

# Township of Woolwich - Grant Application Form: Arts & Culture

For more information on Arts & Culture Grants, please see Section 9.1 of the Township's [Grants Policy](#).

The Township's [Grants and Special Assistance Policy](#) provides for the different types of financial support. All information submitted in a grant application becomes public information and will be shared with the public upon request. The Township may request further information or clarification as needed. Should you have any questions or concerns, please email the [Council and Committee Support Specialist](#) or phone at 519-669-6004.

**Name of Organization or Individual \***

**Organization Address (Street Number, Street Name, City/Town) \***

**Name and Title of Primary Contact \***

**Address for Primary Contact (If Different than Above)**

**Primary Contact Telephone Number \***

**Primary Contact Email Address: \***

**Have you or the organization you're representing applied for an Arts & Culture Grant before? \***

**Are you applying as an individual or on behalf of an organization? \***

Organization

**Type of Organization \***

Non-Profit Organization

**Are you, the applicant, a resident of the Township of Woolwich? \***

Yes

**Is the organization you represent based in the Township? \***

Yes

**Requested Grant Amount: \***

\$3000.00

**Please explain why you are submitting a grant application and how your request fits within the Arts & Culture Category. If you require more room, additional documentation can be attached at the end of this form. \***

This grant application is asking for the Township to support the 2024 Kissing Bridge Art Tour that will showcase over 20 local artists during a weekend art show and sale on October 19 & 20th.

Last year, the Three Sisters Cultural Centre was asked to take on the organization of this 22-year-old studio art tour as it had been run by an ad-hoc group of volunteer artists who no longer wanted to coordinate the event and looked to Three Sisters to raise funds and plan the event in 2023.

Based on the lessons learned from last year and the lack of a volunteer artist committee to help with the planning, Three Sisters will host this two-day art market at the Waterloo Rod & Gun Club this year. Located on the Three Bridges Road in St. Jacobs, we will be able to easily steer visitors to the site where they can explore the work of over 20 local artists.

This annual art event has supported local artists for 22 years and financial support from the Township will ensure that residents will continue to engage with and learn about local artists. Supporting the endeavours of local artists that contribute to their success will mean that more art programs and workshops will be able to continue to be offered in the Township.

**Please provide a detailed description of the proposed use of funding and how the initiative, activity or event would provide significant benefits to the Township. \***

Township funds will support the marketing and wayfinding needs to ensure visitors hear about and will easily find their way to the venue. This will include a robust marketing plan that will include radio and digital ads. A brochure will be produced that features the participating artists, local business offers and a clear map of where to find the event.

The 2023 event was a great success. Held in 10 separate venues, we welcomed over 3,000 people, nearly half of whom travelled from beyond 40kms. This had a tourism spending impact to the Township of over \$92,000. We intend to grow our reach from last year which saw a noticeable increase in visitors coming to the tour on purpose, rather than as in year's prior where the Artists found the people attending the event were residents or visitors who happened to be in the area.

In 2023, we partnered with eight businesses in St. Jacobs Country and intend on doing the same again in 2024 to encourage overnight and longer stays. Our website and the brochure will feature discounts at our partner locations, and we will work with the hotels in the St. Jacobs Market District to help promote the event and boost overnight stays.

**Will there be a fundraising component to your initiative, activity or event? \***

No

**Do you or does your organization provide grants to applicants that give grants, donations, scholarships, bursaries, or otherwise transfer funds to other individuals or organizations? \***

No

**If your organization receives a grant, will all citizens of the Township of Woolwich be eligible to participate in the funded initiative, event, or activity? \***

Yes

No

**Please provide details about how persons with disabilities would be able to access the program, service, or event, such as accessible parking, accessible facilities, awareness training for staff or volunteers, etc. \***

This event will take place at the Waterloo Rod & Gun Club in St. Jacobs, which is a fully accessible building that includes accessible parking, accessible washrooms and barrier-free access to the facility.

Our staff are trained to be welcoming to all patrons as we are Rainbow Registered and understand the importance of providing a safe space for everyone.

**What fundraising has your organization completed so far? What have you received? What are you waiting on? \***

Three Sisters Cultural Centre secured multi-year funding from Fed Dev Ontario to support exhibitions in 2024 and 2025, this includes \$20,000 in support of this exhibition, which is approximately half the budget required for this project. Three Sisters Cultural Centre also obtained funding from the City of Waterloo for operational needs that will support the exhibition planning.

**Did your organization implement user fees and/or request funding from another organization this year? Does your organization intend to request funding assistance from other agencies this year? Please specify. \***

There will be no admission fee to this art event.

An application has also been submitted to the Region of Waterloo's Cultural Tourism Driver grant program and we should hear about that request in August. We are also working on securing corporate sponsors for art tour.

**Please describe how your organization will acknowledge a grant from the Township of Woolwich.**

The Township's logo will continue to be listed as a funder on our website, <https://trisistersarthouse.ca/in-house-artists/three-sisters-cultural-centre/>, and on the signage for the public seating area that was created during Covid and includes outdoor mural installations by local artists. The Township will also be recognized as a funder on printed material to promote the exhibition and will be mentioned in social media channels when promoting the show.

**Do you have any final comments on why public funds should be given to your organization?**

Support of individual artists is increasingly difficult in Waterloo Region. Many long-standing funding opportunities, such as the Waterloo Region Arts Fund, have been reorganized and, as a result, has not provided funds for local artists to create work in a couple of years. Township support of this event will help ensure residents and visitors to Woolwich learn about and buy from local artists. This 2-day event will again see people coming from the GTHA and surrounding areas who will require accommodation, which will have a positive economic impact on the Township.

The attached document is the final report submitted to Experience Ontario for their support of the 2023 Kissing Bridge Art Tour.

Optional: Please attach any supporting documents you feel may be helpful to your application.

**File Name**



Experience Ontario Final Report for KBAT 2023.pdf

421.4 KB

I certify the information provided in this application is accurate and complete. \*

Adrienne Carter

**Signatory Name \***

Adrienne Carter

**Signatory Telephone Number \***

519-573-9299

# Thank You

Your application has been successfully submitted!

The primary contact for the application will be contacted in the coming weeks regarding the next steps, but please feel free to contact the Township should you have any questions.