



# Festivals & Events Subsidy Program Innovation Microgrant Application

R 1784 (R2024-09)

**Important Notice:** This PDF was designed to be filled in with Adobe Acrobat Reader. Download the form to your desktop and use Adobe Acrobat Reader to open, complete and submit this form. If you are using Edge or Chrome browser some fields will not work as intended and your form may not submit.

The City of Calgary Festivals and Events Subsidy Program Innovation Microgrant empowers the Festivals and Events Subsidy Program's recipients to bring innovative ideas to life by providing startup funding. This annual incubator fund aims to spark creativity, inspire change, and contribute to the vibrant growth of our city. With grant funding of up to \$50,000, these initiatives approved by the Festivals and Events Team must focus on:

- **Programming Diversification**  
Diversify our city's cultural and programming landscape with new forms of entertainment, art, and cultural experiences.
- **Value-Added Innovation**  
Introduce components that the event has not previously explored, thereby enriching the overall experience for participants.
- **Community Strengthening**  
Foster collaboration, inclusivity, and connections among community members and organizations through positive engagements are highly encouraged.
- **Environmental Stewardship**  
Align with environmental sustainability, address environmental challenges, promote green practices, minimize the environmental footprint, and greening enhancements.

To support local and publicly accessible initiatives, the Festivals and Events Subsidy Program Innovation Microgrant has an intake period between September 30<sup>th</sup> to October 20<sup>th</sup>, 2024:

**Eligibility details are available in the guidelines.**

## Application Process

Complete the Festivals and Events Innovation Microgrant application for your desired funding level. Email the completed form to [microgrants@calgary.ca](mailto:microgrants@calgary.ca) with the subject line "FESPIM – [Insert Your Initiative Title]" prior to the deadline, October 20<sup>th</sup>, 2024.

Applications undergo a comprehensive review of the eligibility criteria, followed by the supporting documents, and the assessment criteria. The grant review team within City Administration will carefully assess all applications. Funding will be allocated to initiatives based on their scores, with priority given to those with higher scores until all available funds are distributed.

Applicants can expect to receive approval notifications mid-November, and funding disbursement will occur before December 31, 2024.



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## Section 1 – Information of Applicant

Name of Organization	
Primary Contact	
Position	
Email	

## Section 2 – Initiative Overview

Festival/Event Title	
Festival/Event Date(s)	

1a. Has this event received the Festivals and Events Subsidy Program Innovation Microgrant (FESPIM) in previous years?  
(if No, please move to Question 2)

Yes    No

1b. How will this application initiative differ from what you received FESPIM funding for in previous years?

2a. Provide a description of your initiative and how it will be incorporated into your existing event:

2b. What programming gap or community need will your initiative aim to address?

2c. List the group(s) your initiative is designed to support and list the specific components that support that group:

<input type="checkbox"/> Arts	
<input type="checkbox"/> Sports	
<input type="checkbox"/> Ethnic Groups	
<input type="checkbox"/> Cultural Groups	
<input type="checkbox"/> Social Groups	

2d. How many new partnerships and collaborations will this initiative support?



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2e. How does your initiative incorporate environmentally sustainable practices or contribute to addressing environmental challenges?

2f. How does this initiative improve the event experience of your attendees?

2g. Which Arts & Culture principle does your initiative align with? Check all that apply

- Encourage active and healthy lifestyles
- Build strong neighborhoods
- Enhance cultural vibrancy
- Facilitate the development of activities
- Enhance social sustainability

### Section 3 - Citizen Impact (projected/estimated)

3a. Is there a fee to attend this event?

Yes    No

3b. Is there a fee for attendees to participate in this initiative?

Yes    No

3c. What is the total number of anticipated attendees for your event?

3d. What is the total number of anticipated attendees who would be impacted by this initiative?

Percentage of attendees impacted by this initiative: (3d/3c)                      %

3e. How are the attendance numbers above measured?

### Section 4 - Communication and Marketing

4a. Will this initiative impact the community surrounding this event?

Yes    No

If yes, how will that impact be communicated?



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4b. How will you engage the community to participate in your initiative?

4c. How will you promote your event/initiative to participants and/or the public?

- Newspaper ads
- Facebook
- TV ads
- Twitter
- Radio ads
- Brochure
- Online communication
- Posters
- Other (specify)

## Section 5 - Goals/Outcomes

5a. How have you ensured that your organization can successfully deliver the proposed initiative within the expected scale and timeline?

5b. Briefly describe the primary goals or outcomes of this initiative:

5c. How will you measure and evaluate that your initiative has achieved its objectives? (Number of contributing participants, financial goals, attendance, etc.)

## Section 6 – Initiative Budget Overview – This section is specific to the budget of the initiative, not the event as a whole

6a. Do you hope to incorporate this initiative into your event moving forward?

Yes    No    If yes, what is required to ensure the initiatives sustainability?

6b. Is this a revenue generating initiative?

Yes    No    If yes, what will that funding be used for in future years?



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Initiative Revenue (Please include Sponsorships, In-kind donation)	Amount (\$)	for Approved funding
<b>Total Revenue</b>	<b>\$</b>	if
Initiative Expense (Include anticipated expenses) Funding will only be allocated for expenses requesting support, that are eligible as outlined in the guidelines.	Amount (\$)	Requesting Support
<b>Total Expenses</b>	<b>\$</b>	
<b>Total amount of funding request</b>	<b>\$</b>	

Your personal information is collected pursuant to section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) and will be used for the purpose of administering the festivals & Events Microgrant program. If you have any questions regarding the collection and use of this information, please contact [eventservices@calgary.ca](mailto:eventservices@calgary.ca).