



Active Living & Culture Grants CCMA Community Art Guidelines

Deadline: Friday, May 30, 2025 at 3 p.m. PST

These guidelines have been revised in 2025 – previous versions no longer apply.

If you have questions after reviewing these guidelines, you can obtain more information from Cultural Services staff.

Cultural Services
Phone: 250-470-0640
culture@kelowna.ca

Community Art Grants
City of Kelowna Cultural Services Branch
101-1360 Ellis Street
Kelowna, BC V1Y 2A2
HOURS: Monday to Friday, 8:00 a.m. to 4:00 p.m.

CITY OF KELOWNA ACTIVE LIVING & CULTURE DIVISION

CORE PRINCIPLES:

The City of Kelowna's Active Living & Culture Division administers a number of grant programs and services for the community which:

- encourage active healthy lifestyles
- build strong neighbourhoods
- nurture lifelong participation in sport
- enhance cultural vibrancy
- facilitate development of events
- enhance social sustainability
- support effective management and operation of sport, recreation and cultural facilities

Organizations seeking funding support from the City of Kelowna through any of the grant programs administered by the Active Living & Culture Division should be aware of and aligned with one or more of these core principles.

VALUES:

Any organization supported by the City of Kelowna will commit to the following values:

- accessibility, diversity and inclusion: the organization will not unreasonably exclude anyone by reason of religion, ethnicity, gender, age, sexual orientation, language, income
- accountability and fiscal responsibility: using resources effectively and efficiently
- innovation: being leaders in finding new solutions
- optimizing value: generating more value and impact from existing resources
- partnerships and collaboration: working with others to leverage energy, talent and resources

The Community Art Program is one of many grant programs provided by the City of Kelowna. Information about other grant opportunities is available on the City's website: kelowna.ca/grants

1.0 CCMA Art Grant OBJECTIVES AND DESCRIPTION

1.1 *Program description:*

The CCMA Art Grant supports artistic installations that engage artists, residents and visitors in Canadian Country Music Week. It is a way for the community to engage and interact with Canadian Country Music during Canadian Country Music Week in a meaningful and interactive way. Unique and creative ideas are encouraged.

The objectives of the CCMA Community Art Program are:

- Creation or presentation of Country- themed artistic installations that are site specific, interactive, immersive, multi-media, and/ or mixed media of any discipline;
- Animate public spaces with temporary artwork within the cultural district and at key locations identified by the CCMA committee during the Country Music Week;
- Reflect and celebrate Kelowna's unique identity as the host city while highlighting the spirit and culture of country music;
- Encourage curiosity and engagement with the art pieces through photography or interaction between artists, community members, and country music enthusiasts to create meaningful and memorable artistic experiences.

Additional Considerations:

- Installations may be indoor or outdoor, a list of potential locations will be provided.
- Use of CCMA branding assets in the installation are welcome but is not mandatory. [Branding Assets](#)

1.2 *Eligibility:*

To participate in this program, applicants must:

- Be a professional or emerging artist or a group or collective of professional practicing or emerging artists, who are eligible to work in Canada;
- Reside in the Central Okanagan (however the project activities being proposed must occur in the City of Kelowna);
- Either solely, or in partnership with others, propose an initiative which is consistent with the guidelines of this program;
- Be committed to carrying out the initiative for the benefit of Kelowna residents without exclusion of anyone by reason of religion, ethnicity, gender, age, sexual orientation, language, disability or income;
- Have fulfilled all reporting requirements for any previous grants from the City of Kelowna;
- Have the legal authority to sign a Memorandum of Understanding with the City of Kelowna and obtain general liability insurance;
- Have financial management systems in place (e.g. a bank account, proper financial records); and
- Submit a realistic project budget.

1.3 *Ineligible applicants are:*

- Non-profit or charitable organizations who are eligible for the cultural grants program;
- Public or private educational institutions (schools, universities, colleges, training organizations);
- Students or teachers who propose a project leading to academic credit; or
- Organizations, groups or individuals which have outstanding indebtedness to the City of Kelowna or which have not fulfilled reporting requirements for any previous grants from the City of Kelowna.

1.4 *Eligible activities and expenses:*

- Artist fees (may include fee/hour plus expenses)¹;
- Services (various trades);
- Materials and supplies (consumables such as paint, canvas, glue etc.);
- Costs of setting up a safe venue for art production (insurance, tents, rental fees, permits);
- Documentation (videographer, photographer, editing, printing); or
- Coordination/project management (someone to help with logistics and publicity).

Grants are available for up to 100% of the total project cost, to a maximum of \$1,000.

Projects must be presented during the Canadian Country Music Awards, Sept 10- 13th, 2025.

1.4 *Ineligible expenses and activities are:*

- Activities or products with a political, religious, fundraising or commercial purpose;
- Capital improvements;
- Purchase of property, capital equipment or collections;
- Projects which already receive, or have received financial or in-kind support from the City of Kelowna (land, money or other support);
- Projects that take place outside of the City of Kelowna boundaries;
- Reduction or elimination of existing deficits or interest on same;
- Retroactive funding for projects already in progress; or
- Projects that will directly or indirectly lead to acquiring academic courses or credits.

2.0 APPLICATION PROCESS

The application process is online and can be found on the [City's website](#).

Artists considering submission of an application are encouraged to do the following prior to

¹ Refer to CARCC professional fees schedule www.carcc.ca/en/fee_schedule_2017_4_professional

completing an application form:

- Review these guidelines;
- Contact City staff to discuss your project idea:
 - Christine McWillis, cmcwillis@kelowna.ca, (250) 470-0640
 - Sara Thirnbeck, sthirnbeck@kelowna.ca, (250) 469-8474

Eligible applicants will answer a series of prescreening questions using the online system before completing a full project application to ensure the project is eligible.

Only online applications will be accepted. If you are having problems with the online system, please contact culture@kelowna.ca for support.

We are committed to ensuring equitable access to our submission process. Applicants are invited to contact culture@kelowna.ca with questions or comments. Please ensure you receive email confirmation upon submission.

3.0 ASSESSMENT CRITERIA

Applications will be adjudicated based on the following criteria:

1. The applicant is eligible for funding;
3. There is a realistic and achievable timeline for the completion of the project;
4. The project has a reasonable budget and reflects a good understanding of the cost to deliver the project as described;
5. The project meets the program objectives.
6. The project is feasible and able to be installed securely within the budget allowed

All projects are unique. The assessment criteria provides an objective framework within which the project's feasibility and impact can be considered and form the basis for constructive feedback to the applicant.

4.0 ASSESSMENT OF APPLICATIONS

4.1 *Review Process:*

Staff Review

- Applications will be adjudicated by a committee who are knowledgeable of the program objectives and these guidelines.

Obtaining a grant is a competitive process. Even if eligibility requirements are met, there is no guarantee of support.

4.2 *Interview:*

Applicants may be contacted to discuss the evaluation, build understanding about how the applicant will address any concerns arising, and engage in a broader dialogue about the project.

4.3 *Notification and Distribution:*

All applicants will receive an email notification of the evaluation results.

Funds will be disbursed in accordance with the signed Memorandum of Understanding.

4.4 Request for Clarification/Request for Reconsideration

Applicants may request further clarification from staff regarding the funding decision. However, all decisions of the review committee regarding this program are final.

4.5 Final Report:

Successful applicants will provide a Final Report in a prescribed format to the Cultural Services Department. Receipt of this report is a pre-condition for future eligibility in any City of Kelowna grant program. Final Reports for must be submitted within 60 days of completion of the project.

1-3 high quality photographs of the art and/ or process must be submitted with the Final Report. These photos must be accompanied by photo release waivers from both the photographer and people in the photographs, giving the photo to the City of Kelowna and allowing the City to use them in future promotional materials (sample waivers are available).

5.0 TIMELINE

Application open	Application Deadline	Review	Email Notification	Confirmation Letter and Payment	Project execution period	Final Report
April 14 th , 2025	May 20 th , 2025	May 15-30, 2025	May 30 th , 2025	As per the Memorandum of Understanding	Sept 10- 13	Within 60 days of project completion

The timeline is subject to change.

6.0 CONDITIONS OF FUNDING

6.1 *Terms and Conditions of Funding*

The conditions below will apply to any individual receiving funding from this program:

- Grant funds must be applied to current expenses and must not be used to reduce or eliminate accumulated deficits or to retroactively fund activities;
- The applicant will maintain proper records and accounts of all revenues and expenditures relating to its activities and, upon the City's request, will make all records and accounts available for inspection by the City or its auditors;
- The City will have access to the project site (if applicable) and the right to review the project at reasonable times during the fabrication/creation thereof;
- The applicant will ensure that all necessary permits are in place before commencing work;
- If there are any changes in the activities as presented in the application, Cultural Services must be notified in writing immediately and approve such changes;
- In the event that the grant funds are not used for the activities as described in the application, they are to be repaid to the City in full;
- If the activities are completed without requiring the full use of the City funds, the remaining funds are to be returned to the City;
- Receipt of a grant does not guarantee funding in the future.

6.2 *Responsibilities of the applicant:*

- Sign a Memorandum of Understanding with the City of Kelowna.
- Receive and manage the City of Kelowna grant funding;
- Carry out insurance, financial, reporting and other responsibilities related to the grant;
- Consider issues of public safety, durability, maintenance and operating costs in the design and delivery of the project;
- Provide materials and information as requested for documentation of work in progress and the completed work; and
- Fulfill all terms and conditions of funding.

7.0 CONFIDENTIALITY

All documents submitted by applicants to the City become the property of the City. The City will make every effort to maintain the confidentiality of each application and the personal information contained therein except to the extent necessary to communicate information to staff and assessors for the purposes of evaluation, administration and analysis. General information about the project, including the funded amount and the artist, artist collective being funded under the program may also be released. The City will not release any additional information to the public except as required under the Province of British Columbia *Freedom of Information and Protection of Privacy Act* or other legal disclosure process.

8.0 CONTACT INFORMATION

Staff: Sara Thirnbeck, Community Development Coordinator, Cultural Services
Phone: (250) 470-8474
Email: sthirnbeck@kelowna.ca

