Festivals and Events Grant Program

Intake Two (Fall)

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Agenda

- Program Establishment
- Program Review
- Application Process
- Review Process
- Reporting
- Questions and Answers

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Program Establishment

- Prior to 2025, Council would consider requests for funding received during the Community Partners Budget process and deliberations
- In August 2025, Council revised its Community Grants Program and established the Festivals and Events Grant
- In 2026, the total funding available is $59,800 and is split equally between both intakes. $53,500 was approved in the budget, plus $6,300 remaining from 2025.
- Future years will be funded using the Municipal Accommodation Tax and it will vary annually based on the previous years' collection

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Program Review

Purpose: To provide a fair, equitable and transparent process for the issuance of grants to support the efforts of non-profit groups and organizations in their planning and implementation of festivals and events throughout the City as a way of accomplishing Strategic Priorities related to bolstering tourism, cultural preservation and sustainment of community connections

Program Review – Eligibility

Applicants must:

a) Be a registered not-for-profit organization as defined in this policy;

b) Be located primarily within the City or offer festivals or events within the City;

c) Have a good track record of successfully completing, implementing, and planning festivals and events;

d) Demonstrate strong financial responsibility and capability in carrying out the funded festival or community event and continued growth and sustainability into the future;

e) Be in good financial standing with the City, including fulfilling all obligations of previous grants, donations, or programs of the City, including mandatory reporting; and

f) Ensure adequate levels of property and general liability insurance naming the Corporation of the City of Brockville as an additional insured, where appropriate.

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Program Review – Eligibility

"Not-for-Profit" means an organization that:

- Is a registered corporation formed for the purpose of providing services, activities, programs and opportunities that improve or benefit one or more communities; or
- Is an ad hoc organization, or community group that operates on a not-for-profit basis and is not incorporated but has their own separate bank account or has partnered with a not-for-profit or charitable organization; and
- Does not generate revenue to be distributed amongst its members, directors, officers or trustees for their financial gain; and
- Reinvests revenue remaining after expenditures into the organization to further future festivals and events.

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Program Review – Eligibility

To be eligible, proposed festivals or events must:

- Be located primarily within the City;
- Be open to the public; and
- Demonstrate a clear benefit to the community through tourism, economic impact, inclusion, or cultural or recreational enrichment.
- A city issued grant should not be considered as the sole source of funding for an applicant.

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Program Review – Eligibility

Grants will not be considered for the following:

a) Commercial or for-profit purposes;

b) Political purposes;

c) Religious purposes;

d) For festivals and events taking place on private property, which is not accessible to the public or used for community activities, unless the project or program is available to the community at large; and/or

e) Funding the cost of alcohol or cannabis-related products.

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Program Review – Funding

- 15% of the City's share of the Municipal Accommodation Tax collected in the previous year be used to fund this grant program.
- The total amount of funding available for grants will be determined annually by March and will vary from year to year.
- 50% of the funds will be available for Intake One and the remaining 50% will be available for Intake Two. If funds remain, they will be added to the funds available in the following intake.

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Application Process – Intake Two (Fall)

- All applications must be submitted on or before the application deadline determined for each intake. Applications that are incomplete or not submitted by the due date will not be considered.
- Applications that do not relate to the use of municipal property or property owned by the applicant shall include letters of permission from the property owner.
- If an application is deemed ineligible, applicants may only resubmit for the same festival or event in future intakes if new information is available or mistakes were made and corrected.
- Submit online through the City's website.
- Alternative options are available upon request.

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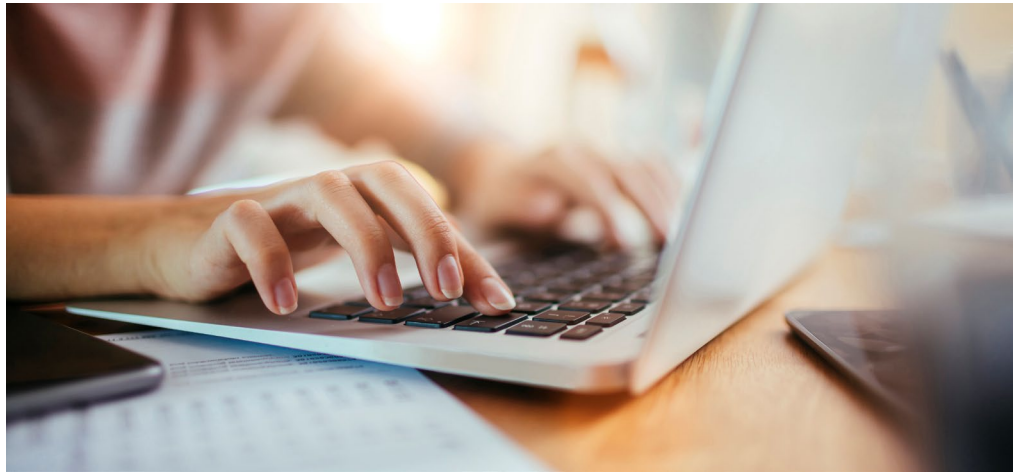
Application Process – Intake Two (Fall)

- Applications are now open
- Deadline is Monday, September 14, 2026 at 4:00pm



Display Form - City of Brockville

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Review Process

All applications will be reviewed and decided upon by the Grant Review Committee:

- One staff representative from Brockville Tourism;
- One staff representative from the Economic Development, Finance and Operations departments; and
- Two Council representatives.

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Review Process

- **Demonstrated Tourism, Economic Impact, Inclusion, or Cultural or Recreation Enrichment (50%)**
  - Number of attendees attracted
  - Generates overnight stays or visitor spending
  - Impacts of cultural or recreational enrichment

- **Merit/Reputation (15%)**
  - Positive attendee experience
  - Qualified, experience and professional leaders
  - Effective planning and evaluation
  - Ability to recruit and sustain volunteer support, where needed
  - Demonstrates community support for the festival or event

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Review Process

- **Visibility and Profile (25%)**
  - Regional, national or international media exposure
  - Positively impacts the view of Brockville in the media
  - Highlights Brockville as a tourist destination
  - Promotes health and well being of residents and visitors, demonstrating that Brockville is an active and interesting place to visit and live

- **Financial Responsibility (15%)**
  - Demonstration of a well thought out festival or event that has sufficient detail to ensure that the proposed festival or event will proceed as anticipated including:
    i. Identification of a clear plan for how funds will be allocated and used
    ii. Detailed and accurate budget for festival or event to be provided with explanation of any shortfalls or anomalies
    iii. Funds requested are reasonable to complete the festival or event and represent good value for money

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Reporting and Conditions

- Applicants and recipients must notify the City in writing of any significant changes to the supported festival or event. If the festival or event is not completed, or does not move forward, the City reserves the right to request the return of any funding provided.
- Memorandum of Understanding between City and recipient.
- All recipients are required to submit a final report to the City on the required template within 60 days of the completion of the funded initiative.

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Questions?

Reach Out!

grants@brockville.com