

OCT 08 2021



The Municipality of Port Hope Community Grant Application

Part A: Community Grant Applicant Information

Organization/Charity Name: Critical Mass: A Centre for Contemporary Art

Address (Including Postal Code):

c/o Schmidt Law, 59 Walton Street, Port Hope, ON, L1A 1N2

Part B: Community Grant Applicant Contact Information

Name of Contact Person: Miles Bowman

Title of Contact Person: President/Chair

Phone Number: [REDACTED] Alt. Phone Number: _____

Email: [REDACTED]

Part C: Community Grant Applicant Eligibility

1. Are you a non-profit organization or a registered charity? Please select ONE:

Non-Profit Organization

Registered Charity

If you are a registered charity as per CRA please indicate your registered number:

Schedule "B"

2. Which of the following describes your non-profit organization or registered charity? (Select all that apply)

- Initiate or deliver programs and services to the citizens of Port Hope.
- Provide events of a Municipal, Provincial or National significance, which could be expected to bring economic, and/or public relations benefit to the Municipality.
- Provide programs and services to address any urgent and pressing events and natural disasters (i.e. fire, flood, earthquake).
- Initiate programs or services for individuals, groups or teams who require assistance to participate in recognized regional, provincial, national or international championships.

Part D: Community Grant Application Information

Name of Event or Program:

Critical Mass: A Centre for Contemporary Art

Current Year's Request: \$25000

Prior Year's Request: \$31500

Prior Years' Awarded Grant: \$25000

Date of the Organization's Event: throughout the year, focus on summer programming

Preferred Date to Receive Community Grant: Jan 1, 2022

Schedule "B"

1. Please briefly describe the organization's programs and services:

Critical Mass: A Centre for Contemporary Art is a Port Hope-based, not-for-profit, visual arts organization.

Our MISSION:

Critical Mass believes art changes how we see the world and our place in it. We bring contemporary art to Port Hope so that everyone in our community can have the opportunity to see the world anew.

1. We deliver projects that:

- a. Create and share art experiences;
- b. Produce and promote contemporary art installations; and
- c. Generate and give educational events and activities to the community;

2. We involve the community by:

- a. Encouraging everyone to engage with and participate in culture creation;
- b. Providing opportunity for artists to connect with an audience; and
- c. Crafting spaces for diverse groups to come together for conversation about art, culture and our changing views.

3. We create access to art by:

- a. Challenging the community's concepts of where art can happen by taking it anywhere;
- b. Removing barriers for participation by making it inclusive, affordable and through archiving efforts, sharable; and
- c. Adopting approaches —such as play-based learning — to deepen relationships with art and the community.

We also believe that artists, like professionals in other fields, should be paid for their work. Critical Mass adheres to standards set by CARFAC (Canadian Artists Representation) with respect to payment of artist fees.

2. Please provide a statement of the organization's goals/objectives:

Through education, production, exhibition and promotion of contemporary art, Critical Mass pursued an aggressive growth plan over the last 5-year cycle and created engaging experiences that redefine and expand the cultural vibrancy of Port Hope. These efforts resulted in several high-profile events (Little Station Migration, Critical Massive Adventure, Candlelight Festival, multiple Lent Lane installations, the Fish Mural, Mini-Mega Print Festival) and we are now attracting international and national talent through multiple Trillium-funded projects (Artist in Residence Series, Soundscapes app launch Apr 2022). All of this is building to our 10th anniversary, Sept 2022.

Critical Mass previously used MPH funding to transform the centrally-located Little Station into a cultural asset for Port Hope as a centre for contemporary art. Because of MPH's assistance we successfully attracted three Trillium grants and multiple Canada Summer Jobs positions (five in 2021) to expand and update our programming capacity. Currently, and in consultation with MPH, we are developing capital assets that will bolster Port Hope's most-travelled walkway, Lent Lane. Importantly, because of MPH's previous funding we were able to expand programming to feature local artists alongside our other artists we bring to our town.

Taken together these actions have laid the foundation for Critical Mass to become self-sustaining in our next cycle of growth and continue to have a significant impact in our region. Our recent success in grant-writing has meant we were able to unlock new consultations as part of a new high-impact strat plan launching Feb 2022. Our next growth cycle will continue to integrate our planning with the interests of MPH bringing cultural and economic benefit to Port Hope over the long term. To do this, we are seeking a commitment from the town for the continued support that has been critical in our planning to become a major feature of Northumberland's cultural offerings.

Schedule "B"

3. If Council approves the organization's Community Grant request, what will the funding be used for?

MPHs support allows us to stage significant arts programming throughout the year which helps to bring our community together and enlivens our downtown. Support from MPH matters to the funding agencies when applying for grants, your support as a multiplier. Last year, because of your support, we were able to apply for and unlock additional support at a 10:1 rate. We will continue to leverage what we've learned to apply to national, provincial and other public sector funding sources that bring prestige and cement Port Hope as the cultural hub in the region.

Based on our demonstrated success, we propose that MPH continues partnering with Critical Mass. Each program has the potential to become a tourism driver in the region and bring positive long-term impact on the community and our local economy. We have three asks:

1) Fund recruiting two artist positions for our 10th season. Our artist-in-residence program is making Port Hope a destination for arts engagement throughout summer. Our artists put on community workshops, teach art, and publicly display their work.

2) Fund an artist entry to the Soundscapes app, along with programmer hours to develop and support community-driven contributions. Our geo-locating sound app will allow social-distance-friendly engagement with our community and its stories for residents and tourists alike. We have begun a repository of stories (audio and written) allowing storytelling collaborations with local stakeholders (e.g., ACO, SONG, the library, etc.).

3) Fund a project to showcase — using our mobile light installation — key landmarks throughout our municipality. MPH funded the capital investment for an interactive and portable lighting package to interactively animate public spaces (e.g., Lent Lane) in 2021. Launching soon this is another asset that specifically highlights Port Hope.

In sum, we are asking for financial support to continue our headline programs by hiring arts workers, to specifically fund local talent being featured within these programs, and support initiatives that highlight and animate the rich and diverse natural infrastructure of our town.

4. Please provide a description of how the organization intends to measure the success of the program or service:

Our traditional metrics have been linked to attracting attendees and delivering projects including:

Community engagement (tracking attendance and participation at our workshops, artist talks, and larger community events);

Volunteer engagement (increasing number of our supporters, volunteer committees, and membership);

However, as our programming has expanded, our measures now include:

Artistic offerings (number of artist relationships, installations around town);

Collaboration with community organizations and businesses (e.g., repeat sponsors and number of ongoing relationships);

Media coverage (number of articles and radio/tv interviews, number of media sources);

Tracking social media engagement (increasing followers, deepening interactions);

Leveraging existing partnerships to magnify the impact of planned programming (e.g., adding MPH funded artists to the Trillium-funded artist-in-residence program).

Schedule "B"

5. What is the approximate geographic audience demographic that you plan to target? (i.e. 300 Adults and 50 Kids: 75% Port Hope Residents)

Our all-ages projects range in attendance between intimate artist talks of 20 to large all-ages cultural events attracting over 1000 participants. Although many of our projects are presented in public places without ticket sales or "turnstile count", we can confidently claim to engage our town's population of 17000 and its visiting tourists.

We have held over 50 events or installations since 2017 that have brought art to Port Hope. For our event-based demographics, in 2019, our Critical Mass festival attracted 500 visitors from across the province, 25 vendors, 125 workshop participants, and 40 volunteers that contributed to performance and management. Our Steamroller Print Festival in 2017 attracted approximately 3,500 attendees in conjunction with Cultivate Festival. The steamroller event brought in: 60% Port Hope residents, 27% RTO8 region, and 13% Toronto, Ottawa, Windsor, Montreal. We brought in 30 artists that used overnight accommodations, and approximately 750 new visitors to Port Hope.

So far this year, despite the pandemic, Critical Mass engaged over 3000 participants (of all ages and abilities) and logged 2022 volunteer hours (\$50,550 value) with safe physical distance and online events. From June through September, with covid-protocols in place, artists engaged in outdoor and online activities and created art led by the community. Our online community and local support continue to grow with another 1000 engagements projected from the Pumpkin Parade and Candlelight Festival.

A snapshot of our 2021 Artist-in-Residence program Community Engagement: 10 workshops and installation days, 6 artist talks, receptions, 2 pop up story booths 32 community interviews, 29 designated open studio days, 555 participants (covid-safe outdoor activities) 240 visits to Little Station (weekend foot traffic), 356 new social media followers as artist takeovers expanded our online community. For our Soundscape project launching in March 2022 focused on engaging youth and seniors: 65 artist interviews and site visits to record soundbites 357 FB community engagements re: the distinct sounds of Port Hope 1518 Views for Sound Art Sundays Video Series

6. What new initiatives will the organization be doing in the upcoming year?

As referenced above, Critical Mass is set to grow strategically and with an eye to long-term and significant impact to Port Hope. We are wrapping up three Trillium projects and have targeted other partnerships (e.g., Canada Council, Canada Summer Jobs) to expand what those programs can offer to the community. A positive impact of the deferred program meant that we have been able to fully put in place the program for 2022 as of this writing. We have lined up 10 new artist positions, creating opportunities for 14 artists to offer their works in the community next year as we approach our 10th anniversary.

Because it was deferred, our artist in residence program was effectively new programming in 2021. We brought 4 artists this season, as one cancelled due to the pandemic. Through MPH's direct support, we have aligned our programming with Port Hope's summer programming and will feature local talent in our Artist-in-Residence Series during arts month, Aug 2022.

Our soundwalks app launches spring 2022. This project will have an ongoing benefit to the community as we grow the library of offerings by adding more material through community partnerships. Trillium has funded two artists to open the project and MPH a third. Importantly, the project has been designed for community participation. It is necessary to point out that this app will produce one of the only tourism draws for the town that is truly social-distance friendly. We are proud of selecting and pursuing a project that not only highlights our town but will do so irrespective of the ongoing impacts of COVID.

Lastly, during the pandemic we have been working on a mobile projection unit that will enable light projections on public spaces. We hope to work with MPH in determining key sites of public interest and working with artists to interpret those spaces anew.

Schedule "B"

7. Does the organization work jointly with any other community or organization? If yes, please provide details:

Critical Mass has collaborated extensively on past projects and will continue to do so in 2022. For example:

Collaborating with SONG to develop a geo-located sound offering featuring our youth for our new app.
Partnership with the HBIA and Municipality of Port Hope provided arts enhancement and a festival experience to the Candlelight Walk/Moonlight Madness holiday tradition;

Scheduling public workshops to coordinate with the Farmer' s Market

Working with the ACO we have transformed and modernized their heritage building into a centre for art for the benefit of the Port Hope community. This building forms the basis for our ongoing efforts to animate Lent Lane.

Green Wood Coalition -- ongoing collaborations and workshops with GWC Art Hive Cultivate Festival
Steamroller Print Festival was hosted in collaboration with Cultivate Festival.

OCADU -- collaborations with faculty members at Ontario College of Art and Design University in Toronto. We believe this collaboration with OCADU has long-term positive impact for Port Hope.

Partnerships with local schools (e.g., TCS, PHHS) have allowed us to display young local artists' work and encourage long term involvement in the arts.

The work we have done for our Soundscapes App being adopted by a university instructor.

8. Does the Municipality provide your organization other financial support? (i.e. fee waiver, etc.) If yes, please indicate the amount:

Thus far, our relationship with the Municipality has limited the support we have needed. For example, the Municipality has -- thankfully -- provided logistical support for events, helped us clean up, and has waived small fees such as picnic table rentals.

Critical Mass has been active and successful in obtaining arts and tourism grants, as well as business sponsorships and private funding for the majority of our activities. Ongoing Municipal support strengthens these opportunities.

Schedule "B"

9. How is the organization decreasing reliance on Municipal funding?

As detailed above, Critical Mass successfully brings in outside funding sources to significantly increase our programming. Funding from MPH has been critical in helping us to transition to being a larger cultural -- and economic -- driver in our community.

While COVID significantly interrupted program delivery, and specifically, fundraising, we have been agile in re-organizing and repurposing how we offer art to the community through an intensive strategic planning process, funded by OTF. As a result, our future direction will directly address monetizing our events and lead to our future independence and sustainability.

Our long term goal is to establish Critical Mass as a significant and reliable source of cultural content that benefits the community and brings additional revenue into the town. Our two most current projects were selected to provide the town with ongoing cultural capital that raises the profile of Port Hope and attracts visitors from a broader basis than the GTA. Both these projects can be expanded upon and were designed to allow collaboration between municipal divisions (e.g., Parks and Rec, Tourism).

Thus, while we have relied on the Municipality for funding in the recent past, its contribution has provided a much-appreciated level of support during the pandemic and we have used that opportunity to plan our emerging partnership to bring even greater impact to the cultural life of the community (as well as economic vibrancy), from which we all benefit.

10. Please indicate how the Municipality's financial support will be acknowledged. If possible, please provide an example:

A municipal community grant would be acknowledged in a number of ways, including:
Logo on our website homepage and on our supporters webpage (criticalmassart.com);
Logo on promotional material for our 2022 project/events;
Referencing municipal support in press releases, media coverage, and ADs;
Municipality recognition in exhibitions as appropriate; and
Potential to be present for any event, ribbon cutting or opening reception when applicable.

This year we documented our residency program where MPH is recognized as a funder/supporter of the program (<https://youtu.be/A0J1GsLBull>).

Schedule "B"

11. Any additional information you find necessary:

Over the last five years Critical Mass has positively impacted our community. We hosted five major events and over 50 smaller events that have attracted upwards of 11,500 people (60% from Port Hope and 40% visitors to Port Hope). While some of our community projects are more difficult to measure in terms of economic impact, there are significant benefits to health & wellness, civic pride, and social inclusion. We estimate that our larger events have added over \$1 067 890 to the local economy as money spent on local food, accommodation and shopping. Our projects create job opportunities for artists and for local vendors.

Overall, we continue to increase the impact of arts on the cultural life in Port Hope on a relatively small budget and on a project-by-project basis. With continued collaboration and increased financial support from the Municipality, we can continue to make an impact together. We look forward to continued support from the Municipality in 2022.

Thank you so much for your consideration!



The Municipality of Port Hope Community Grant Application Attestation

Community Grant Applicant Information

Organization/Charity Name: Critical Mass: A Centre for Cotemporary Art

Mailing Address of Organization/Charity (Including Postal Code):

c/o Schmidt Law, 59 Walton St. Port Hope ON, L1A 1N2

Current Year's Request \$ 25000

Community Grant Applicant Contact Information

Name of Contact Person: Miles Bowman

Title of Contact Person: President/ Chair

Phone Number: [REDACTED] Alt. Phone Number: _____

Email: [REDACTED]

Having requested financial assistance from the Municipality, the Organization agrees to the following conditions if a grant in any amount is awarded:

- A) The Organization confirms that the representations contained in the application for financial assistance are true and correct in every respect and that in the event that the funds are not used for the project or programs as described in the application, or if there are misrepresentations in the application, the full amount of the financial assistance will be payable to the Municipality.
- B) If there are any changes in the funding of the project from that contemplated in the application, the Municipality will be notified of such changes through the Director of Finance.
- C) That the Organization will make or continue to make attempts to secure funding from other sources as indicated in its application.
- D) That the Organization will keep proper books of accounts of all receipts and expenditures, relating to the program, services or project.
- E) That the Organization will retain and make available for inspection by the Municipality or its auditors, all records and books of accounts of the Organization

Municipality of Port Hope
Community Grant Application

Critical Mass: A Centre for Contemporary Art
Organization's Income Statement

Organization's fiscal year-end: **31-Mar-22**

Please note: Additional lines can be inserted. Please enter values as a positive number.

	2020 Actual	2021 Year End Projection	2022 Budget	Notes
Expenses				
List all types of expenses (ie. office supplies, salaries & wages, materials, etc.)				
Advertising and Promotion	\$ 199	\$ 750	\$ 1,200	Because local news has moved to online formats, we need to dedicate more funds to paid online promotion and social media boosting.
Artist Fees	\$ 14,132	\$ 5,336	\$ 2,500	Artist talks/meetup series
Bank Charges	\$ 423	\$ 250	\$ 250	
Insurance	\$ 2,529	\$ 1,757	\$ 2,500	our insurance rate has dropped for 2021, but likely to go up again in 2022
Licenses, Events (Programming)	\$ 12,411	\$ 38,202	\$ 69,500	2022 projection: \$20,000 Artist Residency Fees; \$22,500 Soundscape Artist Fees, \$5000 app dev fees, \$20,000 2x art leaders & 2x art innovators
CEBA Repayment			\$ 40,000	Must be paid by Dec 31, 2022.
Office Supplies	\$ -	\$ -	\$ -	OTF Project 'Supplies & Materials' budgets include office supplies
Payroll and Benefits	\$ 18,938	\$ 60,916	\$ 55,000	2021 until end of may. Includes 3 x CSJ summer student positions 16148.70 + 1064.96 (CM portion above OTF contribution for Maddy's PT contract) = 17,213.66. 2022 estimate: \$15k for 3x summer students, plus \$40k for 1 FT position or 2 PT positions
Purchased Services	\$ 240	\$ 721	\$ 750	
Rent	\$ -	\$ -	\$ -	Have paid \$20 for rent at Little Station for 20 years.
Repairs & Maintenance	\$ -	\$ -	\$ 1,250	Little Station repairs/maintenance
Supplies and Materials	\$ 1,204	\$ 1,687	\$ 4,000	
Travel	\$ -	\$ -	\$ -	
Utilities (Hydro)	\$ 711	\$ 1,500	\$ 1,500	
Phone & Internet	\$ -	\$ 720	\$ 720	
Website	\$ -	\$ 150	\$ 150	
Total Expenses:	\$ 50,787	\$ 111,989	\$ 179,320	
Revenues				
List all types of revenues (ie. ticket sales, admin fees, interest revenue, etc.)				
Donations & Membership	\$ 1,000	\$ 4,500	\$ 7,500	
Event Earnings	\$ 24,909	\$ -	\$ 7,500	Have a fundraising plan for 2022. Estimates are conservative as we navigate fundraising in the pandemic.
Summer Jobs Grant	\$ 5,569	\$ 13,366	\$ 10,000	2021: (8552 + 4814 2nd install with mercs)
GRANTS:				
Ontario Trillium Foundation Grants	\$ 16,438	\$ 128,363	\$ -	2021: \$56,363 (remaining AIR and Soundscapes). Due to COVID the project budget was spread over 2 years. \$40,000 + \$32,000 resilient communities 1st 2 installments. (10% of total project budget \$7900 is held back until final report is submitted).
Ontario Trillium Foundation Grant Holdback payments	\$ -	\$ 7,390	\$ 15,390	(10% of total project budget is held back until final report is submitted). Due to COVID the project budget has been spread over 2 years. \$7490 for soundscapes project plus \$7900 for resilient communities grant
	\$ -			
Canada Emergency Wage Subsidy	\$ -	\$ 13,715	\$ -	
Ontario Small Business Support Grant		\$ 20,000	\$ -	
Elexicon Community Grant		\$ 5,000	\$ -	TBD. Applied for \$5,000 for 2021 Q4 grant/sponsorship.
Ontario Arts Council - Project Grant	\$ -	\$ -	\$ 10,000	TBD. We will apply for \$10-15k OAC Project Grant for 2022 programming, but not guaranteed.
Canada Council for the Arts	\$ -	\$ -	\$ -	TBD. We will apply for \$60,000 CC Project Grant for 2022 programming, but not guaranteed.
TD Connected Communities Grant	\$ -	\$ -	\$ -	TBD. We will apply for \$15,000 to support 2022 programming, but not guaranteed.
Total Revenue:	\$ 47,916	\$ 192,334	\$ 50,390	
Net Surplus/(Deficit):	\$ (2,871)	\$ 80,345	\$ (128,930)	
Grants from Municipality:	\$ 5,000	\$ 22,938	\$ 25,000	Do not include in Revenues section above
Total Net Surplus/(Deficit):	\$ 2,129	\$ 103,283	\$ (103,930)	

Please reach out if you have any questions or need further break downs of our programming costs and how the grant funding is allocated.

Note: This form is to include any amounts included in the event/programs statements

