

56 Queen Street Port Hope, ON L1A 3Z9
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2025 Community Grant Application

Please complete the below 2025 Community Grant application. Any questions that have a red *asterisk are considered mandatory fields. Completed hard copy applications can be mailed, hand delivered or placed in our drop-box at Town Hall, 56 Queen Street, Port Hope, L1A 3Z9.

Organization Information

Non-profit Organization/Registered Charity Name: *

Cultivate Community Non-Profit Services

Address (Including Postal Code): *

5 Bramley Street North; Port Hope ON L1A 3K7

Contact Information

First and Last Name of Contact Person: *

Jeffrey

Title of Contact Person: *

Executive & Artistic Director

Phone Number: *

647-631-6117

Alt. Phone:

999-999-9999

Email: *

info@cultivatefestival.ca

Applicant Eligibility

1. Are you a non-profit organization or a registered charity? Please select ONE: *

- ☐ Registered Charity
- ☒ Non-Profit Organization

If you are a registered charity as per CRA please indicate your registered number:

790822936

2. Which of the following describes your non-profit organization or registered charity? (Select all that apply) *

- ☒ Initiate or deliver programs and services to the citizens of Port Hope.
- ☒ Provide events of a Municipal, Provincial or National significance, which could be expected to bring economic, and/or public relations benefit to the Municipality.
- ☐ Provide programs and services to address any urgent and pressing events and natural disasters (i.e. fire, flood, earthquake).
- ☐ Initiate programs or services for individuals, groups or teams who require assistance to participate in recognized regional, provincial, national or international championships.

Application Information

1a. Name of Event or Program: *

The 4th Annual Road To Cultivate Concert Series

1b. Date range of the Organization’s Event: *

July 3/2025 to August 28/2025

If requesting general program funding then enter N/A for the date range.

2. Are you applying for up to \$5,000 or up to \$10,000? *

- ☐ Up to \$5,000
- ☒ Up to \$10,000

3a. Prior Year’s Grant Request:

0

3b. Prior Year's Awarded Grant: \$

0

4. Please briefly describe the organization's programs and services: *

Cultivate Community Non-Profit Services is a non-profit organization whose mission is to engage our community in the celebration and discovery of diverse arts and culture. We achieve this through innovative artistic programming and creative partnerships. Our artistic vision is to strengthen and grow our community by creating meaningful connections through the presentation and celebration of diverse voices at the intersection of live music, immersive art and food. We offer three signature programs: our original Cultivate Festival which takes place in Port Hope on the last weekend in September, the Road to Cultivate series of free summer concerts in Memorial Park, and the winter Hlbernate Festival for which we are applying for Community Grant support.

5. Please provide a statement of the organization's goals/objectives: *

Cultivate Community's objectives are:

- To produce a world-class fall festival, weekly summer series, monthly winter series and youth-focused concert program; for the purpose of growing the arts and culture community in Port Hope and Northumberland County
- To create welcoming experiences for people from all walks of life, particularly those from racialized or marginalized communities such as BIPOC and LGBTQ+
- To coordinate partnerships and activities that advance arts and culture at the community level, particularly with young people

6. Please provide a description of how the organization's program or service advances Council's strategic plan: *

With this fourth edition of the Road To Cultivate series, Cultivate Community aims to contribute to Port Hope's economic growth and sustainability by providing a valuable influx of cultural tourism revenue, as well as an opportunity for local culture lovers to congregate in downtown Port Hope. Cultural tourism revenue has a demonstrable economic multiplier effect, in that the money people spend on arts & culture stays in the community. This particularly applies to expenditures such as hotels and accommodations as well as food and beverage. Given that downtown Port Hope will be reopening after our massive renovation in November, local businesses have an even more urgent need for the influx of revenue that the series can bring to the downtown core.

The series contributes to Strategic Plan priorities such as infrastructure sustainability and waterfront enhancement as well as multi-generational community opportunities. It provides a showcase for our new downtown and waterfront, and also brings tourists to the town, many of whom may consider Port Hope as a place they want to call home. The Road to Cultivate also brings together people from different generations to celebrate music and art and the connections between different cultures that the festival strives to embody. We also strive to embody the spirit of intentional growth, as Cultivate Community is part of the Slow Touring Project, a network of Ontario culture presenters working to create new ways to build meaningful connections between artists and the communities they visit as well as working towards climate justice and sustainability.

For a copy of the Port Hope Strategic Plan, go to porthope.ca/strategic-plan

7. If Council approves the organization's Community Grant request, what will the funding be used for? *

Community Grant funding would be used to support our Road To Cultivate program, which is a series of 9 free concerts on Thursday nights in Memorial Park. The fourth season of Road to Cultivate is once again envisioned as a free 9-week summer concert series that will take place at Memorial Park in downtown Port Hope, Ontario. The series will run every Thursday night from 6:00 - 8:00 pm in July and August 2025, and feature a culturally diverse range of artists from Ontario and across Canada.

For 2025, we plan to slightly increase our artist budget so that we can continue to attract high-quality and culturally diverse live music performers from across Canada. Returning in 2025 will be our juried Young Artists Showcase Program, which gives a winning new-generation artist the chance to play our fall festival mainstage along with a professional development package that includes recording at Ganaraska Studios along with videography and photography that they can then use to develop their careers. Any funding from the Municipality would be spent on artists fees and productions, increasing the quality of artists we are able to bring to Port Hope.

The series will be programmed by Cultivate Community Artistic Director Jeff Bray, in consultation with community stakeholders, agents, and artists. Each show will feature two bands, a provincial or national headliner along with a locally-based opener to provide them with a valuable career development opportunity. The opening set will be 30 minutes, with headliners playing full 60-minute concert sets. In addition to the artists supported, the series will provide employment and economic opportunities in the areas of logistics and event management, technical personnel, security, arts and food vendors, and more.

8. Please provide a description of how the organization intends to measure the success of the program or service: *

We will measure the success of Road To Cultivate by attendance numbers and qualitative experience enjoyed by the audience, as captured in exit surveys done at the event. For 2025, we are aiming for a 10-15% increase in overall event attendance over the 9 weeks of the series.

9. What is the approximate geographic audience demographic that you plan to target? (i.e. 300 Adults and 50 Kids: 75% Port Hope Residents) *

The festival's audience demographic is very similar to that of our fall festival. Our base is families with young children from Port Hope and Northumberland County. We also hope to attract regional tourism from Durham and the Greater Toronto Area as well as Peterborough and the Kawarthas. Located right on Highway 401 as we are, we plan to market Road To Cultivate as being the ideal stop for summer road trips, where people can enjoy an incredible concert and an affordable bite to eat.

Attendance:

-Male/Female - 40/60%

-Multigenerational families with children under 12 (approximately 25% of our attendees are children)

Primary target avatars:

-Mother with child(ren) at home, 25 - 44,

-Ages 25 - 44, culturally diverse, general music enthusiasts and culturally curious consumers

10. What new initiatives will the organization be doing in the upcoming year? *

While we have no entirely new initiatives planned for the 2025 series, we plan to augment the existing Road To Cultivate program with enhanced artistic bookings to increase attendance.

We hope to continue our very successful after party series with support for the HBIA.

We will also continue to develop our relationships with Port Hope Jazz, SONG, Fluke Craft and Port Hope Maker's Market and work to build new ones with other like-minded community organizations such as Northumberland Pride.

11. Does the organization work jointly with any other community or organization? If yes, please provide details:

*

The Town of Port Hope. The town contributes the Memorial Park venue as well as essential event services such as access to utilities, etc. We hope to play a role in this year's Port Hope Arts Fest as well.

Perhaps most importantly, Road to Cultivate activates the downtown core of Port Hope. In all, in downtown Port Hope, we partner with a number of businesses, 4 local organizations and the Historic Business Improvement Area for promotion and programming.

Within the community, we partner with a number of local organizations and programs.

Specific community partnerships also include:

-Sounds Of the Next Generation (SONG) is a local music education charity, has become our musical education partner. We have partnered with them to present free young artist workshops featuring Hibernata Festival artists. SONG also presents the Locally Grown Young Artist Showcase at Hibernata and we will be doing that again in 2025.

-Northumberland Creates is a collective of Northumberland Based artists. We work together on programming local artists wherever possible.

-We have forged a strong relationship with Folk Camp Canada, based in Grafton Northumberland. Folk Camp presents diverse programming at Hibernata Festival, that celebrates traditional Eastern European folk culture. Northumberland has long been home to many Ukrainian families, as a result of the Plast Camp that opened in Grafton back in the 1950s. Over 50 Ukrainian refugee families have moved into our area in the last calendar year, and this partnership helps carry on their traditions in their new home.

-Port Hope Jazz Festival. We worked together to launch the 2024 Jazz Festival at the Road To Cultivate with PH Jazz programming the evening. We intend to continue this relationship and hopefully build it as well.

12. Does the Municipality provide your organization other financial support? (i.e. fee waiver, etc.) If yes, please indicate the amount and provide description: *

The Town of Port Hope provides free water and a water dispenser at the Road To Cultivate Series as well as discounts on fees for the use of Memorial Park and organic marketing amplification.

13. How is the organization decreasing reliance on Municipal funding? *

Our hope is to not decrease reliance, but to instead build a mutually beneficial relationship with the municipality. Arts and culture are core to community well being and, as a non profit, we are working hard to create a product that folks here are proud of. We believe this requires a relationship with the municipality that each of us can count on.

We do constantly work to increase community sponsorship for our free programming and applying for as many other provincial and federal funding options as possible. We are currently supported by Heritage Canada, Ontario Creates, the Ontario Arts Council, the Ontario Cultural Attractions Fundl and FedDev Ontario; and have received Canada Council for the Arts and FACTOR funding in the past although we are not currently funded by them.

This year we should achieve charitable status, opening up another revenue stream as well.

We need to continue to encourage support from a variety of funders, work hard to forge relationships with local/regional/provincial/national sponsors and develop a base of patron donors for this to be successful.

14. Please indicate how the Municipality's financial support will be acknowledged. If possible, please provide an example: *

The Municipality's financial support will be acknowledged in numerous ways: logo placement on event signage such as stage banners as well as logos on series specific hard-copy and social media promotional graphics such as posters and Instagram posts, mention from the stage by Artistic Director Jeff Bray, and acknowledgement in all written press releases as well as in our successful newsletter.

We welcome the town to activate at any of our events with free booth space; get staff out volunteering; and to also work closely on cross marketing municipal events of interest to our community.

Financial metrics

15. Please provide the following financial metrics for your organization

a. Previous Year Total Revenues: *

377329

b. Previous Year Total Expenses: *

362054

c. Total Assets *

10636

d. Total Liabilities: *

0

e. Planned Revenues for upcoming year: *

395000

f. Planned Expenses for upcoming year: *

390000

16. Any additional information you find necessary:

n/a

2025 Community Grant Application Attestation

Having requested financial assistance from the Municipality, the Organization agrees to the following conditions if a grant in any amount is awarded:

- a. The Organization confirms that the representations contained in the application for financial assistance are true and correct in every respect and that in the event that the funds are not used for the project or programs as described in the application, or if there are misrepresentations in the application, the full amount of the financial assistance will be payable to the Municipality.
- b. If there are any changes in the funding of the project from that contemplated in the application, the Municipality will be notified of such changes through the Director, Finance.
- c. That the Organization will make or continue to make attempts to secure funding from other sources as indicated in its application.
- d. That the Organization will keep proper books of accounts of all receipts and expenditures, relating to the program, services or project.
- e. That the Organization will retain and make available for inspection by the Municipality or its auditors, all records and books of accounts of the Organization upon request from the Municipality which may be made within 2 years of the grant award.
- f. That if the programs or services proposed in the Organization's application are not commenced, or are not completed and there remain Municipality's funds on hand, or are completed without requiring the full use of the Municipality funds, such Municipality funds will be returned to the Municipality.
- g. That the program or services not be represented as a Municipal program or service, and that the Organization does not have authority to represent itself as an agency of the Municipality in any way, the only relationship being that the Municipality has approved the granted financial assistance to the Organization.
- h. All payments will be issued by electronic fund transfer. Payments will only be issued to bank accounts registered in the non-profit organization/ registered charity name as specified on the application.

Signing Authority

We certify that to our knowledge, the information provided in this application for a Municipal Community Grant is accurate and completed and endorsed by the organization which we represent.

Authorized Signing Officer - Name *

Authorized Signing Officer

Jeffrey Bray

Date (MM/DD/YYYY) *



Personal information is collected on this form under the authority of the Municipal Act and the Municipal Freedom of Information and Protection Act (MFIPPA). This information, once collected, may be accessible by members of the public upon request, unless exempted by law. Furthermore, this information may be published as part of the public record, in accordance with the legal requirements set out in MFIPPA and other legislation. Questions regarding the collection, use and disclosure of personal in information can be directed to the Municipal Clerk at [905-885-4544](tel:905-885-4544) or clerk@porthope.ca.

