoks through arts and culture by incentivising new evening and weekend events; and
- limited assistance to incentivise and assist non-profit organizations to build partnerships and operational capacity.

Purpose


This Policy will:

- attract residents and visitors to Okotoks;
- invigorate Okotoks spaces and the downtown core by promoting a thriving evening and weekend economy;
- bolster activity for local vendors, artisans, craftspeople, restaurateurs, hoteliers, and innkeepers, etc.;
- empower external stakeholders to create and provide unique activities and events;
- promote local level partnerships and funding;
- create civic engagement and build social capital;
- maximize and rationalize the use of Town facilities;
- bolster community pride and strengthen community;
- contribute to creating a more livable community; and
- enrich physical environments such as streetscapes, plazas, Town buildings, etc.

Criteria

Grant funding will be determined using a decision-making matrix based on the following eligibility criteria, including but not limited to:


1. first time events, events that are significantly different from previous iterations;

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2. events that are scheduled in the evenings and weekends;
3. events presenting an opportunity for attendees to experience Okotoks arts and culture;
4. events that do not promote hatred or that are political in nature or associated with a political party;
5. events that provide income to artists;
6. events that align with Town objectives toward reconciliation (for more information see <https://www.okotoks.ca/your-community/culture-heritage/our-journey-to-truth-and-reconciliation>);
7. events with preference given to those occurring downtown;
8. operational and programming costs required to support the experience;
9. funding required;
10. event size, scope, and scale (including expected attendance and location capacity);
11. benefit to the public (cultural, recreational, charitably significant, and/or supports engagement and representation of communities who have historically been marginalized and underrepresented);
12. events that encourage attendance by a wider audience that may be free to attend; include a free component; or charge a nominal fee will be given extra consideration;
13. history of the organization/individual having produced successful events;
14. not-for-profit, charitable, or individual status;
15. events that have secured funding from other sources;
16. events that encourage a diverse range of art forms and cultural expressions to reflect the multifaceted nature of the community;
17. events that demonstrate environmental sustainability practices; and
18. events that actively engage and involve community members in the planning and execution phases.

Evaluation Guidelines

Each event will be evaluated as per Schedule A - Arts and Culture Activation Grant Funding Model

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SCHEDULE A

Arts and Culture Activation Grant Funding Model

Type of Event	Funding
Level 1 - Supports small initiatives with up to 100% of eligible expenses per applicant.	\$500 - \$1500
Level 2 - Supports up to 75% of eligible expenses per initiative.	\$1501 - \$4999
Level 3 - Supports up to 50% of eligible expenses per initiative.	\$5001 - \$15000

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