

Alberta Drama Festival Association

2020 Community Impact Grant Analysis

CIP Grant Summary:

2017	2018	2019	2020 Request	2020 Recommended by CIP	Variance Recommended vs. Requested
-	-	-	900	900	-

Fiscal Year End	Total Expenses	Unrestricted Net Assets
July 31, 2019	2,010	212

Notes:

Acting Out - ADFA North Zone One Act Theatre Festival - Community theatre artists independently produce and perform short works of theatre.

Budget Line Description	2020 Total Budget	2020 Budget Request	2020 Recommended
Revenues			
RMWB Community Impact Grant	900	900	900
Sponsorship	500	-	-
ADFA Provincially Funded (Venue, Adjudicator)	3,158	-	-
Total Revenues	4,558	900	900
Expenses			
ADFA - North Zone Expenses			
Master of Ceremonies (Host)	200	200	200
Musician	50	50	50
Photographer	300	300	300
Advertising (Graphic Design, Broadcasting, Social)	370	370	-
Printing (Flyers, Programs, Posters)	75	75	-
Honorarium Plaques	50	50	50
Banking Fees	59	59	-
Food and Catering	300	300	300
ADFA Provincially Funded Expenses			
Keyano Recital Theatre Rental	1,527	-	-
Participant Entry Fees	100	-	-
Adjudicator Hotel	260	-	-
Adjudicator Travel	372	-	-
Adjudicator Per Diem	100	-	-
Adjudicator Honorarium	300	-	-
Honorarium Art Pieces	500	-	-
Total Expenses	4,563	1,404	900
Total Surplus (Deficit)	\$ (4)	\$ (504)	\$ -

2020 Community Impact Grant - Community Events Application for Grant Funding

The grant program under which your organization is applying has specific eligibility requirements. The Application Form should clearly show how the proposed event meets these requirements. The Application Form, including all required attachments, must be received by the closing date. Late or incomplete applications will not be processed (Community Investment Program Policy FIN-220, Section 3.1.5).

In order to complete this application for funding, please read the following thoroughly:

- 2020 Community Impact Grant Guidelines
- 2020 Community Impact Grant - Community Events Application Checklist

If you have reviewed the 2020 Community Impact Grant Guidelines and have any questions regarding this application form or eligibility, please contact CIP@rmwb.ca.

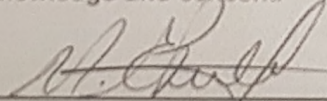
Organization Name: Alberta Drama Festival Association

Declaration: In making this application, we, the undersigned, confirm:

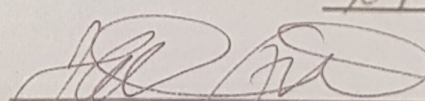
Board Member(s) and/or
Executive Director Initials:

- that we have read the Community Impact Grant Guidelines;
- that we understand that this application form and all attachments shall be part of the public Council agenda and accessible through all methods that the Council agenda is available;
- that we understand that this application form and all required attachments must be completed in full and received before 4:30 p.m. MT on Monday, September 23, 2019;
- that we understand the term of the Community Impact Grant is January 1 to December 31, 2020 and that all expenditures must happen during this term; and
- that we are authorized by the applicant organization to complete the application and hereby represent to the Regional Municipality of Wood Buffalo's Community Investment Program and declare that to the best of our knowledge and belief, the information provided is truthful and accurate, and the application is made on behalf of the above-named organization and with the Board of Directors' full knowledge and consent.

MP JH
MP JH
MP JH
MP JH
MP JH



Signature of Board Member
(must have signing authority)



Signature of Board Member or Executive Director
(must have signing authority)

Mary-Ellen Perley
Print Name

Hanna Fridhed
Print Name

2019-10-07
Date: (YYYY-MM-DD)

2019-10-07
Date: (YYYY-MM-DD)

Community Events Part A - Organization Summary

1. Organization Details

Organization Name:	Alberta Drama Festival Association
Street Address:	760386 Avenue NW
City/Hamlet:	Edmonton
Province:	Alberta
Postal Code:	T6C 1H6
Phone Number:	780-779-654
Email Address:	mary-ellen.perley@adfa.ca
Act Registered Under:	Societies Act (Alberta)
Registration Number:	500057963

Note: Organization must be in good standing to receive funding.

2. Main Contact

Title:	North Zone Representative
Name:	Hanna Fridhed
Daytime Phone:	17(1)
Email Address:	hanna.fridhed@adfa.ca

3. Executive Director

Name:	N/A
Daytime Phone:	
Email Address:	

4. Board Chair / President

Name:	Mary-Ellen Perley
Daytime Phone:	780-779-654
Email Address:	mary-ellen.perley@adfa.ca

Note: Should any of the contact details in Questions 2 to 4 change before December 31, 2020, please advise the Community Investment Program at CIP@rmwb.ca

Community Events Part B - Board Questionnaire

5. How often does the Board review the financial position of the agency? What efforts have been made in the past fiscal year to increase the number and types of financial support for your organization?

We Review the financial position of the agency annually. In the Past fiscal year we have increased our amount of sponsors and potential sponsor contacts. Annually we release a sponsorship package to potential businesses.

6. Organization's most recent Fiscal Year End date (YYYY-MM-DD): 2019-07-31

Unrestricted net assets from your Financial Statements ending 2019-07-31 \$ 150.00

(Accumulated surplus that the Board has not set aside for a particular purpose)

Total Expenses from your Financial Statements Ending 2019-07-31 \$ 2,009.92

7. Does your organization have financial reserves greater than the last fiscal year's operating expenses? If so, explain why.

Our organization does not have financial reserves greater than the last fiscal year's operating expenses

8. What are the restrictions (if any) on becoming a member of your organization **and/or** participating in programs or services?

We have no restriction on becoming a member of the organization, except that members must not be members of artistic professional unions such as Canadian Actors' Equity, ACTRA, IATSE, etc. To participate in the annual ADFA one act theatre festival, individuals must be over 18 or a group that primarily consists of individuals over the age of 18.

9. Minimum number of board members according to bylaws: 5

Number of board members: Currently: 12 2018: 12 2017: 11

How often does the Board of Directors meet? 3 times annually

10. Please list your current Board of Directors:

Name	Board Position	Years on Board
Mary-Ellen Perley	President/Edmonton Rep	10.00
Linda Szewczyk	Director at Large	14.00
Cliff Cameron	Treasurer	14.00
Hanna Fridhed	Secretary/North Zone Rep	4.00
Theo Thirsk	Big Valley Regional Rep	15.00
Kelly Malcolm	Calgary Regional Rep	3.00
Rita Peterson	Chinook Regional Rep	2.00
Kate Leeming	Cypress Regional Rep	1.00
Fiorentina Maione	Foothills Regional Rep	7.00
Christine Chalaturnyk	Heartland Regional Rep	4.00
Adrian Tanashiuk	Peace Country Regional Rep	15.00
Sharon Reichert	Yellowhead Regional Rep	2.00

11. Are any Board members being paid, or receiving an honorarium for being on the Board or for other positions in the organization outside of their role on the Board? Yes ☐ No ☒

If yes, complete the following table:

Board member name	Paid role in the board / organization	Amount received

 The personal information collected in this application is collected under the authority of section 33(c) of Alberta's Freedom of Information and Protection of Privacy (FOIP) Act. It will be used to process the application and contact you if needed, during the review of this application. If you have any questions about the collection and use of the personal information you may contact the Manager, Community Investment Program, at 9909 Franklin Avenue, Fort McMurray, AB T9H 2K4 or at (780) 743-7918.

Community Events

Part C - Proposed Event Details

12. **Event Name:** Acting Out - ADFA North Zone One Act Theatre Festival

13. **Beginning Date (YYYY-MM-DD):** 2020-01-04

14. **Completion Date (YYYY-MM-DD):** 2020-04-30

Note: The term of the Community Impact Grant is January 1 - December 31, 2020. The event and all expenditures must occur during this term.

15. **What type of event are you applying for?**

- ☒ Recreation/Sport
- ☒ Cultural
- ☐ Related to, or addresses, any one of the 94 Calls to Action in the Truth and Reconciliation Commission report
- ☐ Related to a National or Provincial Holiday
- ☐ Other: _____

16. **What activities will be part of the event? Please list and provide details:**

- a. Use headings if applying for more than one event;
- b. List specific activities of each event; and
- c. Include details such as event location(s), how each activity will appeal to general population, if the event will draw participants from outside the Municipality, etc.

(additional space continues on next page)

The Acting Out - ADFA North Zone One Act Theatre Festival is the annual coming together of community theatre artists to independently produce and perform short works of theatre. Local artists participate in a variety of roles: as producers, directors, designers, writers, technicians, and performers. The plays are presented all in one event, festival-style, where audience members pay one admission price for 2-4 plays (depending on the submissions). Each presenting group is mentored by an adjudicator, a professional theatre artist, brought in to watch, assess, and offer constructive feedback to the local artists. This is an extremely valuable developmental experience for local artists as there is no post-secondary theatre training available in Fort McMurray, and no established high level professional theatre artists who live here as permanent residents who could provide more on-going mentorship. The ADFA North Zone event is part of the umbrella provincial ADFA organization, which supports the annual one act theatre festivals across Alberta and the annual provincial showcase of each region's outstanding play winners.

The event is comprised of the following parts:

Event Planning

- ADFA North Zone organizing committee reviews timelines and deliverables, secures venue, books adjudicator, purchases awards, solicits sponsorship, recruits volunteers, confirms emcees and reception needs (food, music), coordinates technical requirements with venue

Application

- Open call for submissions promoted to community
- Local theatre artists submit a production based on an existing script or an original idea that is 10-60 minutes in length.

16. *(Continued from previous page)*

Performance

- Each group allowed 60 minute technical rehearsal (ADFA rules) prior to performance
- Plays presented one after the other to a live audience
- Each group mentored post-performance by visiting adjudicator
- Awards distributed
- Post-event reception

The event has been running in Fort McMurray for over 10 years and consistently attracts dedicated participants and an engaged audience. In fact, over the past five years, at the annual provincial showcase of the outstanding play winners from each region, Fort McMurray theatre artists received the Outstanding Performer award four times and the Outstanding Production award three times. This is a testament to the development opportunity and professional mentorship that the ADFA North Zone One Act Theatre Festival provides local theatre artists each year.

17. How many participants are you expecting to benefit from your event? Please identify them in the table below.

Ages 0 - 3:	0	Adults:	100
Ages 3 - 5:	0	Seniors:	25
Ages 5 - 12:	5	Families:	20
Ages 12 - 18:	10		

18. What is the community need that the event will address?

The Acting Out - ADFA North Zone One Act Theatre Festival is the only regular, structured form of producing small-scale independent theatre available in the region, with professional mentorship and artist development built into the event. It is a festival-style event that showcases a variety of theatre forms in one night, all for one admission price, which is a unique experience for the local audience.

19. How was the need determined?

In recent years the Acting Out - ADFA North Zone One Act Theatre Festival has become the only avenue for local theatre artists to independently create small-scale productions on their own - i.e. not part of Keyano Theatre or any other company. It is an event where local artists can take risks, try something new (such as directing or design), even debut their own writing. Local artists used to be able to do this at the annual InterPlay Festival and through the Studio 99 performance series through the Keyano College Visual and Performing Arts program - both of which are now defunct.

20. How will the event address this need?

The Acting Out - ADFA North Zone One Act Theatre Festival gives a local theatre artists an opportunity to perform their own work by providing the major considerations most independent artists cannot afford on their own: a venue, a ticket selling system, an audience, promotion, and a professional theatre artist adjudicator to mentor the participating artists.

21. What will be the positive impacts to the community?

Local theatre artists further develop as performers, writers, producers, designers, directors, and technicians. They are mentored by a professional theatre artist adjudicator who takes away knowledge of this community and all grow their artistic network. A local photographer grows their portfolio by taking performance photos, a specific skill set in the photography sector. Volunteers who help with the festival, such as backstage support, connect more deeply with the arts. The audience engages with a variety of unique performances and supports the growth of local artists. The event overall continues as an integral part of the healthy, happy, and holistic quality of life of this region.

22. Identify the Call to Action in the Truth and Reconciliation Commission report that the event addresses (if applicable).

N/A

23. If identified in question 22, describe and include:

- a. How the Call to Action will be addressed by the activities of the event;*
- b. How the activities promote healing, language and/or cultural restoration; and*
- c. How the Indigenous community is involved in the planning, execution, participation or follow up to the event.*

N/A

24. What does/will a successful event look like?

A successful One Act's Festival will:

- Showcase of 3-4 plays, usually with a few first-time participants and sometimes even a new local playwright.
- Engaged adjudicator with constructive feedback for participants
- Awards in recognition of the artists' work
- Sense of community among the artists and with the audience
- Volunteer involvement
- Engaged audience of at least 60% venue sold
- Local artists go on to represent the region at a provincial level

25. How do/will you measure event success (e.g., surveys, evaluation, longitudinal studies)?

The ADFA committee will look to review:

- Number of participants, first-time and returning
- Number of new locally-written plays
- 60% of venue sold
- Social media engagement, especially shares and comments
- Adjudicator comments
- Feedback from participants
- Internal review of event elements and coordination

26. Does the event duplicate or overlap with other events offered in the community? How is this event unique?

The Acting Out - ADFA North Zone One Act Theatre Festival does not duplicate or overlap with other events. There is no other festival-style event where adult local theatre artists can completely produce their own short plays with the added bonus of professional development through the mentorship of an adjudicator. The event is consistently a place for theatre artists to try something new and for audiences to see several interesting shows in one night.

27. How will the event be promoted/advertised?

(Successful events shall state "Funding considerations provided by the Regional Municipality of Wood Buffalo" on all print and digital advertisements and shall not use the Municipal logo.

The Program will be promoted through the use of Social media (Facebook/Instagram), posters, radio partnership (ads, mentions, interviews), word of mouth (previous participants and audience)

28. The Community Events stream is intended to promote an allied social profit sector within the Municipality. What other community groups or organizations will be involved in the event?

- a. List each community group or organization; and
- b. Define each community group or organization's role.

Keyano Theatre & Arts Centre - Recital Theatre venue (technical rehearsals and shows, reception)

29. The Community Events stream is intended to promote public/volunteer participation in the planning, delivering and governing of community events. How will volunteers be involved in the proposed event?

The ADFA North Zone is a volunteer organizing committee. Additionally, on the day of the event there are extra volunteers who help ensure that event timelines are met and provide back stage support.

- 30. The Community Events stream requires at least one other source of funding (e.g., monetary donations or grants, sponsorships, significant in-kind contributions, etc.) aside from the Community Impact Grant. Describe any other funding initiatives the organization has taken or is planning to implement to support this requirement.**

The Acting Out - ADFA North Zone One Act Theatre Festival receives local sponsorship (both cash and in-kind such as advertising), plus some specific funding from the provincial ADFA.

- 31. Outline any expected in-kind contributions for this event:**

None

Event Budget

- 32.** a) Please be advised that although your organization's fiscal year may not run January - December, that is the funding period of the Community Impact Grant. The following content must only relate to the period of January 1 - December 31, 2020.
- b) Please include all anticipated sources of revenue for your event and whether or not it is in progress (e.g., applied for but not yet confirmed) or secured (confirmed).
- c) Please list all sources of funding separately and name the sources in the space provided.
- d) Do not include this grant application as a source of revenue.

Source of Projected Income	Revenue Jan - Dec 2020	Revenue Status	
		In Progress	Secured
Event Income (Ticket sales, admission, etc.)		<input type="checkbox"/>	<input type="checkbox"/>
Government of Alberta Grant		<input type="checkbox"/>	<input type="checkbox"/>
Government of Canada Grant		<input type="checkbox"/>	<input type="checkbox"/>
Casinos/Bingos		<input type="checkbox"/>	<input type="checkbox"/>
Donation from:		<input type="checkbox"/>	<input type="checkbox"/>
Donation from:		<input type="checkbox"/>	<input type="checkbox"/>
Donation from:		<input type="checkbox"/>	<input type="checkbox"/>
Grant from: 2020 Games Legacy Grant - RMWB		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Grant from:		<input type="checkbox"/>	<input type="checkbox"/>
Grant from:		<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship from: TBD	500.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sponsorship from:		<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship from:		<input type="checkbox"/>	<input type="checkbox"/>
Other: ADFA Provincially Funded (Venue, Adjudicator)	3,158.48	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other:		<input type="checkbox"/>	<input type="checkbox"/>
Other:		<input type="checkbox"/>	<input type="checkbox"/>
Other:		<input type="checkbox"/>	<input type="checkbox"/>
Other:		<input type="checkbox"/>	<input type="checkbox"/>
Other:		<input type="checkbox"/>	<input type="checkbox"/>
Total (A)	\$ 3,658.48		

34. Provide any additional information that may assist in developing a better understanding of the organization or its services/programs during the grant review:

Alberta Drama Festival Association - North Zone is a Subsidiary of the non profit society of Alberta Drama Festival Association.

Alberta Drama Festival Association (Provincially) Covers the expenses for the Adjudicator, Honorarium Art Pieces, and Rental space (As listed in the Expenses in section 33 of this application). These Expenses are not listed in our Financial Statements for ADFA - North Zone as they are covered separately.

ADFA - North Zone Expenses Annually are approximately \$1404.40 (as listed in the Expenses in section 33). For Transparency we wished to disclose the external funding supported provincially. Additionally, we are also applying for Funding for the 2020 Games Legacy Grant - Community Events.

35. Attachments

The following **MUST** accompany this application.

Failure to submit the following will result in this application being deemed incomplete.

- ☒ Financial Statements of **most recent** fiscal year end (Year end date must fall between July 1, 2018 and June 30, 2019)

Completed and Signed Applications are to be submitted:

Preference is By Email: CIP@rmwb.ca

OR

In Person or By Mail:

Community Investment Program
Community Services
Regional Municipality of Wood Buffalo
9909 Franklin Avenue
Fort McMurray, AB T9H 2K4

**LATE or INCOMPLETE applications will not be processed
(Community Investment Program Policy FIN-220, Section 3.1.5)**

NOT-FOR-PROFIT ADFA - North Zone
Statement of Financial Position
as of July 31 of Current Year

	Current Year
Assets	\$ -
<i>Current Assets</i>	
Cash and Cash Equivalents	\$ 211.93
Grants Recievable	\$ -
Accounts Recievable	\$ -
Prepaid Expenses	\$ -
Total	\$ 211.93
Investments	\$ -
Capital Assets (Property & Equipment)	\$ -
 Liabilites and Net Assets	
<i>Current Liabilities</i>	
Bank Indebtedness	\$ -
Accounts Payable	\$ -
Current Mortgage Payable	\$ -
Total	\$ -
 Mortgage Payable	\$ -
Other	\$ -
 Deffered Contributions	\$ -
Deffered Contributions - Capital Assets	\$ -
 <i>Net Assets</i>	
Net Assets Restricted for Endownments	\$ -
Net Assets Invested in Captial Assets	\$ -
Net Assets Internally Restricted for Special Projects	\$ -
Unrestricted Net Assets	\$ -
 Total	\$ 211.93

NOT-FOR PROFIT Organization (ADFA - NORTH ZONE Partner of ADFA Provincial)
Statement of Operations
For the Current Year Ended July 31

	Current Year
Revenues	\$ -
Government Grants	\$ -
Foundations Grants	\$ -
United Way Grants	\$ -
Sponsorship	\$ 2,000.00
Fee-For Service	\$ -
Contributions	\$ -
Social Enterprise	\$ -
Fundraising Events	\$ -
Investment Income	\$ -
Interest and Other	\$ -
Amortization of Deferred Contributions	\$ -
<i>Total Revenues</i>	\$ 2,000.00
 Expenditures	
Salaries and Benefits	\$ -
Rent and Building Occupancy	\$ -
Office	\$ -
Equipment Rental	\$ -
Marketing and Communications	\$ 526.15
Amortization of Capital Assests	\$ -
Other	\$ 1,483.77
<i>Total Expenditures</i>	\$ 2,009.92
 Excess of Revenues over Expenditures	\$ (9.92)