

## Cultural Partner Program

### 2012/13 Application Form

Deadline: February 10, 2012 at 5 pm

#### 1. Applicant

Name of Organization:

Society #:

Name of Event:

Mailing address:

Contact Person & Title:

Telephone:

E-mail:

Fax:

#### 2. Program Category

- A. Year-Round Programming
- B. Annual Festival/Special Event
- C. Satellite Programming

#### 3. Financial Summary *(from Revenue Budget)*

Last actual operating budget:

Current operating budget:

Last actual budget for Island activity:  
*(if not substantially the same as operating)*

Current budget for Island activity:  
*(if not substantially the same as operating)*

Fiscal year end *(mm/dd)*:

2012/13 Cultural Partner request:

#### 4. Previous Assistance from Granville Island

Cultural Partner Program: 2009/10 \$ \_\_\_\_\_ 2010/11 \$ \_\_\_\_\_ 2011/12 \$ \_\_\_\_\_

Other assistance: Please fill out In-Kind Application.

#### 5. Organization Summary

Summarize your organization's, objectives and history of programming on Granville Island.

Please include your Vision, Mission and Mandate.

How long has your organization been programming on Granville Island?

#### 6. Granville Island Activity

**a)** Summarize programming planned for Granville Island in 2012-2013. Identify venues (indoor/outdoor) and provide a schedule of events with dates and times. Attach any relevant support materials (e.g. calendar).

**b)** Elaborate on the media campaign (advertising/publicity) planned for your event(s), and on the public exposure, profile and acknowledgement that is proposed for CMHC Granville Island as a contributor to your activities.

Please include the following information:

- Print/broadcast media: how do you feature Granville Island in your marketing campaigns?
- Website profile: how do you feature Granville Island in your website and/or social marketing activities?
- Unpaid media: to the best of your organization's ability, please summarize the media coverage you receive, and if possible, an estimate of the value of the coverage. Where possible, include copies of articles and clips, and dates of coverage.

**c)** What qualities and distinctive features of your programming will contribute to your audience's experience and to Granville Island's reputation as a centre of excellent and diverse cultural activity?

Please describe:

- the reputation of your artists;
- the quality of audience experience based on feedback and repeat visits;
- unique features of your programming including culturally diverse performers, new creation or innovation, or unusual formats.

**d)** Describe your organization's involvement with and contribution to CMHC Granville Island and the Granville Island community, including accessible programming, any partnerships or relationships with other not-for-profit organizations and private enterprises and the economic benefits of your activity to the Island.

**e)** Provide as much information as you can about the audiences your Island event(s) attract, including age, gender, local or tourist, (BC, Canada, International), cultural background, income and consumer spending habits. Attach any relevant support material.

Please include the following information:

- How does your audience overlap with Granville Island's key target markets: local shoppers, families with young children, and out-of-town visitors?
- If you have recent audience research, please attach.

**f)** How would you assess the implementation of your event(s) on Granville Island last year in terms of your objectives and operational challenges?

## 7. Granville Island Event Financial Summary

Please provide budget information relating to your activities on Granville Island, as well as a copy of your current overall operating budget. Organizations whose events are primarily on the Island should provide their operating budget information in the table below, and do not need to attach it separately. All applicants should also submit their latest audited financial statement and a detailed breakdown of in-kind contributions. *Please use gross budget figures.*

Enter fiscal year end: \_\_\_\_\_

If any amounts are unavailable, please specify this in the table.

Revenues	Last Actual Budget _____/20__		Current Budget _____/20__		Projected Budget _____/20__	
	Cash Only	In-kind	Cash Only	In-kind	Cash Only	In-kind
<b>Fundraising</b>						
Individual donations						
Corporate donations						
Corporate sponsorships						
Foundations						
Endowment income						
Gaming events						
Other (specify)						
Subtotal						
<b>Total Fundraising Revenue</b>						
<b>Earned</b>						
Subscriptions/tickets						
Concessions/sales						
Advertising income						
Other (specify)						
Other (specify)						
<b>Total Earned Revenue</b>						
<b>Government Grants</b>						
City of Vancouver						
Province of BC						
Canada Council						
Government of Canada (specify)						
Other (specify)						
<b>Total Government Grants</b>						
CMHC Granville Island Support						

<b>Total CMHC Granville Island</b>			
<b>Total Revenues</b>			
<b>Expenditures</b>	<b>Last Actual Budget _____ /20__</b>	<b>Current Budget _____ /20__</b>	<b>Projected Budget _____ /20__</b>
Administrative expenses			
Administrative salaries			
Artist fees/salaries			
Production/technical fees			
Other production expenses			
Facility expenses			
Marketing/publicity			
Other (attach and specify)			
<b>Total Expenditures</b>			
<b>Current Surplus (Deficit)</b>			
<b>Accumulated Surplus (Deficit)</b>			

## 8. Attachment Checklist

Please check to ensure your application includes the following:

- Cover letter
- Certificate of Incorporation (new applicants to the program only)
- Vision, mission and mandate (see question 5)
- List of Board of Directors
- Staff list
- Current operating budget (see question 7)
- Last audited statement
- List of in-kind revenues including parking, storage, street banners, bridge banners, TSAs, equipment, etc.
- Other requests: In-Kind Application.

**I certify that to the best of my knowledge the information in this application is accurate and endorsed by the organization I represent.**

**Name/title of person completing form** \_\_\_\_\_

**Signature and date** \_\_\_\_\_

**Name of Board Chairperson (or other member of Board Executive)** \_\_\_\_\_

**Signature and date** \_\_\_\_\_

## **In-Kind Requests Form**

CMHC Granville Island offers benefits, without charge, to Cultural Partners including advertising space, parking passes, venues and other resources. In order to request in-kind support please submit this form including all of your requests with your Cultural Partners Application. If you are requesting venues, please include in the Programming section of your application what they will be used for. Please include the value of all these benefits in your in-kind revenue and expenses in your next Cultural Partner application. Please confirm all requests with the Coordinator of Cultural Programming 6 weeks prior to your event.

### **Marketing**

<b>Media</b>	<b>Value</b>	<b>Quantity</b>	<b>Duration (weeks)</b>
<b>Transit Shelter Posters</b>	<b>\$525/week for 2</b>		
<b>Bridge Banners</b>	<b>\$650/week</b>		
<b>Street Pole Banners</b>	<b>\$600/week</b>		

- Duration for display of posters and banners is set at 3 weeks (although not guaranteed); if there are no other applications for advertising space they will remain up for as long as possible or up until the event is over;
- For organizations requesting more than one set of posters or banners in a year, please put the total number requested under 'Quantity' and total length of time under 'Duration', i.e.: theatre companies advertising a play in March and a play in September should put '4' under 'Quantity' and '6' under 'Duration'
- In order to be approved for transit shelter posters and bridge banners you must fill out the appropriate forms; please submit them with your Cultural Partners Application. They can be found on our website or through the following links:  
Transit Posters: [http://www.granvilleisland.com/sites/all/files/qitransit\\_app4.pdf](http://www.granvilleisland.com/sites/all/files/qitransit_app4.pdf)  
Bridge Banners: [http://www.granvilleisland.com/sites/all/files/gibanner\\_form08.pdf](http://www.granvilleisland.com/sites/all/files/gibanner_form08.pdf)

### **Parking**

Some Cultural Partners require temporary event parking spaces and passes in order to facilitate their festivals and/or productions. We will accommodate a limited number of spaces and passes if required and encourage alternate transportation when possible to allow parking spaces for our patrons and visitors.

**In-Kind Requests Form (Cont'd)**

**Parking (Continued)**

<b>Type</b>	<b>Value</b>	<b>Location</b>	<b>Quantity</b>	<b>Start Date</b>	<b>End Date</b>
<b>Spaces for vehicles</b>	<b>\$15/day</b>				
<b>Parking passes</b>	<b>\$158/month</b>				
<b>Spaces for events</b>	<b>\$15/day</b>				

**Please attach a map if needed to specify exact parking spaces requested.**

**Venues**

<b>Area</b>	<b>Value</b>	<b>Start Date</b>	<b>End Date</b>
<b>Public Market Courtyard</b>	<b>\$250/day</b>		
<b>Triangle Square</b>	<b>\$250/day</b>		
<b>Island Plaza</b>	<b>\$250/day</b>		
<b>Ocean Artworks</b>	<b>\$150/day</b>		
<b>Railspur Alley Park</b>	<b>\$400/week</b>		
<b>Ron Basford Park</b>	<b>\$250/week</b>		

<b>Picnic Pavilion</b>	<b>\$250/week</b>		
<b>Festival House Common Area</b>	<b>\$400/week</b>		

**In-Kind Requests Form (Cont'd)**

**Venues (Continued)**

Please confirm availability of venues with Granville Island Cultural Society and if available submit an event application to CMHC Granville Island.

**Other**

<b>Item</b>	<b>Value</b>	<b>Quantity</b>	<b>Start Date</b>	<b>End Date</b>
<b>20x20 Tent</b>	<b>\$500/event</b>			
<b>10x10 Tent</b>	<b>\$100/event</b>			
<b>20x20 Stage</b>	<b>\$200/event</b>			
<b>Walls on Picnic Pavilion</b>	<b>\$1,000/event</b>			
<b>Docks</b>	<b>\$50/day moorage</b>			
<b>Events Green Room</b>	<b>\$250/week</b>			
<b>Storage (Brewery Storage)</b>	<b>\$500/month</b>			
<b>Tables</b>	<b>\$100/event</b>			
<b>Chairs</b>	<b>\$50/event</b>			
<b>Compost Totes</b>	<b>\$7/day</b>			