



Amplify Norfolk Grant

Application Guide

About the Grant

This program provides grants to not-for-profit organizations to produce live entertainment events where the applicant is responsible for production and presentation costs, including artist fees, venue rental, production costs and items on headlining artists' technical and hospitality riders. Amplify Norfolk Grants will match up to 50% of eligible expenses. The event organizer must commit an equal or greater amount of funding. Additional funding can come from other grant programs outside of the Corporation of Norfolk County, community groups, fundraising, private contributions etc.

Priorities

The Amplify Norfolk Grant Program supports the development and presentation of live entertainment events by Norfolk-based not-for-profit organizations. These live events can include, but are not limited to live concerts and festivals, stand-up comedy, art festivals with a live component, theatre, dance and sporting events.



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Amplify Norfolk Grants are meant to remove some risk for first-time live entertainment events, with the intent being that organizations will be able to leverage grant funding to help create a more sustainable economic environment for themselves that will allow that organization to produce live entertainment events in the future.

Priorities include:

- Projects that expand the scope of entertainment publicly available in Norfolk County
- Projects that take place outside of peak tourism season (July-August)
- Projects that promote tourism, increased spending and overnight stays in Norfolk County (i.e. tourism bundles, business partnerships etc.)
- Projects that demonstrate strong artist merit (i.e. professional artists, cultural importance, community influence etc.)
- Projects that demonstrate strong viability through experience, research, budgets and planning
- Projects that demonstrate strong impact on applicant, communities, audiences and participants
- Projects that demonstrate a commitment to longevity and future self sufficiency
- Projects that demonstrate the ability to leverage grant funding to gain additional funding from other sources
- Projects that encourage collaboration among entities within Norfolk County (venues, businesses, other groups)



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Deadlines

The Amplify Norfolk Grant Program application submission deadline is February 5, 2024.

Grant Categories

The 2024 Amplify Norfolk Grant Program has a total funding allocation of \$105,000 across several grant amount categories. The Amplify Norfolk Grant Program will fund up to 50% of eligible expenses through available grants of \$20,000 and \$40,000.

If the number of available grants within each grant amount category is not met through eligible applications, the selection committee reserves the right to recommend alternative amounts within the maximum amount available, pending council approval.

Grant Value	Quantity	Total Value
\$20,000	1	\$20,000
\$40,000	2	\$80,000
\$5,000 Accessibility Funding*	1+	\$5,000
Total	3+	\$105,000

*Can add to other grant



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Project Timing

The project for which you are applying for grant funding must take place, and funding must be used from March 21, 2024 – March 20, 2025.

Eligible / Ineligible Applicants

Eligible Applicants

Not-for-profit organizations that meet one or more of the following requirements:

- is registered in Ontario as a non-profit corporation by the applicable provincial or federal authority or ministry, or
- is a registered charitable organization or
- is a volunteer-based community organization or group that can demonstrate that it provides a clear benefit to Norfolk County

BIA's, Chambers of Commerce, Board of Trade Organizations

Co-productions are also eligible. A co-production is defined as an activity where a not-for-profit organization enters into an arrangement with a partner individual, collective, private enterprise, or organization for the production of a live entertainment event.



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Ineligible Applicants

- Individuals
- Private enterprises
- Ad hoc groups and collectives
- Schools
- Religious institutions
- Bands, individual artists, orchestras, and youth orchestras

Eligible / Ineligible Projects

Eligible Projects

- Single Event: presentation or production of a single live entertainment event for which professional artists are paid.
- Event Series: presentation or production of two or more live entertainment events for which professional artists are paid.
- Festival: presentation of performances that take place in a concentrated period of time
- Live entertainment component added to an existing event.



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Ineligible Projects

- Creation of artworks
- Fundraising activities
- Productions lacking professional performers
- Creation of music videos or other audio-visual productions such as documentaries, short films, or strictly promotional materials
- Projects that do not attempt to attract tourists to Norfolk County
- Award ceremonies
- Activities/Events that take place outside of Norfolk County
- Activities/Events that are not open to the public
- Activities/Events that are not related to the grant-funded entertainment portion of an event. For example, if a project is to add live entertainment to an existing fair, the grant will not cover other fair activities/events.

Eligible / Ineligible Expenses

Amplify Norfolk Grants will fund up to 50% of eligible expenses. The organization must match or exceed grant request funding.



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Eligible Expenses

- Artist fees
- Production costs such as stage, lighting, sound, and specialty staff
- Venue and equipment rental
- Purchase of small-scale equipment and/or software required to complete the project (maximum \$500)
- Marketing, publicity, and promotional costs
- Items on a headlining artists' technical and hospitality rider
- Specific operating expenses that directly relate to project execution

Ineligible Expenses

- Expenses for activities that take place outside of Norfolk County
- Purchases of equipment exceeding \$500
- Buying, leasing, or renovating buildings
- General organizational operating expenses such as staff salaries, office rent, and office supplies
- Expenses that are not related to the grant-funded entertainment portion of an event. For example, if a project is to add live entertainment to an existing fair, the grant will not cover other fair expenses.



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Project Budget

Applications must include a completed Project Budget Form (Required). This budget form will be used to; confirm at least a 50% organizational funding match, confirm eligible expenses and will also be evaluated for financial viability and cost effectiveness.

Norfolk County will require proof of cost for any project expense item over \$5000. The Project Budget Form will be found in the application package.

Final Report Requirements

Applications must include a completed Project Budget Form (Required). This budget form will be used to; confirm at least a 50% organizational funding match, confirm eligible expenses and will also be evaluated for financial viability and cost effectiveness.

Norfolk County will require proof of cost for any project expense item over \$5000. The Project Budget Form will be found in the application package.



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This “Grant Reporting Form” will request the following information:

- Organization Information
- Final Budget / Financial Report
- Project Report
 - Description of the outcome of the project, using the quantitative and measurable goals and/or project metrics outlined in your application.
 - How did the grant help you to achieve your project goals?
 - How did the funding have a positive impact on Norfolk County?
 - How was Norfolk County recognized in the course of your project?
 - What were some of the project challenges?
 - What are your organization's next steps after project completion?
 - Photos or Links – Please attach any relevant photos or links that relate to the project.

Application Process and Requirements

To apply, complete and submit an application through Amplify Norfolk’s Grant Program application system, available online from December 21, 2023, to February 5, 2024. Before applying, review the Amplify Norfolk Grant Program guidelines. Incomplete applications will be considered ineligible.



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The application will include:

- Organizational Information
- Project information
- Grant Request
- Project budget
- Evaluation Criteria/Questions
- Terms and Conditions
- Supporting material
 - Artist information and examples of work (required)
 - Letter of confirmation from co-producer (required if applicable)
 - Previous examples or current concepts for marketing (if available)
 - Programming schedule (if available)

Evaluation Process & Criteria

All applications will be reviewed initially by staff to ensure they meet the minimum eligibility requirements. This includes the verification of the following; a complete application, applicant eligibility, project eligibility, expense eligibility, project timing and that applicants are in good standing with the county.



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Applications that meet the minimum eligibility requirements will then be evaluated by the selection committee. The selection committee will be the Economic Development Advisory Committee (EDAC).

The selection committee will evaluate each application against the Amplify Norfolk Grant Program Priorities, which are outlined as questions in the application. The selection committee will review applications during the month of February 2024 and make recommendations for grant funding to Norfolk County Council.

Council will make their final decision in March 2024, and funds will be deployed after the final decision at the end of March 2024.

Contact

For more information, please contact

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