

# City of Stratford 2023 Community Grant Application Form

[2023 Grant Application Guidelines](#) and [City Policy F.1.1 Community Grants Program](#)

**I confirm I have read in full the above 2023 Grant Application Guidelines and City Policy F.1.1 Community Grants Program, located on the City's website \***

☒ Agree

The personal information collected on this form or in background material included with your application is collected under the authority of the Municipal Act, 2001 and will be used by Corporate Services staff and City Council for the purpose of reviewing grant applications and other related administrative purposes. Questions regarding the collection and use of this information may be made to the City Clerk, P.O.Box 818, Stratford, ON, N5A 6W1 or by telephone 519-271-0250 ext. 5329 during business hours.

## A. ORGANIZATION INFORMATION

**Organization name: \***

Stratford Live Music & Food

**Contact Name / Position for purposes of this grant application: \***

[REDACTED]

**Mailing Address: \***

[REDACTED]

**Telephone Number: \***

[REDACTED]

**Email address: \***

[REDACTED]

**Briefly state your organization's missions/goals: \***

Stratford Live Music & Food's mission is to provide the residents of Stratford and Area with a weekend of quality live music and entertainment for the entire family to enjoy.

Our organization objectives:

- establish partnerships with various area stakeholders in order to provide a successful event with relationships that will continue into the future;
- create job opportunities for Stratford and Canadian performers (including youth);
- increase spending in the Stratford community by offering sponsorship advertising packages to local businesses.

**Please attach a list of your organizational structure, including paid staff positions (do not include personal information such as home address and telephone numbers) : \***

**File Name**



Copy of Board 2023.pdf

140.8 KB

**Estimated Number of Volunteers & Number of Volunteer Hours: \***

During the 3 day event weekend we expect to have 70 volunteers running the front gates (collecting entrance fees via cash or debit), Merchandise Sales, information center/cleaning/restocking, children's area, bar team, stage hands, put up the event and takedown for about 500 hours (4 hour shifts). Our Committee/Board volunteers during the entire year for the event preparation, planning and follow-up for approx. another 500 a year. Our event overall provides approx. 1,000 volunteer hours a year during the event and for preparation.

## **B. ELIGIBILITY REQUIREMENTS of Organization/Activity**

Read the [City's strategic priorities](#) on the website before answering the below section:



**Please explain how your activity or service will specifically benefit the residents of Stratford and promotes one or more of the City's strategic priorities: \***

The weekend event will provide a culture of live music and local entertainment for families and friends to spend time together. This event specifically benefits the residents of Stratford and promotes one or more the City's strategic priorities as:

- Our event complies with the Accessibility for Ontarians with Disabilities Act; City of Stratford ensures mobility accessibility and our festival does as well (washrooms at ground level, public transportation drop offs that have priority seating for passengers with disabilities, paths of travel are accessible by all people with disabilities, rest area/quiet spaces available as well as rain/wind/sun shelter).
- We have recycle bins distributed throughout the festival and order additional large bins to help reduce waste. Stratford is committed to zero waste/greening of the City and our festival works towards this as well. We Partner with the Boy Scouts who deal with the garbage bins and gather recyclables.
- Our event supports the community to ensure residents are provided with an expectational quality of life experience by providing a cultural artistic weekend event which has been strategically been put together by collaborating and partnering with the community to ensure success now and into the future.

Few examples as follows:

- make use of Stratford's historic bandshell
- event for the entire family (children's area, youth entertainment etc. )
- high school students can obtain volunteer hours
- supports other organization such as the Boy Scouts (clean bins and sells pop) and Air Cadets (help with take down and put up in return get a vendor spot)
- supports and partners with City of Stratford to obtain licenses, band shell rental, road closures, peddler's licenses, hydro @ sites, etc.
- Our event helps create jobs by providing vendors with a spot to sell goods and services, creating jobs for talented musicians, paying for logistics of site and running the event (washroom rentals, tent rental, chair and table rental, stage/sound/lights production, security, fencing, social media, etc.), and providing sponsorship options to local businesses which in return increases their sales and business due to advertising at our event. Having our event located downtown Stratford also increases local businesses activity during the weekend of the event (restaurants and shops).

**Does anyone other than City of Stratford residents belong to your organization, or benefit from your services/activities? \***

☒ Yes

☐ No

**Please explain: \***

Yes other people benefit from our event from Outside of Stratford as we hire musicians and vendors from outside of Stratford and within Stratford. Attendees of the event are mostly local to the City of Stratford and surrounding area however we do draw in some tourists as well to help support local restaurants and hotels to increase City of Stratford spending dollars. Some of our expenses for event costs are also purchased from outside the City of Stratford, however when possible we support City of Stratford Businesses.

**Please explain how your organization and its programs and/or activities meet each of the Community Grants Program eligibility criteria listed in sections 4.0 and 5.0 of the City's grants policy: \***

4.0 Activity Eligibility for Funding: Our organization is community-based and aligns with a lot of the City's strategic priorities (as listed above). Our vendor (food and artesian) area is completely available the public at no charge. The gated area is available to all the public at a minimum cost of \$10/day for adults and free for children under \$12. Overall this is a "minimal fee" to see 5-10 musical acts in a day and therefore agrees to the program eligibility criteria.

5.0 Group Eligibility for Funding: Our organization is a not-for-profit corporation. Has a completely volunteer board of directors. In the past we have released annual financial statements verified as correct by two signing officers from the organization. Going forward we will have statement provided by an independent practitioner who will provide a review engagement report. Our Festival has been operating since 2009 and we are in good compliance and standing with the City of Stratford and its own governing bodies.

**Does the organization operate as an incorporated not-for-profit? \***

☒ Yes

☐ No

**If yes, please provide date of Incorporation:**

2/8/2003



**Does the organization operate as a registered charity? \***

☐ Yes

☒ No



**If so, provide charitable number:**

**Are fees charged for membership or for any of the services/activities you provide? \***

☒ Yes

☐ No

**Please explain: \***

No membership fees.  
Fees are charged to vendors (food and artisan) for spots available so they can sell their own products.  
Fees are also charged to businesses (at particular levels) who would like to support our event through sponsorship in return for advertising leading up to (social media and poster/pamphlets around the City) and at our event via onsite signage and stage shout outs.

**Are your activities open to the public at minimal or no charge? \***

☒ Yes

☐ No

**Please explain: \***

Our vendor (food and artesian) area is completely available the public at no charge. The gated area is available to all the public at a minimum cost of \$10/day for adults and free for children under 12 years old. Overall this is a "minimal fee" to see 5-10 musical acts in a day and therefore agrees to the program eligibility criteria.

## C. Grant Request Detail

**Amount requested for this grant application: \***

**Please review the definitions of "one time" versus "multi-year" grants in the guidelines, then indicate the type of funding you are applying for. \***

- ☒ 2023 (one time funding only)
- ☐ 2023 and beyond (multi-year support)

**If this is a one-time request for funding, please indicate how the funds will be used:**

The funds will be used towards logistics of the festival including tent and washroom rentals, electrician and security.

**If this is a multi-year request, please indicate specific years for funding and how the funds will be used in each of the years:**

**What goals do you wish to achieve with this funding? \***

With the funding we hope to achieve financial security so our festival can be provided to the residents of Stratford and surrounding area now and into the future.

This funding will help support our organizational goals of establishing partnerships, creating job opportunities and to increase spending in the Stratford community.

The requested funding specifically for logistics will ensure Stratford Residents are provided with a safe, assessable environment.

**How do you intend to leverage the City's support to obtain additional financial and non-financial resources from other sources? \***

In order to provide a successful event and ensure the City of Stratford priorities are being met the following will be in place:

- Risk Management and Contingency Plans in place for items such as: revenue shortfalls, crowd management, environmental occurrences, logistic problems etc.
- The Board meets regularly to assign tasks, ensure time lines are being followed, budgets are up-to date, ensure provincial regulations are being followed, etc.
- Ensure we have financial buffer in all budget amounts until confirmed and continuously update and review budget and confirmed expenses and income
- Increase Advertising of event and sponsors: last year the festival started Social Media tactics with a great success, therefore we hope to continuously increase these efforts to ensure Stratford residents and businesses are aware of our event and activity.
- Ensuring we have local entertainment and "big name" (within our festival budget and capacity limits) headliners will increase the amount of attendance to our festival.

## D. FINANCIAL INFORMATION

Please attach your most recent annual audited financial statements. If annual audited financial statements are not available, please attach financial statements that have been verified as correct by two signing officers of the organization.

Please also attach a projected budget for the year in which the funds are being requested, showing total revenue and expenses and anticipated surplus or deficit. (template can be provided to you if required)

**Most recent year-end financial statements(must be verified as noted above) \***

**File Name**



[2022 Financial Statements.pdf](#)

798.2 KB

**Budget for the year in which the funds are being requested: \***

**File Name**



[Budget 2023.pdf](#)

77.8 KB

**Please indicate any funding requested or received from other levels of government or other agencies, and the status of each application. Please state None if applicable. \***

We were just informed we received funding for the first time from the Minister of Canadian Heritage for the 2023 program year in the amount of \$12,300.

As in prior years we will apply for the Celebrate Ontario Grant when available. This grant determination doesn't usually come into effect until after the Festival and therefore we typically have to plan on not receiving these funds when budgeting for the 2023 year event. However due to receiving 2022 grant after our festival occurred we have an additional \$8,000 not accounted for in prior year budget and available in the bank and will therefore include in 2023 budget outlined above.



# E. ADDITIONAL INFORMATION

Please provide any additional comments you have here regarding your 2023 grant application:

File Name	
	<div>Additional Information.pdf</div> <div>64.0 KB</div>
	<div>List of Supporters.pdf</div> <div>56.5 KB</div>


# F. SIGNATURE/SUBMISSION

Full name: \*

Position: \*

Application Date: \*

1/28/2023





Thank You for completing the City of  
Stratford 2023 Community Grant Application  
Form.