

2025 FESTIVALS & EVENTS MICRO GRANT - PROGRAM GUIDE

1.0 PROGRAM OBJECTIVES AND ELIGIBILITY REQUIREMENTS

1.1 PROGRAM OBJECTIVES

Local festivals and events are important strategic investments in Edmonton. They provide opportunities for citizens and visitors to connect, be active in the community, and celebrate our heritage and diversity, and contribute to the local economy.

This grant program has been created to support smaller, outdoor community (Niche) festivals and events that showcase local talent, celebrate local histories and cultures, and add vibrancy to our city throughout the year.

1.2 ELIGIBILITY REQUIREMENTS

To be eligible for the Festival & Event Micro Grant, the festival or event must be hosted outdoors and align with the [City Plan](#) in one or more of the following ways:

- Encourage Indigenous led projects, programs, events and services (City Plan Direction 3.1.1.4)
- Embrace multicultural activities and events (City Plan Direction 3.1.2.3)
- Encourage healthy and active living by supporting community focused recreational, leisure, social and cultural programs. (City Plan Direction 1.1.1.4)
- Edmontonians can connect, be active in their community, and celebrate Edmonton's heritage, diversity and unique identity. (City Building Outcomes 1.2)
- Animate open spaces at all scales through programming, activities and events that encourage daily and all-season use. (City Plan Direction 2.3.3.4)
- A wide range of community festivals in partnership with community organizations. (City Plan Direction 2.3.3.1)
- Promote personal and community wellness and connection through inclusive and welcoming places. (City Plan Intention 1.1.1)

1.3 ELIGIBLE EVENTS AND EXPENSES:

1.3.1 Eligible types of events may include, but are not limited to:

- Cultural / multicultural festivals, events or recognition activities
- Indigenous festival, events or recognition activities
- Concerts, performances, and music festivals
- Food, art and historical celebrations
- Parades

1.3.2 Eligible events must also:

- Take place in the city of Edmonton;
- Take place between January 1 and December 31, 2025;
- Be a smaller outdoor City-Wide Community (Niche) Festival or Event, as defined by the City of Edmonton;
- Be an outdoor public event primarily located in the public realm (that is, located on [city parkland](#), [public open space](#), or road right-of-ways); consideration may be given to events hosted on private land, if the event is fully open to the public.
 - Please note: Indoor events are encouraged to consider Edmonton Arts Council grants, if applicable.
- Held in-person with an attendance of 100 people or more;
- Be open to the public, not an event for members-only;
- Be free to attend, or have a participation fee or require a donation to attend and/or be a ticketed event;
- Produced by an organization (not an individual) that:
 - Is a registered not-for-profit, charitable organization or business improvement area
 - Is in good standing with an annual return stamped by Corporate Registries
 - Is not in arrears with the City of Edmonton.
 - Undertakes their work primarily in Edmonton, or has a history of significant activity in Edmonton when they also work elsewhere;
- Be insured with a minimum of \$2 million in general liability;
- Held in compliance with permitting or licensing requirements as required (Edmonton Fire, Development Services, etc); and public health requirements, restrictions and



guidance imposed by the City of Edmonton, Alberta Health Services or the Government of Alberta.

1.3.3 Eligible Expenses:

- Event Insurance
- Honorariums and wages for workers and artists who are not already employed as staff (event contract staff, artists, performers, etc)
- Volunteer support (Examples include: event uniforms, food, equipment and training)
- Production and technical costs related to programming (staffing, performers, artists, volunteers, etc.)
- Temporary or enhanced infrastructure and/or equipment (tents, stages, perimeter fencing, toilets, etc.)
- City expenses such as road closures, transit detours, Police personnel, permitting fees, parkland use fees, and other City expenses
- Safety and Security costs (Examples include: contract security, and first aid supplies)
- Development and execution of health and safety, accessibility and sustainability plans
- Marketing, advertising and communications
- Other production costs

The grant program will be assessed annually to confirm or modify eligibility and criteria.

1.4 INELIGIBLE EVENT TYPES AND EXPENSES:

1.4.1 Ineligible types of organizations and events may include, but are not limited to:

- Events run by for-profit organizations;
- Events where the primary purpose is to raise funds for specific individuals, charities or groups;
- Festivals and events that are indoors (i.e. more than 20% of the event is held inside);
- Community League events (Note: Events produced in partnership with three or more Community Leagues may be considered for a grant);
 - Community Leagues are welcome to apply for the [Neighbourhood Services Micro Grants](#)
- Organized runs, walks, active living events and opportunities to try or learn a new sport or activities;

- These events are welcome to apply for the for the [Community Services Live Active Grant](#)
- Sport Tournaments where membership is required to participate, including regular outdoor sport league play;
 - Note: Cultural events that include sport and active living components may be considered.
- Professional/semi professional spectator and/or sporting events;
- Events that require membership to observe or participate and are not open to the public;
- Private events (examples include, but are not limited to: weddings, graduations, showers, celebrations of life, potlucks, awards ceremonies, roasts, and so on);
- Stand alone markets (vending elements are eligible within a larger events);
- Primarily religious programming and/or activities;
- Signature or Foundational level events as defined and classified by the City of Edmonton, in keeping with the Festivals and Events Delivery Action Plan;
- Mega, Major and Signature Attracted events that receive funding from Explore Edmonton and/or the City of Edmonton Partnerships and Event Attraction section.

Ineligible organizations and/or outdoor events also include:

- Performances, exhibitions or activities that promote or incite racism, hatred or violence
- Events where the primary purpose is to raise funds for specific individuals, charities or groups
- Charter Rights activities such as protests, rallies, demonstrations, processions, marches and vigils
- Commercial, promotional or marketing activities (i.e., product demonstrations, merchandise sales, launches, etc.);
- Events run by government; City agencies, boards or commissions; educational and post secondary institutions (including student organizations), or political parties
- Film productions
- Political campaigning
- Virtual events
- Block parties or play streets

1.4.2 Ineligible Expenses:

- Capital expenses such as construction, renovations or repairs or purchase of major equipment such as computers, video recorders or power tools
- Volunteer honorariums or gifts
- The purchase of alcohol or cannabis or related expenses
- Allowances or personal expenses for program registrants and participants
- Organization's base operational costs including
 - Salaries and expenses of existing staff
 - Office and administration fees, utilities, rent and/or rental of an applicant organization facility

2.0 APPLICATION PROCESS

- There is one scheduled intake for applications to the 2025 Festivals & Events Micro Grant. The deadline is Friday, April 15, 2025 at 11:59 PM.
 - If all funding is not allocated at that time, further intake dates will be considered.
- Organizations can apply retroactively for eligible festivals or events produced within the 2025 calendar year.
- Events being hosted in a "series format", meaning a similar program, on multiple dates and/or in multiple locations, only require one application for the series of events.
- Multiple events that have a different program content, purpose, dates, and/or location must submit an application (with required documentation) for *each* event.
- A copy of the application questions are available for download on the webpage. Please review them before starting the online application form.
- Incomplete applications will not be considered.
 - Examples include: required documents are not complete or not submitted and/or application questions are not answered.
- All applicants will be notified of the committee's decision within eight (8) weeks of the grant deadline.
- Successful applicants will receive funds within eight (8) weeks of the Grant Committee's funding decision.
- Applications will be assessed solely on the contents, attachments and information submitted in the application.



3.0 ASSESSMENT CRITERIA

Priority will be awarded to festivals and events in the following areas:

- Cultural / Multicultural Events;
- Indigenous Led or Indigenous Serving Events
- Events run or supported by a Business Improvement Areas

Grant funding awards will be considered based on the following criteria:

- Priority areas (Cultural / Multicultural, Indigenous, Business Improvement Area)
- Event size, scope, and scale (including expected attendance and location capacity);
- History of the event in Edmonton;
- Benefit to the public (cultural, recreational, charitable significance and/or supports engagement and representation of communities who have historically been marginalized and underrepresented);
- Public access (free versus charged/cost to participate);
- Not-for-profit or charitable or business improvement area;
- Financial need (those organizations with sufficient funds to host the event without municipal support) and other City funding sources

4.0 FUNDING AND GRANT AWARDS

- Grant awards range from \$500 to \$10,000
- Grant funding may not exceed 25% of the total cost to produce the event.
 - However due to the anticipated demand for funding organizations are encouraged to manage expectations; in the past available funding only allowed for 10-20% of total costs to be covered.
- Availability of funds and the number of eligible applications will determine the number and amount of grants awarded.
- Grant funds can only be used for the purpose outlined in the grant application.
- Organizations are eligible for a maximum grant award of \$10,000 per year regardless of whether the funding supports one event or multiple events.
- Funding decisions made by the City of Edmonton are final and cannot be appealed.
- Funding to successful applicants will be in the form of an EFT (electronic funds transfer) or cheque which will be mailed to the address that you provide.



- Wherever possible, recipients are requested to acknowledge funding received from the City of Edmonton Festivals & Events Micro Grant program in related advertising or promotional materials.
 - The City of Edmonton will provide logos as required.

5.0 FINAL REPORT

Successful applicants are required to provide a Final Report within 90 days of the completion of the festival or event. The Final Report Form will request the following information:

Outcome Reporting:

How the festival or event aligned with the City Plan in one or more of the following ways:

- Encourage Indigenous led projects, programs, events and services. (City Plan Direction 3.1.1.4)
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Output Reporting:

- 3-5 Pictures of the Event (in operation). Ideally, these pictures should include:
 - one picture that includes as much of the event site as possible
 - one picture of a key event activity/program
 - one picture of the event element(s) the grant funding supported, if possible
- Final List of Event Activities and/or Programming
- Final Total Revenue \$ (actual, not estimated)
- Final Total Expenses \$ (actual, not estimated)
- Which eligible expense(s) was the grant funding spent on?



Measures:

- Which Ward was the event located in?
- Was the event located in a Business Improvement Area (BIA)?
- Final Event Attendance Number (estimated)
- Total Number of Years the Event Has Been Operating
- Total Number of Hours the Event Operated
- Total Number of Staff (during event)
- Total Number of Volunteers

Event Budget (Revenue & Expenses):

Ideally, the budget document that was submitted with the grant application will be used again in the Final Report to confirm the actual expenses & revenue versus the anticipated expenses & revenue.

Note:

- The link to the Final Report Form is available on the [webpage](#).
- The City of Edmonton has the right to audit any financial or event records associated with the grant funding upon request.
- Final Reports for the Festivals and Events Micro Grant may be considered part of the assessment of any future applications by the organization to the same grant program.
- Receipt of the Final Report is a precondition for future eligibility in *any* City of Edmonton grant program.

6.0 CONTACT INFORMATION

If you have questions for our team, please email us at EventsMicroGrant@edmonton.ca