

GUIDE

DOWNTOWN ACTIVATION 4 SEASONS GRANT



**Updated May 2023*

A

INTRODUCTION

Downtown is the vibrant heart of Red Deer, animated by spaces to gather, connect, entertain, and reflect all year long. The intent of this grant is celebrate all four seasons in the downtown, with a focus on spring, fall and winter.

The Downtown Activation 4 Seasons Grant is a onetime only fund, with a maximum application amount of \$5,000. Meant to enliven our spaces with short-term attractions by leveraging underutilized spaces in the downtown, 4 Seasons Grant projects will increase attraction of residents and visitors to the downtown.

This grant provides financial support to community-led projects that empower citizens to take action to achieve the strategic moves of the [Downtown Activation Playbook](#).



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IMPORTANT DATES

Application Deadline

→ May 1, 2024

Applicants Notified of Decision

→ June 1, 2024

Final Report Submission

→ March 31, 2025

OUTCOMES

This grant is designed to provide financial support to community-led projects that empower citizens to take action to achieve the strategic moves of The City's [Downtown Activation Playbook](#). The desired outcomes for the grant program are as follows:

- Contribute to four season activation strategies with a focus on fall and winter activations.
- Enliven the streets with short-term attractions.
- Leverage underutilized spaces in the downtown.
- Increase downtown attraction for residents and visitors.

The nine focus area goals of the Downtown Activation Playbook are as follows:

- 1 Activity** | People make use of the downtown's trails and open spaces for health and leisure.
- 2 Economy** | People and businesses thrive in downtown's supportive economy.
- 3 Identity** | People connect with the past, present, and future in a downtown unique to Red Deer.
- 4 Inclusivity** | People from all walks of life are empowered to access and meet their needs downtown.
- 5 Mobility** | People of all ages and abilities can access the downtown year-round.
- 6 Resiliency** | People who live and work downtown are prepared for both unexpected shocks and expected challenges.
- 7 Safety** | People feel safe and secure downtown.
- 8 Social** | People gather and meet in a downtown designed for gatherings both big and small.
- 9 Vibrancy** | People visit the downtown to access the area's high quality public spaces and appealing local businesses.

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THE RESOURCE

Through this grant program, The City of Red Deer will allocate \$24,000 to support activation initiatives in downtown Red Deer that align with the vision and goals of the Downtown Red Deer Activation Playbook.

Successful applicants will be invited to join three creative placemaking learning sessions of one hour each. The purpose of the learning sessions is to learn techniques to help support your project's success around bringing community together to co-create vibrant spaces.

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THE SUPPORT

For questions regarding this grant program, please contact:

Community Development

403.406.8820

culturemailbox@reddeer.ca

Visit <https://www.reddeer.ca/whats-happening/grants> for more details and to access the link to the application software.



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RETURN OF FUNDING CLAUSE

Funding that is not expended as per the details of the application shall be returned to The City for re-investment in other services through this grant program.

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REPORTING

Successful applicants will be required to attend a check-in meeting approximately half way through the grant term, and submit a final report. The City acknowledges that reporting can be a drain on volunteer resources and time. Therefore, The City commits to keeping reporting to a minimum, requesting only information that is absolutely necessary to ensure a reasonable level of accountability while also trying to maximize the funding available to the community.



GRANT ██████████

DOWNTOWN ACTIVATION 4 SEASONS

PURPOSE	Providing support to community-led projects that empower citizens to take action to enliven underutilized downtown spaces with short-term attractions that achieve the strategic moves of the Downtown Activation Playbook.
AMOUNT	Maximum per application: \$5,000
DURATION & FREQUENCY	<ul style="list-style-type: none"> → Projects will be eligible for funding one time only. Organizations may apply for funding for more than one project, as long as the projects are unique. Recipients are eligible to apply for grants in future years for different projects → Projects must be completed by March 31, 2025
DEADLINE	Applications are due by May 1, 2024 at 4 p.m.
APPLICANT ELIGIBILITY	<p>To apply, applicants must:</p> <ul style="list-style-type: none"> → Contribute to the vision and goals outlined in the Downtown Activation Playbook (DAP); and → Be a registered non-profit society* in good standing serving Red Deer (i.e., your Society Annual Return with audited financial statement has been filed with the Government of Alberta for your most recent fiscal year end) <p><i>*Individuals with ideas for projects will need to work with a non-profit organization.</i></p> <ul style="list-style-type: none"> → Be in good standing with The City (i.e., not be in arrears for municipal taxes or utilities, or failed to pay any other municipal charge or invoice) → Meet submission requirements (i.e., the application must be complete, received by the deadline, in the format required, etc.)
CRITERIA & EVALUATION	<p>Applications will be evaluated on the degree to which the proposed project demonstrates:</p> <p>Organizational Capacity (5 points): ability to effectively deliver the proposed project based on its purpose, activities, and good standing.</p> <p>Project (15 points): Demonstrates sufficient level of planning and preparedness. Priority is given to projects that leverage partnerships.</p> <p>Project Outcomes & Focus Areas (15 points): potential to effectively address any one or more of the four stated outcomes.</p> <ol style="list-style-type: none"> 1. Contribute to four season activation strategies with a focus on fall and winter activations. 2. Enliven the streets with short-term (temporary) attractions. 3. Leverage underutilized spaces in the downtown. 4. Increase downtown attraction for residents and visitors. <p>Downtown Activation Playbook: potential to effectively address at least three out of the nine focus area goals highlighted on Page 3 of this guide.</p> <p>Budget and Timelines (15 points): seems realistic to project success. An expectation that the project includes volunteer hours, sponsorship, other grants, or other forms of leveraging.</p>
ELIGIBLE EXPENSES	<ul style="list-style-type: none"> → Expenses related to the delivery of a project/program → Materials; supplies (e.g. equipment rentals, tools, safety equipment); marketing and promotions; education; honorarium; insurance. This is not an exhaustive list; see ineligible expenses → Administration or overhead costs are allowed and must not exceed 20% of total budget submission for items such as rent, insurances and non-direct support salaries or supplies
INELIGIBLE EXPENSES	<ul style="list-style-type: none"> → Expenses for projects already underway. No retroactive funding will be considered → Project expenses already covered through other City funding → Major structures and/or renovations to major structures that are not moveable or removable → Capital purchases such as office equipment and furniture → Lobbying, advocacy or fundraising activities → Any expenses not directly related to the project → Further disbursement of funds as grants to a third-party recipient
REPORTING	<p>Successful applicants will be required to report on the outcomes of their project as follows:</p> <ol style="list-style-type: none"> 1) Mid-Term Monitoring: attend a check-in meeting approximately half way through the grant term to ensure the project is proceeding as planned and outcomes will be met. 2) Program-End Reporting: due by March 31, 2025. Successful applicants will be required to report on <ul style="list-style-type: none"> → Project activities and status, including explanations for any variations to the project as outlined in the original application → Project results, including how it contributed to achieving the DAP goals based on the results of the indicators identified in the application, and how it contributed to the Project Outcomes based on the results of the indicators identified in the application → Financial information, including the approved vs actual project budget 3) Funding recipients will submit their organization's audited financial statement within 14 days of their Annual General Meeting.
APPEALS	<p>Community Development will consider appeals only in instances where the appellant believes there has been an error in fact or in process in the handling of their submission. Disagreement with a final funding decision in itself does not warrant an appeal. To make an appeal, complete your Appeal Form based on an error in fact or in process and submit it to culturemailbox@reddeer.ca.</p>