



## **‘On the Roll’ Funding Guidelines 2019**

### **The Municipal Cultural Plan for Smiths Falls**

#### Background

Smiths Falls is experiencing great industrial and social change. To succeed in these evolving times, strategic investment in the creative economy is critical to the economic development of the community. A Cultural Plan for Smiths Falls was created in 2013 in order to emphasize quality of life, investments in infrastructure and downtown revitalization, and quality of place. The Municipal Cultural Plan for Smiths Falls can be found at <https://www.smithsfalls.ca/culture-recreation/arts-culture/>

#### Link to Strategic Plan

When the Vision for 2025 was created, Growth and Expansion was a key strategic priority. Implementing the Cultural Plan was a key component of this.

#### Impact on Economic Development & Tourism

Investors in industry, business and tourism are attracted to creative and vibrant places. Their investments grow the tax base and employment opportunities.

#### Key Guiding Principles

Among many others, some of the Strategic Recommendations from The Municipal Cultural Plan include the following key points;

- That culture be defined as who we are and what we do
- That a wide variety of art forms be recognized and encouraged as contributing to a full and vibrant cultural life in Smiths Falls
- That collaboration and partnerships be encouraged between the public and private sectors

#### **On the Roll Program Overview**

To help mark the 150<sup>th</sup> Anniversary of Confederation in 2017, the Ministry of Canadian Heritage gave the Town of Smiths Falls funding to host a live music series throughout the year to celebrate the special occasion. The music was so well received by the community that funding was continued through the Economic Development & Tourism Department in 2018 to help bolster live music events in the community.

In 2019, a review of the program and comparison to The Municipal Cultural Plan for Smiths Falls demonstrated the need to not only continue the Town’s commitment to music

within the community, but it highlighted the need to expand the funding opportunity to include other art forms.

In 2019, \$25,000.00 has been set aside within the Economic Development & Tourism budget to help implement The Municipal Cultural Plan for Smiths Falls through a revised version of the 'On the Roll' funding program.

**The key purpose of On the Roll funding is to help “roll out” the key actions outlined in The Municipal Cultural Plan.**

Some of these key actions include (but are not limited to);

- Encourage artist-based workshops and conferences to help draw in economic revenue
- Give youth the opportunity to perform alongside professional musicians
- Develop heritage workshops to introduce traditional and non-traditional skills
- Encourage local business to feature artwork of local artists in their establishments
- Encourage, facilitate and showcase visual arts, music, performers, cultural organizations
- Actively promote artists of all kinds
- Encourage garden tours

**'On the Roll' Application Guidelines**

A total pot of \$25,000.00 has been set aside within the Town of Smiths Falls Economic Development & Tourism budget for 2019. There will be a continuous intake with funds allocated on a first come-first served basis.

The following guidelines are in place to assist with the application process;

- Applications are to be tied in to The Municipal Cultural Plan for Smiths Falls
- Maximum grant of \$1000.00 per event or activity
- Applications must be received four (4) weeks prior to the activity taking place and must be completed in full. Decisions will be made within a two-week timeframe from date of application
- A Memorandum of Understanding (MOU) must be completed between the Town of Smiths Falls and the applicant as proof of approval
- Cheques will only be written directly to the musician, artist, performer, or workshop leader and will only be provided once the activity has taken place
- All advertising for the event or activity must include the On the Roll logo, and must be pre-approved by Town staff as per the Town of Smiths Falls Logo Use Policy
- A short report must be provided after the activity (see attached form)



# SMITHS FALLS

RISE AT THE FALLS

## Town of Smiths Falls 'On the Roll' Funding Application Form

<b>Name of Organization</b>			
<b>Mailing Address</b>			
<b>Phone #</b>	(    )	<b>Fax #</b>	(    )
<b>Key Contact Person &amp; Title</b>		<b>Phone #</b>	(    )
<b>Email Address</b>		<b>Cell #</b>	(    )
<b>Description of Request</b>	<p><b>Please choose:</b></p> <p><input type="checkbox"/> <b>Festival</b></p> <p><input type="checkbox"/> <b>Event</b></p> <p><input type="checkbox"/> <b>Other</b></p> <p><b>Brief Description of Request:</b></p>		
<b>The Municipal Cultural Plan for Smiths Falls Key Action</b>			
<b>Amount Requested</b>			
<b>Total Cost</b>			
<b>Other Sources of Funding</b>			



**SMITHS FALLS**  
RISE AT THE FALLS

**MEMORANDUM OF UNDERSTANDING**

**between**

**The Corporation of the Town of Smiths Falls**

**And**

\_\_\_\_\_  
**(name of applicant or organization)**

In order to ensure a full and complete understanding of the responsibilities for the parties noted in the delivery of the cultural component of the event \_\_\_\_\_ being held on \_\_\_\_\_ the following are the objectives and the agreed-upon terms by which the parties will collaborate on the development and implementation of the event.

The Town agrees to contribute a one time grant in the amount of \_\_\_\_\_ for \_\_\_\_\_, as part of the *On the Roll* Cultural Fund and as outlined specifically in the application form attached, and allocated to \_\_\_\_\_ and paid directly to the artists as outlined below.

- \$ \_\_\_\_\_ payable to \_\_\_\_\_
- \$ \_\_\_\_\_ payable to \_\_\_\_\_
- \$ \_\_\_\_\_ payable to \_\_\_\_\_

All criteria set out in the attached guidelines will be followed as prescribed.

Promotional and marketing materials prepared and distributed by \_\_\_\_\_ will contain the On the Roll logo as provided and as pre-approved by Town staff. Any marketing and promotional material that contains the Town of Smiths Falls logo MUST be produced and/or approved by the Town.

Photos and logo of \_\_\_\_\_ and of the artists featured may be used as provided to assist in promoting the event in advertising, event signage, etc. by the Town of Smiths Falls.

\_\_\_\_\_  
Jennifer Miller,  
Manager, Economic Development & Tourism  
Town of Smiths Falls

\_\_\_\_\_  
(participating organization)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



# SMITHS FALLS

RISE AT THE FALLS

## Town of Smiths Falls 'On the Roll' Final Report Form

<b>Name of Organization</b>			
<b>Mailing Address</b>			
<b>Phone #</b>	(    )	<b>Fax #</b>	(    )
<b>Key Contact Person &amp; Title</b>		<b>Phone #</b>	(    )
<b>Email Address</b>		<b>Cell #</b>	(    )
<b>Description of Event</b>	<p><b>Please choose:</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> <b>Festival</b></li><li><input type="checkbox"/> <b>Event</b></li><li><input type="checkbox"/> <b>Other</b></li></ul> <p><b>Brief Description of Event / Connection to Cultural Plan:</b></p>		
<b># of participants</b>			
<b>Amount Approved</b>			
<b>Amount Spent</b>			
<b>Advertising done (list)</b>			
<b>On the Roll included?</b>			