

Rec'd June 4/18
MS.

COMMUNITY PROGRAM DEVELOPMENT GRANT APPLICATION FORM

DEADLINE FOR APPLICATIONS

November 1st for spring and/or summer programs
May 1st for fall and/or winter programs

Legal Name of Organization: Mid-Island Youth and Community Development Cooperative

Mailing Address: [REDACTED], Nanaimo BC

Postal Code: V9R [REDACTED]

Telephone #1: [REDACTED]

Telephone #2: —

Email: mycdcnanaimo@gmail.com

Contact Person: Larissa Coser

Position: Director / Event Coordinator

Cooperative

Society Registration Number: CP-2196 (If not registered, please leave blank)

Is your society in good standing with the Registrar: Yes ☒ No ☐

Fiscal year for grant: 2018 to 2018

Total grant requested for fiscal year: \$ 2665

Total budget for fiscal year: \$ 4960

Has your organization applied for other City of Nanaimo funding? If so, please list the type and amount of funds requested for next year. N/A

<u>Name of Grant</u>	<u>Amount Requested</u>	<u>Amount Approved</u>

In your application, please answer all questions and include the information requested:

1. Name of Project or Program: FOOD ART FUN
2. Times and Dates: August 12th, 2018 - 12:00pm - 4:00pm
3. Location: Haliburton Street and South End Food Forest
4. Target Market and Age of Participants: Family event - All ages
5. From where will participants come? (Last year's actual numbers if project or program was held previously: New projects or programs please estimate)

<u>Program Highlights</u>	<u>Age Groups</u>	<u>Attendance</u>
Live music Performances	All ages	300
Professional Story telling	All ages	50
Painting Workshop	All ages	75
Cedar Weaving Workshop	All ages	50
Expected attendance	300	—

6. Is any other organization providing a similar service? Yes _____ No ✓
7. Is this a new program? Yes _____ No ✓
8. How long has your organization existed in Nanaimo? 4 Years
9. Briefly outline the purpose or mission of your organization:

My CDC is a non-profit community service cooperative. Our mission is to promote community development and well-being through active participation in community, caring for the land and nurturing a culture of creativity and support. Our mission is accomplished by the active inclusion of youth, marginalized groups and other community members in projects that contribute to the social, environmental and economic sustainability of their communities.

10. What programs in the past has your organization produced/sponsored?

	Year	Program and Location	# Attending
1.	2014-2016	South End Food Forest Installation	600
2.	2016-2017	FOOD ART FUN	450
3.	2017	Beaufort Park Food Forest Installation	200
4.	2017-2018	Bayview Edible Educational Ecosystem	400

Please also include the following information:

11. One to two typed pages outlining a summary of your idea.
12. For what purpose do you plan to use this City fund? (Please be specific and note that capital expenditures are not permitted.)
13. How will your idea benefit Nanaimo?
14. How will your program be marketed?
15. How will you evaluate the success of the program?
16. Include a detailed budget of the proposed idea, outlining all revenues including sources and expenditures.
17. Include a financial statement for your organization for the previous calendar year. (Sample statement attached.)
18. Include a list of the organizers identifying the roles and names of the people in those roles/functions.

PLEASE NOTE: A final report and financial statement (1 – 3 pages maximum) must be submitted within 60 days of the conclusion of the project or program. Failure to do so may result in rejection of any new application.



**Community Program Development Grant
Application for remaining funds**

Submitted to:
c/o Nanaimo Parks and Recreation 500 Bowen Road
Nanaimo, BC V9R 1Z7

Mid-Island Youth & Community
Development Cooperative
(MyCDC)

June 1st, 2018

FOOD ART FUN- Art in the Food Forest



1. Project Description & Background

(One to two typed pages outlining a summary of your idea)

Project Description:

Overall, *Food Art Fun* can be described as a community-based arts festival that is context-based and socially conscious. It is a festival where locals contribute with their talents and abilities, enriching our community fabric. It promotes the interconnection between community, nature, creative spaces and art. The festival includes an arts and crafts' market which gives priority to artists and businesses located in the South End. We hope that the festival will help promote a local economy around arts. The market also has a children/youth focus which allows children and youth to sell their art to the community, promoting their own entrepreneurship.

Food security is a major issue in our neighborhood. Merging the concept of art with FOOD (i.e. food production, food sharing, food security) we provide a safe, welcoming and community-based space to discuss, learn and strengthen food security in our neighborhood. We believe as an organization that art is not separate from the local context and needs of our community members. Art can bring community together for social change. Nothing brings people together more than food and the desire to help others.

Festival Goal: Create a thriving, creative, supportive and resilient South End community!

Festival Principles: Diversity, Inclusion, Participation, Community Collaboration and Cooperation

Objectives:

- Create a community-based arts festival that is context-based and promotes the inclusion of all ages, classes, cultures, genders and abilities
- Promote the arts culture and economy in the South End
- Create a festival that attracts large number of local residents and visitors from Nanaimo and beyond

- Raise the profile of the South End as a safe and thriving community
- Increase the capacity of the local community to organize events and plan for the future
- Promote healthy and creative ways to use outdoor public spaces (i.e. the South End community Food Forest)
- Create a festival that is sustainable and that continuously grows each year.



Project Background

Food Art Fun- Art in the Food Forest was launched in 2016 by the Mid-Island Youth & Community Development Coop (MyCDC) in partnership with the South End Community Association (SECA), the AEIOU Art Ensemble, Nanaimo Arts Council (NAC), and Arrowsmith Media.

Food Art Fun was created to complement the community building efforts started with the installation of Nanaimo's first food forest: The South End Community Food Forest. We realized that in order to get people more involved and informed about food security, community development and art for social change, we had to meet them where they were at, particularly with the First Nations residents and families with young children. We felt that a community-based arts festival at the heart of the South End would bring us together and foster opportunities for greater community connection and contribution. It would be an opportunity for flourishing artists and craftspeople to show their work right in our neighbourhood. It could also be very productive. Every year we now produce beautiful artwork to beautify our food forest and neighbourhood.

In the first year of Food Art Fun in 2016, over 150 community members, many First Nations and young families, came out for a day of creativity and fun at the South End Community Food Forest. The event was led solely by volunteers, including all the artists who donated their time. Food was donated by Loaves and Fishes and SECA. AEIOU and NAC provided paints and canvasses. MyCDC provided staff time. It was truly a demonstration of the community will to come together to create a vision for a more beautiful, creative and fun neighborhood. It was a wonderful sight to see young and old interacting, and people from different backgrounds; including newcomer immigrants and long-time First Nations residents.

After our first success, and the large community support that ensued, we felt impelled to continue the event in the next year. In 2017, the festival grew even larger. Since so many

people had come to the event in 2016, we found ourselves crowded in the small lot of the food forest. In 2017, we decided to take over the street right in front; between Farquhar and Sabiston. On the street, we included a local food and crafts' market. In the food forest, we continued to create artwork under the shade of the trees. That year, we doubled the number of visitors to over 300.

Last year we had the support of several organizations who set up tables at the event, including Seniors Connect, Tillicum Lelum, Farmship Growers Coop, Nanaimo Arts Council and SECA. At *Food Art Fun*, there is storytelling, hoola hoop workshops, facepainting, bubble making, bicycle repair station, live music, and much more. It is hard to describe the look and feel of a truly community-based event such as this, the beauty and connection between participants, artists and the neighbours is hard to put into words. Please refer to the pictures attached throughout, as we feel in the case of *Food Art Fun*, images do speak louder than words.

2. Funding Allocation

(For what purpose do you plan to use this City fund?)

Food Art Fun is still a small grassroots event with minimal expenses. Please see the budget in the Appendix. The funding from this grant will be used to fund:

- Artists and workshop facilitators fees (honorarium)
- Permits costs
- Costs for project materials (i.e. cups, napkins, decorations, volunteer badges)
- The rental of a sound system
- Incentives for volunteers (i.e. t-shirts)
- Printing (i.e. pamphlets and posters) and promotion (i.e. Facebook ads)
- Coordination/Administration Costs

In the past few years, artists and coordinators have been donating their time, but we have found that this is unsustainable in the long-run. We hope that as the market grows it will bring some revenue to the festival through table rental and bring some long-term sustainability to the event. Furthermore, we hope to have a sustainable donor base as MyCDC grows as an organization.

3. Benefits to Nanaimo (How will your idea benefit Nanaimo?)

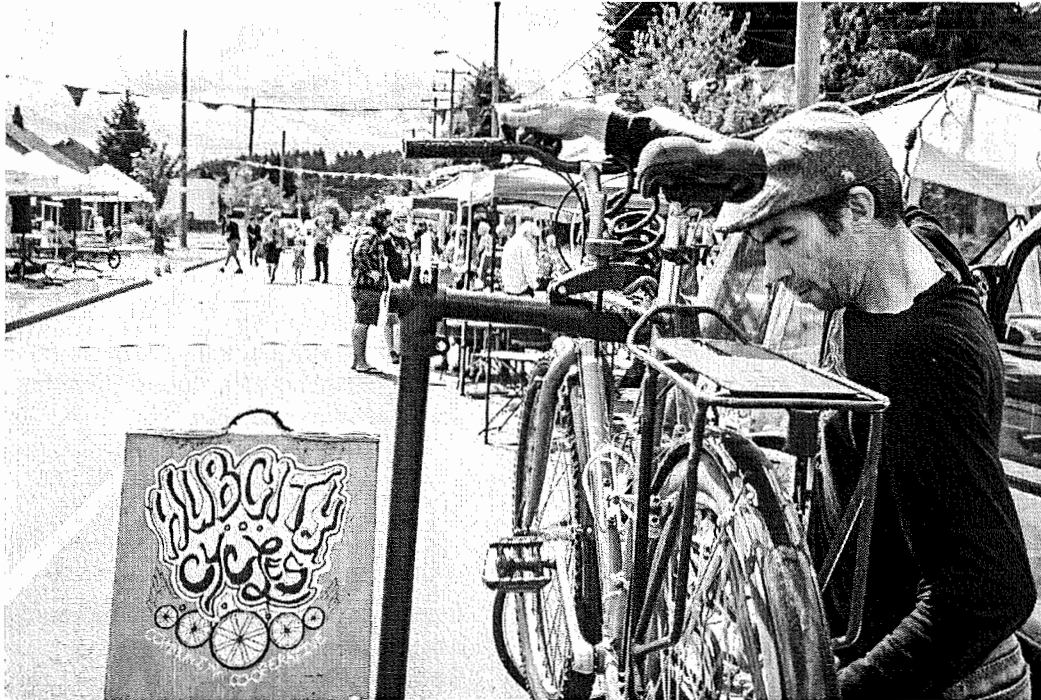
In Nanaimo's Community Values 2016 - 2019 of the City of Nanaimo Strategic Plan Council listed the following approaches to promote cultural vitality:

- Promoting Nanaimo's arts, creativity, heritage, cultural traditions, and community wellness
- Collaborating within the community to make Nanaimo a distinctive place to visit, live, work and play

Food Art Fun is a unique event for the city for its location (The South End) and its focus on community development and a grassroots approach to promoting the arts and food security. This grant presents an opportunity for the City of Nanaimo to support the above community values *specifically in the South End*. Promoting community development, including wellness, is particularly important in the South End. The neighbourhood has seen a rise in homelessness and addictions. Also it has extremely high child poverty rates which are above the B.C. average.

Investing in community development projects such as this will strengthen community partnerships, increase the capacity building of the neighbourhood to come together and contribute to change. It also allows participation of the most vulnerable in healthy and inclusive

activities. As the festival grows, it has the potential to transform the South End with engaging, dynamic, exciting and culturally inclusive events that will attract people from all over Nanaimo and beyond. Overall, we believe that *Food Art Fun* is helping to raise the profile of the neighborhood from a dangerous, dirty, unwelcoming part of the city, to a neighborhood that is safe, creative and thriving. Perhaps most important, this local grassroots festival builds stronger and more resilient communities by building partnerships and relationships and acting as a bridge between different classes, races, generations and more.



4. Marketing Plan (How will your program be marketed?)

Food Art Fun is publicized through various methods.

We use social media significantly to promote the event throughout the year, particularly through the MyCDC and *What's Up in the South End* Facebook page. A new artistic poster is hand drawn every year by artist Valentina Cardinalli.

We will poster all over Nanaimo and drop off hand bills in the mail box of local residents. This year we hope to promote extensively in the Snuneymux reserve. We promote the event through members of MyCDC, Nanaimo Arts Council, AEIOU Art Ensemble and supporting organizations such as Tillicum Lelum and Seniors Connect. We work closely with CHLY 101.7 FM and they promote our event every year. We will also promote the event via media outlets through direct contact with local media and through press releases.

We also hope to publicize the festival at different community events (i.e. Pride Day, Canada Day, and weekly farmers' markets) through hand bills and posters.

5. Evaluation Plan (How will you evaluate the success of your program?)

Here are our targets for 2018:

- 500 visitors (300 visitors in 2017)
- 16 vendors (12 vendors in 2017)
- 6 hands-on workshops (3 in 2017)
- 6 organization tables (3 in 2017)

We will count the number of visitors as they enter the event area throughout the day.

This year we hope to develop a satisfaction survey to get feedback from visitors. We plan to collect 50 surveys. We will also develop and distribute surveys for vendors and artists/performers.

The survey will include questions about overall satisfaction as well as to evaluate if the festival goals and objectives are being met.

We will also keep track of media exposure, including social media.

6. List of the organizers identifying the roles and names of the people in those roles/functions

Name: Larissa Coser

Organization: MyCDC

Role: Event Coordinator

- General management/coordination of events
- Volunteer management
- Permits
- Fundraising and reporting

Name: Ben Geselbracht

Organization: MyCDC

Role: Coordination Support

- Setup and tear down
- Market management

Name: Jonathan Benkhe

Organization: MyCDC

Role: Media and Photography

- Graphic design
- Photography
- General media support

Name: Valentina Cardinalli

Organization: AEIUO Art Ensemble

Role: Artistic Support

- Poster design
- Live art workshops

Name: Dan Appell

Organization: Nanaimo Arts Council

Role: Nanaimo Arts Council Liaison

- Paint workshop
- Insurance holder and provider (through NAC)

Name: Douglas Hardy

Organization: South End Community Association

Role: SECA Liaison

- General event support



Appendix

Below is the budget and financial information for FOOD ART FUN and the Mid-Island Youth and Community Development Cooperative (MyCDC).

Food Art Fun- Revenue Budget- 2017/2018

YEAR		YEAR
Actual 2017	Revenue Item	Projected 2018
	Earned Revenue:	
220	Merchandise Sale (t-shirt)	220
150	Onsite Cash Donations	300
25	Rental (vendor tables)	75
900	Fundraising	1000
1295	Total Earned Revenue	1595
	In-kind Donations:	
200	Food Donations (SECA)	200
500	Insurance (Nanaimo Art's Council)	500
700	Total In-kind	700
1995	Total Revenues	Line A 2295

Food Art Fun- Expense Budget- 2017/2018

YEAR		YEAR
Actual 2017*	Expense Item	Projected 2018
	Administration & Communication Costs	
0	Project Coordinator: \$20 x 10 hrs/month for 4 months	800
0	Administrative Support MyCDC \$18 x 20hrs	360
500	Insurance costs (In-kind NAC)	500
0	Volunteer expenses (t-shirts and badges)	300
	Marketing and Publicity	
80	Printing	200
70	Facebook advertising	200
0	Design Costs (posters/description)	200
0	Photography	150
650	Total Administration & Communication Costs	2710
	Project Costs	
150	Equipment Rental (Stereo System)	150
550	Art and Music Performers honorarium	1200
100	Cultural Fees First Nations	200
0	Technical Staff	150
100	Material and Supplies	200
50	Permits	50
200	Performers and on-site volunteer services (food, badges and thank you cards)	300
1150	Total Production and Events Costs	2250
1800	Total Expenses	Line B 4960
	Net (Line A minus Line B)	-2665
*Note: expenses with "0" in 2017 were In-kind donations by MyCDC and volunteers.		

MyCDC Financial Information

January 1st, 2017 to June 1st, 2018

	CHECKING ACCOUNT	
06/01/2018	Current Balance	1799
	INCOME	
2017/2018	Memberships (\$1/member)	60
04/20/2017	Grants (Bayview Edible Educational Ecosystem)	5000
08/13/2017	Food Art Fun Revenue	1295
	Total Income	6355
	EXPENSES	
05/31/2018	Bayview Edible Educational Ecosystem	5064.48
08/13/2017	Food Art Fun Expenses	1150
10/23/2017	Website Costs	243
	Total Expenses	6457.48
	Total Net Income	-102.48
	SAVINGS ACCOUNT	
06/01/2018	Curent Balance	745.53
	Total Amount in Accounts	2544.53