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FOR IMMEDIATE RELEASE

Smiths Falls' On the Roll funding program expanding in 2019

The Town of Smiths Falls Economic Development and Tourism Department is pleased to announce the expansion of the community's popular On the Roll program, an ongoing initiative providing funding assistance for cultural and community events taking place within the Town of Smiths Falls.

Smiths Falls staff and council recognize that community events are an important part of the attraction for Smiths Falls as a community where people come to live, work, and play. Cultural activities in the community not only help define the community, but also contribute to the overall lifestyle, and encourage partnerships and collaboration between public and private sectors.

The On the Roll program was developed in 2017 to facilitate the creation of a live music series taking place throughout the year, in commemoration of Canada's 150th anniversary. The live music series was so well received by the community that funding was continued in 2018, continuing support for live music events.

A recent review of the On the Roll program to ensure consistency with the Town's Municipal Cultural Plan has highlighted the need to not only continue the program, but to expand the funding stream to include other art forms. In 2019, \$25,000 has been set aside to provide funding support through a revised version of the On the Roll funding program.

"We're quite pleased with this new direction for the On the Roll program," Jennifer Miller, manager of economic development and tourism said, "The program has been very successful in the past, and this expansion will connect the program to the Municipal Cultural Plan, and ensure funds are distributed strategically."

The On the Roll funding is available to help “roll out” key actions outlined in the Municipal Cultural Plan, including (but not limited to): encouraging artist-based workshops and conferences to draw in economic revenue; providing youth with opportunities to perform alongside professional musicians; developing heritage workshops to introduce traditional and non-traditional skills; encouraging local businesses to feature works from local artists; encourage, facilitating and showcasing visual arts, music, performers, and cultural organizations; actively promoting artists of all kinds; and encouraging garden tours.

New guidelines will be in place for the revised funding program in 2019, with a maximum grant of \$1,000 per event or activity. Projects applying for funding must identify how the project connects with the Town of Smiths Falls’ Municipal Cultural Plan, and a continuous intake of applications will see funds allocated on a first-come, first-served basis.

“The changes we are making in 2019 will make it easier for event organizers to coordinate and enhance events and activities in Smiths Falls. We are pleased to be able to support these important events and the benefits they bring to the community,” Miller said.

For more information about the On the Roll program, including funding criteria, application process, and MOU, please visit <https://www.smithsfalls.ca/culture-recreation/arts-culture/>.

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