2026 Festivals & Events Micro Grant Application Form

Local festivals and events are important strategic investments in Edmonton. They provide opportunities for citizens and visitors to connect, be active in the community, celebrate our heritage and diversity, and contribute to the local economy.

This grant program has been created to support smaller, outdoor community (Niche) festivals and events that showcase local talent, celebrate local histories and cultures, and add vibrancy to our city throughout the year.

Before you start this application, please have the following ready:

- General organizational and event information
- Understanding of the event goals, public benefit, and alignment with the City Plan
- Required Document: Event Budget

The [Festivals & Events Micro Grant Program webpage](#) has links to the following documents: Grant Program Guide, Event Budget Template and a copy of the Application Questions (for review only). **Any attachments <u>must</u> be submitted through the online form OR sent to eventsmicrogrant@edmonton.ca.**

APPLICATIONS SUBMITTED <u>AFTER</u> TUESDAY, APRIL 15, 2026 AT 11:59 PM WILL <u>NOT</u> BE REVIEWED.

* Indicates required question

1. Email *

_____

APPLICANT / ORGANIZATION - CONTACT INFORMATION

2. **Legal Name of the Organization** *

Registered Not for Profit / Charitable Organization Name or
Business Improvement Area Name

_____

3. **Type of Organization** *

   Mark only one oval.

   ( ) Registered Not-For-Profit

   ( ) Registered Charitable Organization

   ( ) Indigenous Led or Indigenous Serving Not-For-Profit or Charitable Organization

   ( ) Business Improvement Area (BIA)

   ( ) Other: ____

4. **Applicant - Contact Name** *

   _____

5. **Applicant - Contact Title** *

   _____

6. **Applicant - Phone Number** *
   (XXX-XXX-XXXX)

   _____

7. **Legal Signing Authority - Contact Name** *

   If you are not the legal signing authority for your organization, please provide that name here:

   _____

8. **Legal Signing Authority - Title** *

_____

9. **Legal Signing Authority - Email Address** *

_____

10. **Organization Address** *

_____

11. **City, Province** *

Mark only one oval.

◯ Edmonton, AB

◯ Other:

_____

12. **Postal Code** *

_____

EVENT INFORMATION

13. **Event Name** *

_____

14. **Event Description** *

Please provide a clear event description.

_____

_____

_____

_____

_____

15. **Event Activities and/or Programming List** *

Provide a list of all confirmed and/or likely event activites and programming.

If you prefer to attach a document with the list, then write "attached" as the answer to this question. Then add attach the list along with the budget and declaration document.

_____

_____

_____

_____

16. **Type of Event** *

What is the primary focus of your event?

Check all that apply.

☐ Indigenous Event

☐ Cultural or Multi-Cultural Event

☐ Parade

☐ Concert / Music / Performance

☐ Special Interest (Educational, Animal, Nature, etc)

☐ Sport & Active Living (run, walk, cycling, triathlon, etc)

☐ Other: _____

17. **Is the event primarily for fundraising purposes?**

Check all that apply.

☐ Yes

☐ No

☐ Other: _____

18. **Event Start Date** *

_____

Example: January 7, 2019

19. **Event End Date** *

_____

Example: January 7, 2019

20. **Event Location** *

Please include the event location(s), and indicate all indoor spaces.

_____

21. Event Location - Ward *

and include all that apply.

Check all that apply.

- [ ] Nakota Isga (1)
- [ ] Anirniq (2)
- [ ] tastawiyiniwak (ᑕᔅᑕᐃᐧᔨᓂᐊᐧᒃ) (3)
- [ ] Dene (4)
- [ ] O-day'min (5)
- [ ] Métis (6)
- [ ] sipiwiyiniwak (7)
- [ ] papastew (8)
- [ ] pihêsiwin ᐱᐦᐁᐧᓯᐃᐧᐣ (9)
- [ ] Ipiihkoohkanipiaohtsi (10)
- [ ] Karhiio (11)
- [ ] Sspomitapi (12)

22. Event Location - Business Improvement Area (BIA) *

Does your event occur in a BIA? [Find out if your event is in a BIA](#).

Mark only one oval.

- ◯ No
- ◯ 124th Street and Area Business Association
- ◯ Alberta Avenue Business Association
- ◯ Beverly Business Association
- ◯ Chinatown and Area Business Association
- ◯ Edmonton Downtown Business Association (EDBA)
- ◯ Fort Road Business and Community Association
- ◯ French Quarter Business Improvement Area
- ◯ Kingsway District Association
- ◯ North Edge Business Association
- ◯ Northwest Industrial Business Association
- ◯ Old Strathcona Business Association (OSBA)
- ◯ Stony Plain Road and Area Business Association
- ◯ The Crossroads Business Improvement Area Association

23. Outdoor Use *

What percentage of the event will be held outdoors?

_____

24. **Event History** *

Number of years your Organization has been producing the event.

Mark only one oval.

◯ First year event

◯ Other:

_____

25. **Anticipated Attendance** *

What is the total number of people you expect to visit the event?

_____

26. **Attendance Measurement** *

In 2-3 sentences, describe the way(s) in which the attendance will be measured at your event.

_____

27. **Total Event Hours** *

How many hours (total) will the event be open to attendees?

_____

28. **Membership / Registration / Tickets Required** *

Do attendees need any of the following in order to participate in the event?

- purchase a membership to a particular organization
- pay a registration fee for the event
- purchase tickets to all or a portion of the event

If yes, please identify which one(s) apply.
Note: any revenue from these should be included in the budget document you will submit.

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29. **Event Advertising** *

How will the event be advertised to the public? Briefly outline the methods that will be used. If advertising online, please provide the link(s).

For example, does the event have a webpage or event listing online? Will you put up event posters? Will you share the event information in a newsletter?

BUDGET OVERVIEW

30. **Total Expenses** *

What is the total cost for the event?
Note: This number should be the same one that is listed in your budget document.

31. Total Revenues *

How much income do you expect to bring in from the event?
Note: This number should be the same one that is listed in your budget document.

_____

32. Revenue Sources *

Please check all that apply and provide more information in "Other" as required.
Note: Include any confirmed funding in your budget document.

Check all that apply.

☐ City Grants (please specify which ones in the next question)

☐ Provincial Grants

☐ Federal Grants

☐ Non-Government Grants

☐ Value in Kind

☐ Sponsorship

☐ Tickets

☐ Registration

☐ Membership

☐ Other: _____

33. Received or Applied for other 2026 City Grants? *

Please indicate which City funding or grant you have received or applied for (select all that apply).
Note: Include any confirmed funding in your budget document.

Check all that apply.

- [ ] No
- [ ] Neighbourhood Connections Grant
- [ ] Neighbourhoods Revitalization Micro-Grant
- [ ] Neighbourhood Revitalization Project Macro-Grant
- [ ] Live Active Grant
- [ ] Downtown Vibrancy Fund
- [ ] Chinatown Recovery Fund
- [ ] Anti-Racism Grant
- [ ] Edmonton Economic Action Plan Grant
- [ ] Other: _____

34. What eligible expenses will the grant be spent on? *

Reference the list of eligible expenses and make sure it is also referenced in the event budget document.

_____

_____

_____

_____

35. Funding Request *

Maximum grant award of up to 25% of eligible expenses. Events must have a minimum budget of $2,000.
(Minimum grant award of $500 and a maximum grant award of $10,000.)

_____

36. **Financial Need** *

In 2-3 sentences describe your organization's financial need and how this funding will support your organization's ability to produce this event.

_____

_____

_____

_____

37. **If the City is not able to provide the full amount requested, how will this change the event?** *

2-3 sentences

_____

_____

_____

_____

PUBLIC IMPACT / CITY PLAN ALIGNMENT

38. **Goals & Outcomes** *

In 2-3 sentences describe the event's primary goals or outcomes.
Why is the organization hosting this event? What do you hope to accomplish by hosting the event?

_____

_____

_____

_____

39. **Public Benefit** *

In 2-3 sentences describe the event's public benefit.
How will this event benefit the public? What impact do you hope the event will have on the public?

_____

_____

_____

_____

40. **Alignment with the City Plan** *

To be eligible for the Festivals & Events Micro Grant, a festival or event must align with the City Plan, which may include:

- Encourage Indigenous led projects, programs, events and services. (City Plan Direction 3.1.1.4)
- Embrace multicultural activities and events. (City Plan Direction 3.1.2.3)
- Encourage healthy and active living by supporting community focused recreational, leisure, social and cultural programs. (City Plan Direction 1.1.1.4)
- Edmontonians can connect, be active in their community, and celebrate Edmonton's heritage, diversity and unique identity. (City Building Outcomes 1.2)
- Animate open spaces at all scales through programming, activities and events that encourage daily and all-season use. (City Plan Direction 2.3.3.4)
- A wide range of community festivals in partnership with community organizations. (City Plan Direction 2.3.3.1)
- Promote personal and community wellness and connection through inclusive and welcoming places. (City Plan Intention 1.1.1)

Provide examples from your event and list which City Plan Direction/Intention/Outcome they support.

_____

_____

_____

_____

41. **Measurement & Evaluation** *

In 2-3 sentences, briefly outline how your organization will measure or evaluate the success of the event?
Examples to consider:

- *attendance (anticipated vs actual, comparison to previous years)*
- *activites & programing (quality, participation level, quantity, comparison to previous years)*
- *feedback (from attendees, volunteers, vendors, sponsors, etc)*
- *social media engagement*
- *financial performance*
- *community impact*
- *how the event delivers on the information provided above (Goals, Outcomes, Public Benefit)*

The level of measurement & evaluation should be proportional the the scope and scale of the event. If the event is smaller then the organization may only measure/evaluate a few elements of the event, and if the event is larger than more measurements/evaluation may be necessary to determine if the event met its objectives.

_____

_____

_____

_____

ATTACHMENTS & ACKNOWLEDGEMENTS

IMPORTANT: Your application will <u>not</u> be reviewed until the required documents are submitted.
These documents can be found on the [Festivals & Micro Grants webpage](#) in the "Required Documents" section.
This document is required for the grant program application.

1. **Estimated Event Budget** (Breakdown of revenues and expenses.)

Note: *A Google Account (Gmail) is required to attach documents to this form. If you do not have a Google Account, please complete the following steps:*

1. *complete the remaining questions and submit the application*
2. *email the Estimated Event Budget directly to eventsmicrogrant@edmonton.ca*
3. *include in the email your organization name and event name*

42. **Submit Attachments**

1. Event Budget
2. Optional Documents (e.g. Event Poster, Event Programming/Activities List)

Files submitted:

43. **Final Report Requirement - Acknowledgement** *

I understand that if my organization is awarded a grant, we are required to submit a Final Report to the City of Edmonton within 90 days of the completion of the event. The information required for the Final Report will be outlined in the Funding Letter.

Mark only one oval.

◯ I have read and accepted the Final Report statement

44. **Electronic Signature Consent** *

I consent to the City of Edmonton signing the Agreement with an electronic signature.
Note: Use of an electronic signature by the City of Edmonton will assist in the timely processing of grant awards.

Mark only one oval.

◯ Yes

◯ No

45. **The Protection of Privacy Act (POPA) Statement** *

Personal information is collected for the purpose of [program or project name] and will be used for [action/decision/analysis using the information]. Collection is authorized under section 4(c) of the Protection of Privacy Act (POPA) and is managed and protected in accordance with the Act. The City intends to input the information into an automated system to generate content or make decisions, recommendations or predictions in accordance with the **City of Edmonton Generative AI Standard** (see **Council Policies**, Standards section). For questions about the collection, please contact us by email at wintercityeventsgrant@edmonton.ca.

Please note that the organization name, location of the festival or event, grant amounts, project outcomes, demographics, and total costs of projects may be released to various organizations, the media, and the public in connection with the WinterCity Festivals & Events Grant Program.

No personal information will be shared or sold. Only statistics, aggregate, or unidentifiable data will be shared.

Mark only one oval.

⬭ Yes, I have read and accepted the FOIP Statement

Submitting an application for the Festivals & Events Micro Grant Program does NOT imply that your event or organization is eligible for funding.
City of Edmonton staff will review the application to confirm eligibility for the grant program, evaluate the application and ultimately approve or deny your application for funding. You will receive a response regardless of the funding decision.