

# 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: \_\_\_\_\_

<b>Organization meets basic eligibility criteria</b>	<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

<b>Proposal does not include excluded activities</b>	<input type="checkbox"/> Continue	<input type="checkbox"/> Decline
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<b>BUDGET EVALUATION (Total Score: /10)</b>			
<i>** A score of 5 or less will not be considered for investment**</i>			
<b>Outstanding or Good (8-10 points)</b>	<b>Good, Strong or Adequate (5-7 points)</b>	<b>Poor, Weak or Inadequate (0-4 points)</b>	<b>SCORE</b>
-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	- 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)	- 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	

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

<b>Funding Purpose (Total Score: /100)</b>				
	<b>Outstanding or Good (18-25 points)</b>	<b>Good, Strong or Adequate (8-17 points)</b>	<b>Poor, Weak or Inadequate (0-7 points)</b>	<b>SCORE</b>
<b>Proposed activity requiring funding</b>	-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	
<b>Measuring the proposed activity</b>	-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	
<b>Multi-year plan</b>	-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	
<b>How funding will be spent</b>	-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	
<b>TOTAL SCORE</b>				

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

**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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