
Niagara Investment in Culture Grant 2019

Monday, May 06, 2019

Concept: How Might We update council on our Grant application for the Niagara Investment in Culture Program 2019

Background:

Staff submitted a grant application to the [Niagara Region for the Niagara Investment in Culture \(NIC\) Grant](#) in October of 2018 and received notification on April 17 of our successful grant application in the amount of \$3,500. The NIC grant application was for “Niagara Improv Festival” and aims to engage improv groups across the Niagara Region to come and compete in the Niagara Improv Festival. The Festival will include age groups from Grade 9 – 12 and an adult competition. Since many of these groups once out of high school don’t have anywhere to compete we want to be able to offer an opportunity for them to compete. Pelham is central to all municipalities so it would be convenient for groups to come to the Meridian Community Centre. We will be partnering with local drama groups and reaching out to local schools to participate, volunteer and compete in the festival. The overall goal of this project is for the “Niagara IMPROV Festival” to increase arts and cultural awareness within the local community, as well to encourage cultural and creative participation within the Niagara Region with community engagement and inclusion. By partnering with local Theatre Groups such as Cabar-EH Youth Theatre, and local IMPROV troops like IMPROV NIAGARA we are promoting a fluid conversation between government and Arts. We ultimately hope to strengthen connections between artists, and the community at large. The Niagara Improv festival would be held on Saturday November 16 from 10am – 3pm in the Dr. Gary & Mall Accursi Room at the Meridian Community Centre.



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The Challenge:

HMW strengthen our connections between musicians, artists and the community at large

HMW provide an environment for our performers to showcase their original works

HMW strengthen our cultural identity

Our Recommended Solution:

BE IT RESOLVED THAT Council receive the concept sheet How might we update Council on our application for the NIC grant, and the recommendations contained therein be approved as follows:

THAT the Mayor and Town Clerk sign the letter of agreement from the Niagara Region attached to this report in order to secure the funding

THAT staff report to Council on the success of the Program at the end of 2019

Rationale:

The rationale for applying and receiving the NIC grant comes directly from the approved 2013 Cultural Master Plan (CMP);

CMP Strategic Direction 4; 4.3: Continue to support growth and market draw of local festivals and events

CMP Strategic Direction 5; 5.3: Leverage opportunities for funding and investment from Upper Levels of Government to support cultural development

Measure of Success:

Maximum participation by local improv groups – full registration

Audience and participant feedback indicates high level of satisfaction

Milestones:

Niagara Improv Festival is a sell out with the potential to become an annual event