

2017 Festival & Community Event Development Program Assessment Form

APPLICANT INFORMATION		File #
Name of Applicant Organization/Business		
Event Name		
Location(s) of Project		
Proposal Start Date	Proposal End Date	
Amount Requested	Total Project Cost	
Total Event Budget		

PROJECT TYPE	
<input type="checkbox"/> Professional Development	<input type="checkbox"/> Fees for Professional Artists
<input type="checkbox"/> Marketing	<input type="checkbox"/> Financial Management/ Advice
<input type="checkbox"/> Consulting Services	<input type="checkbox"/> Other:

BASIC ELIGIBILITY CRITERIA	
Has this event received funds from any other CCH Program? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Have they included a detailed/ complete budget? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Is the amount requested 75% or less of total project costs? <input type="checkbox"/> Yes <input type="checkbox"/> No (_____%)	
Does the event have/ demonstrate Municipal support ie. Letter/ funding listed in budget/ other? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Registered with Registry of Joint Stocks as a non-profit society or a non-profit cooperative? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Is the application handwritten? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Notes: _____

Organization meets basic eligibility criteria	<input type="checkbox"/> Continue	<input type="checkbox"/> Decline
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ACTIVITIES NOT SUPPORTED					
Family Reunion	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Membership Fees	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Fireworks	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Infrastructure (signs, renovations, plaques, gardens, monuments, etc.)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Alcoholic Beverages	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Promo Materials (trinkets, gifts, T-shirts, Banners, flags, floats, etc)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Capital Contributions	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Convention/ Conference/ Workshop	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Political/ Religious in Nature	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Artisan/ Craft Fair/ Tea or "Supper"	<input type="checkbox"/> Yes	<input type="checkbox"/> No
League/ Club/ Social Club/ Training Camp/ Tournament	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Is this the only application they have submitted to this program	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Proposal does not include excluded activities	<input type="checkbox"/> Continue	<input type="checkbox"/> Decline
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BUDGET EVALUATION (Total Score: /10)			
<i>** A score of 5 or less will not be considered for investment**</i>			
Outstanding or Good (8-10 points)	Good, Strong or Adequate (5-7 points)	Poor, Weak or Inadequate (0-4 points)	SCORE
<ul style="list-style-type: none"> -Clearly indicates the amount being requested -Budget appears reasonable and well researched -Multiple additional sources of funding showing strong partnerships -Detailed revenues and expenses are included -Budget is break-even or shows a profit -Any profits above 20% are clearly identified and a statement showing reinvestment of funds is provided 	<ul style="list-style-type: none"> - Clearly indicates the amount being requested -There are some questions/ concerns over some of the budgeted amounts -Few additional sources of funding -More details about either revenues or expenses are needed -Budget is break-even or better - Some question/ concern over re-investment of profits (if applicable) 	<ul style="list-style-type: none"> - The amount requested doesn't match amount indicated in application -Budgeted amounts don't appear to be realistic -No additional funding partners and questionable revenue streams -Event is showing a loss 	

Budget information meets minimum requirements	<input type="checkbox"/> Continue	<input type="checkbox"/> Decline
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Project Information (Total Score: /60)				
	Outstanding or Good (8-10 points)	Good, Strong or Adequate (5-7 points)	Poor, Weak or Inadequate (0-4 points)	SCORE
Overview of the event or festival	Good, thorough explanation of event/ festival	Basic description of event/ festival	Still have questions about the event/ festival	
Strengthens the unique character of the community	Event is directly tied into the culture/ history/ ethnicity of the community	Event has some elements that make it unique to this community	This event could be held anywhere	
Attendance estimates	Strong estimates/ broad appeal	Good estimates/ room to grow	Low numbers/ limited audience	
Tracking attendance and participation	Multiple strong measurement tools in place	Some tracking/ willing & able to add additional methods	Little to no tracking of participation/ attendance	
Events supports the Government's Culture Action Plan	Clear strong ties to at least 2 of the 6 themes	Clearly tied to 1 of the 6 themes	No tie to the plan	
How do they measure success?	Clear defined goals and objectives that they measure against	Some goals and objectives but not always measured	Anecdotal methods of measuring success	
			TOTAL SCORE	

Funding Purpose (Total Score: /100)				
	Outstanding or Good (18-25 points)	Good, Strong or Adequate (8-17 points)	Poor, Weak or Inadequate (0-7 points)	SCORE
Proposed activity requiring funding	-This activity will help the event succeed/ grow/ build capacity -This activity will help the event become self-sustaining -Clear specific goals and objectives are outlined -Explanation about why and how the activity will help -Meets at least 1 objective of the program	-This activity may help the event succeed/ grow/ build capacity -This activity will probably not help the event to become self-sustaining -Some details and goals are outlined -May meet the objectives of the program	-This activity will probably not help the event long term -The activity meets an immediate need -More details are needed -Specific goals are not clearly outlined	
Measuring the proposed activity	-Strong clear measurements in place -Ability to compare with previous years -Quantifiable measurements	-Some measurements in place - No ability to compare to previous years -Quantifiable	- No clear measurement in place -anecdotal measurements proposed	
Multi-year plan	-Strong well-thought out multi-year plan to meet goals & objectives -Will lead to ultimate goal of self-sufficiency	-Some thought to the future but clear plan not yet defined	-No long term plan -Funding meets an immediate need	
How funding will be spent	-Funding to be used on a strategic initiative that will help fill a gap in the long term organization of the event	-Money will be used to fill a gap in the organization of the event but may not help long-term	-Funding will be used to meet an immediate need	
TOTAL SCORE				

OVERALL SCORING (Applicants must achieve a minimum weighted score of 75% to be considered for funding)				
	Score	Total category points	Score out of 100	Weighting
Budget		10		20%
Project Information		60		30%
Funding Purpose		100		50%
TOTAL			WEIGHTED SCORE	

DECISION

Rationale for Scoring/ Decision

Recommended	Amount Requested	Amount Recommended
<input type="checkbox"/> Yes <input type="checkbox"/> No		

If Not Recommended, is there another program they should be directed to? Yes No

Which program is recommended for them? _____

Program Officer Signature		Date	
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