



Celebrate Ontario 2017

Application Guide

ontario.ca/celebrateontario

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Part 1 – What You Need to Know Before You Apply

Before filling out the application:

- Read the entire *Celebrate Ontario 2017* program Application Guide.
- Review the *Celebrate Ontario 2017* program [frequently asked questions \(FAQs\)](#).
- Contact your [Tourism Regional Advisor](#) to discuss your *Celebrate Ontario 2017* program enhancement project.

Tip: Print a copy of the *Celebrate Ontario 2017* program Application Guide or use a split computer screen when completing the online application to address each of the question prompts included in the guide.

Program Objective

The *Celebrate Ontario 2017* program provides programming and marketing funding to new or existing Ontario events to enhance programs, activities and services and support innovations that will lead to long-term improvements, sustainability, and attracting additional tourists.

In your application you must demonstrate how your event will:

- Increase attendance and geographic reach.
- Increase tourist visitation and expenditures.
- Improve in quality and sustainability.
- Strengthen Ontario's tourism brand image in Canadian and international markets.
- Facilitate overnight stays by visitors to a community through the development and marketing of overnight packages (e.g., theatre/hotel/restaurant discounts) and incentives.
- Attract in-province overnight and out-of-province visitation in Ontario.

Application Submission and Deadline

Please complete and submit your application no later than Tuesday, November 8, 2016 at 5:00 p.m. (Eastern Standard Time) via the Grants Ontario System.

When you submit your application through the Grants Ontario System, you should receive an immediate confirmation notice by email.

If you do not receive confirmation of your submission within 24 hours, please contact the Grants Ontario office by email at GrantsOntarioCS@Ontario.ca or by telephone at (416) 325-6691 or Toll Free at 1-855-216-3090. It is your responsibility to ensure that your application has been successfully submitted.

Celebrate Ontario 2017 program applications received in any format other than the form available on the Grants Ontario System will not be accepted.

Funding Status Notification

Applicants will be notified of their funding status in late February/early March 2017.

Submission Checklist – What to Attach

- Attach a copy of your incorporation documents in the Grants Ontario System, if you have not already done so through a previous application.
- Complete the application form following the detailed instructions and question prompts in this Application Guide.
- Complete the [Additional Information Package](#) and submit it as an attachment with your application. Instructions on how to complete this document are included in this Application Guide and in the document itself.
- Attach a copy of your organization's most recent financial statement (if your last year's financial statement is not finalized, provide your previous year's statement), as follows:
 - For events with cash operating expenses of less than \$1 million, provide any one of your organization's most recent (1) audited financial statement, (2) Board-endorsed financial statement or (3) Treasurer-certified financial statement.
 - For events with cash operating expenses of \$1 million or more, provide your organization's most recent audited financial statement.

For existing events, your most recent audited, Board-endorsed or Treasurer-certified financial statement should indicate the expenses of your most recently held event. If not, you must submit an income statement detailing cash revenues and expenses of your most recently held event, endorsed by the most senior member of your organization.

The Grants Ontario System will not allow you to submit your application if you do not attach a financial statement or the [Additional Information Package](#).

NEW for the Celebrate Ontario 2017 program

***NEW — Marketing Your Enhancement or Event is Now an Eligible Expense**

New for the *Celebrate Ontario 2017* program, applicants may request marketing as an eligible expense to market their enhancement project or their event itself. However, *Celebrate Ontario 2017* program funding support for eligible marketing expenses cannot exceed 15% of the total *Celebrate Ontario 2017* program funding request.

Applicants may not apply solely for marketing funds through the *Celebrate Ontario 2017* program without an enhancement project.

Marketing funding will only be provided for marketing initiatives targeting tourists making overnight stays who are:

- in-province (Ontario) overnight audiences at least 100 kilometres from the event, or
- out-of-province overnight audiences beyond Ontario (i.e., Quebec, other Canada, United States, other International).

Applicants may seek support for eligible marketing costs as outlined in this Application Guide (please refer to the “Funding Priority, Category, Formula and Maximum, and Marketing Expenses” section of this Application Guide).

Applicants may apply for marketing costs for their enhancement project (if the enhancement project lends itself to marketing), the event itself, or both..

***NEW —Multi-Year Funding**

Based on stakeholder feedback and the success of the 2015 pilot project that offered two-year Celebrate Ontario funding to large events (events with cash operating expenses of \$1 million or more), existing large events may apply for multi-year funding (fiscal year 2017-18 and fiscal year 2018-19) under the *Celebrate Ontario 2017* program.

The maximum level of funding under the multi-year option is 50% of enhancement project cash operating expenses or 25% of base event cash operating expenses, whichever is the lesser amount, to a maximum of \$275,000 in fiscal year 2017-18 and \$275,000 in fiscal year 2018-19.

New events or events with cash operating expenses of less than \$1 million may not apply for multi-year funding.

Existing events with cash operating expenses of \$1 million or more may still apply to the *Celebrate Ontario 2017* program for single-year funding in fiscal year 2017-18. The maximum threshold for single-year funding is \$300,000.

To apply for multi-year funding, you must complete both the *Celebrate Ontario 2017 Multi-Year* application and the [Additional Information Package](#), providing details about your organization, event and plans for the next two years, including projected outcomes and performance metrics. These projections must be substantiated with detailed rationale, research, dependable performance measure methodologies, and economic impact assessments.

***NEW —Enhancements Commemorating Canada and Ontario’s 150th**

For events occurring between April 1, 2017 and December 31, 2017, event organizers may choose to theme enhancements or add a one-time enhancement that celebrates or commemorates Canada’s or Ontario’s 150th.

***NEW —Additions to the Target Sector**

In Section G1, Question 6 of the *Celebrate Ontario 2017* program application form, applicants are asked to identify the target sector of their event. New this year is the opportunity to identify rural or northern events, given their significance to local economies.

Meeting Your Obligations Under the Accessibility for Ontarians with Disabilities Act

The *Accessibility for Ontarians with Disabilities Act* (AODA) makes it possible for people of all abilities to be a part of their communities every day. The Government of Ontario has published a [Guide to Accessible Festivals & Outdoor Events](#) for organizers of festivals and outdoor events to improve accessibility and to better understand their obligations under the AODA.

Applicants are reminded that expenses related to improved accessibility and services are eligible under the *Celebrate Ontario 2017* program.

As indicated in September 2016, the *Celebrate Ontario 2017* program will consider how you have met your obligations under the AODA as part of the scoring criteria. You will be asked to demonstrate that your organization has and will made reasonable efforts to comply with the AODA.

Funding Priority, Category, Formula and Maximum, and Marketing Expenses

Funding Priority

Priority will be given to enhancement projects that demonstrate:

- A solid project plan with strong tourism rationale and ability to sustain the project over the next three years.
- Strong organizational and leadership capacity capable of delivering the project.
- A commitment to growing the tourism market for the enhancement and event.
- Increases in tourist attendance, overnight visitation and visitor spending in Ontario.
- Positive tourism exposure for Ontario.
- Partnership support for the event, with particular emphasis on support from tourism and hospitality businesses, including the development of tourism packages.

- Strong economic and tourism impact.
- Innovative strategies or activities that improve the quality of the event experience and increase tourist visitation and spending.

Funding Category

Applicants will qualify for support through one of three funding categories:

- (1) Event cash operating expenses of less than \$250,000.
- (2) Event cash operating expenses of \$250,000 or more, but less than \$1 million.
- (3) Event cash operating expenses of \$1 million or more.

The following will be used to determine your event's *Celebrate Ontario 2017* program funding category:

- Existing event — the cash operating expenses of your most recently held event (as supported by an audited, Board endorsed or Treasurer-certified financial statement) or income statement endorsed by the most senior member of your organization.
- New event — your projected total event cash operating expenses, as detailed in your completed [Additional Information Package](#).

Funding Formula and Maximum

Existing events are eligible for enhancement project support of either 50% of enhancement project cash operating expenses or 25% of base event cash operating expenses, whichever is the lesser amount, to a maximum threshold depending on their funding category as follows:

- Events with cash operating expenses of less than \$250,000 are eligible for a maximum of \$50,000.
- Events with cash operating expenses of \$250,000 or more but less than \$1 million are eligible for a maximum of \$100,000.
- Events with cash operating expenses of \$1 million or more are eligible for a maximum of \$300,000 for single-year funding and a maximum of \$275,000 annually for two-year (multi-year) funding.

New events are eligible for up to 25% of their projected total cash operating expenses to a maximum threshold depending on their funding category as follows:

- Events with cash operating expenses of less than \$250,000 are eligible for a maximum of \$25,000.
- Events with cash operating expenses of \$250,000 or more but less than \$1 million are eligible for a maximum of \$50,000.
- Events with cash operating expenses of \$1 million or more are eligible for a maximum of \$150,000. New events may not apply for multi-year funding.

Funding of Marketing Expenses

The above funding thresholds are inclusive of marketing expenses. Applicants are reminded that they may include marketing as an eligible expense in their funding request.

Marketing funding will be provided only for marketing activities targeting tourists making overnight stays who are:

- in-province (Ontario) overnight audiences at least 100 kilometres from the event, or
- out-of-province overnight audiences beyond Ontario (i.e., other Canada, United States, other international).

Celebrate Ontario 2017 program funding support for eligible marketing expenses cannot exceed 15% of the total eligible *Celebrate Ontario 2017* funding request.

Definitions

For the purposes of the *Celebrate Ontario 2017* program, the Ministry of Tourism, Culture and Sport defines:

- A **tourist** as an individual (including an Ontario resident) who travels 40 kilometres or more (one-way) or crosses the Ontario border to attend an event. Although participants in events (competition, marathon, tournament, etc.) have an economic impact, they are not considered tourists for the purposes of the *Celebrate Ontario* program.
- An **event** as a tourism festival, event or public celebration that:
 - is organized as a series of activities over a set period of time;
 - demonstrates a capacity and intention to develop itself as a tourism driver over the long term; and
 - is promoted to and marketed to tourists.
- An **enhancement project** as an initiative that improves the quality, long-term sustainability, increased visitation, and growth of an existing or new event, including programming, services, innovation, and enhanced experiences.
- **Base event cash operating expenses** as event operating expenses not including in-kind contributions and not including enhancement project expenses.
- **In-kind contributions** as materials or services that are donated to a project by either a third party or by the applicant. An in-kind contribution is considered a real contribution to the total cost of the proposed activities or the project, but it is not reimbursable, as no money

has changed hands.

- **Audited financial statement** as a review and report by a third party independent auditor attesting to an organization's financial statements accuracy and compliance with generally accepted accounting principles. Includes a review of the income statement and balance sheet.
- **Board-endorsed financial statement** as an income statement that reports the revenues, gains, expenses, losses, net income and other totals for the period of time shown in the statement. A Board motion accepting the accuracy of the statement must accompany it with the date of the motion and signature of the Board Chair.
- **Treasurer-certified financial statement** as an income statement that reports the revenues, gains, expenses, losses, net income and other totals for the period of time shown in the statement. A statement certifying the accuracy of the statement must accompany it and must be signed and dated by the Treasurer.
- A **tourism package** as:
 - the linking of a number of individual products/services into a single experience, typically for a single price; and
 - a saleable item with a set price for a set period of time that may or may not include more than one product/service supplier.
- A **marketing plan** as:
 - the approach used to direct event marketing activities, including operational, advertising and media plans and budgets. A marketing plan has a defined objective and anticipated results, including market reach and publicity, and targets consumer segments.
- **Government of Ontario Fiscal Year** as April 1 to March 31, inclusive.

Eligibility Requirements

Eligible Events

To be eligible for *Celebrate Ontario 2017* program funding, your event must meet these eligibility requirements:

- Occur in the Province of Ontario.
- Have an applicant organization in existence and with legal status (e.g., those that are established by or under legislation; are federally or provincially incorporated; are band councils established under the *Indian Act*, Canada; or are other Indigenous organizations that are incorporated) for one year or longer in Ontario as of January 1, 2017.
- Occur between April 1, 2017 and March 31, 2018. (For multi-year applicants, the second year event must occur between April 1, 2018 and March 31, 2019.)
- Be open to the public at large without membership in a club or group.

Applications that fail to meet these requirements will be deemed ineligible, and will not be considered.

Eligible Applicants

Eligible applicants include for-profit and not-for-profit organizations, municipalities and other authorities, and Indigenous organizations in the Province of Ontario. Funding will be provided only to legal entities, including those that are established by or under legislation; are federally or provincially incorporated; are band councils established under the *Indian Act*, Canada; or are other Indigenous organizations that are incorporated.

Mandatory Requirements

Each application must comply with the following:

- The event organization has legal status (i.e., established by or under legislation; federally or provincially incorporated; Indigenous organizations in the Province of Ontario).
- Applicant is not in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario.
- Information provided in the application and related Grants Ontario System attachments is true, correct and complete (as verified by an authorized official).

Applications that fail to meet any of the mandatory requirements will be deemed ineligible, and will not be considered.

Ineligible Events

Ineligible events include:

- Events that seek to attract only a special interest audience or recruit new members (e.g., religious or political gatherings and workshops).
- Events of a primarily commercial nature (e.g., trade fairs and consumer shows).
- Symposia, conventions, meetings, conferences, seminars, clinics, and award shows.
- Events with a sole focus on anniversaries (e.g., civic or national holidays and municipal anniversaries, including the national days of other countries or nations). However, new for the 2017 edition of the *Celebrate Ontario* program, an exception has been made for event organizers of events occurring between April 1, 2017 and December 31, 2017 to choose theme enhancements or add a one-time

enhancement that celebrates or commemorates Canada's or Ontario's 150th.

One Application per Event

The Ministry of Tourism, Culture and Sport will consider only one application per event among the three categories of the *Celebrate Ontario 2017* program — *Celebrate Ontario 2017*, *Celebrate Ontario 2017 Multi-Year*, and *Celebrate Ontario 2017 Blockbuster*.

Celebrate Ontario 2017 Multi-Year applicants may not apply for *Celebrate Ontario 2017* single-year funding for the same event.

A Maximum of Two Applications per Organization

The Ministry of Tourism, Culture and Sport will consider a maximum of two applications per organization among the three categories of the *Celebrate Ontario 2017* program — *Celebrate Ontario 2017*, *Celebrate Ontario 2017 Multi-Year*, and *Celebrate Ontario 2017 Blockbuster*.

Note: Successful applicants receiving multi-year *Celebrate Ontario* program funding over fiscal years 2016-17 and 2017-18 may apply to the *Celebrate Ontario 2017* program or the *Celebrate Ontario 2018* program for support for one other event in the relevant fiscal year.

Understanding the Evaluation Process

Your application will be fairly and consistently evaluated based on how well it meets with *Celebrate Ontario 2017* program:

- eligibility requirements;
- mandatory requirements; and
- technical requirements.

All applications will be assessed based on pre-determined technical criteria.

The Ministry of Tourism, Culture and Sport cannot guarantee funding to all applicants, nor can it ensure that the total amount requested by successful applicants will be granted. Past funding does not guarantee funding through the *Celebrate Ontario 2017* program.

There is no appeal process for unsuccessful applicants to the *Celebrate Ontario 2017* program.

Technical Requirements — Assessment Criteria

The decision to fund all or part of an applicant request will depend on its fit with *Celebrate Ontario 2017* program priorities and technical requirements assessment criteria, as well as the overall demand for funds in the program. Applications that meet all of the eligibility requirements and mandatory requirements will be scored in accordance with the scoring system set out below.

Enhancement Project Support	Scoring Weight
Current Financial Position	5%
Organizational Capacity	15%
Project Information	20%
Sustainability	10%
Performance Measurement, Impact, and Rationale	25%
Partnerships	10%
Budget (Event/Enhancement)	10%
Accessibility	5%
TOTAL	<u>100%</u>

Funding Criteria

Eligible and Ineligible Expenses

Eligible expenses include direct costs incurred only for the delivery of the enhancement project and must not include organizational costs that would have otherwise been incurred by the applicant (e.g., operational costs).

Eligible Expenses

In general, eligible enhancement project costs include programming and marketing costs associated with proposed new activities, programs or services that enhance delivery of events. Examples of eligible enhancement project expenses include, but are not limited to, the following:

- Fees paid to artists, musicians, performers, celebrities, special guests, and speakers, including travel and accommodation and entertainment agencies.
- Fees paid for new programming.

- Moveable assets (not a permanent installation) that support enhanced programs and services (e.g., tables, bleachers/chairs, tents/awnings and canopies, stages, sound and lighting, fencing, etc.).
- Fees paid for audio and visual support and technical and stage crews for the enhancement project only.
- New or improved visitor services (e.g., innovations such as radio frequency identification wristbands).
- Costs to improve the visitor experience.
- Eco-friendly services.
- Improved accessibility services.
- Audience surveys, research or economic impact studies.
- Translation costs.
- Site services (e.g., security, shuttle buses, etc.).
- Marketing costs [only for marketing activities targeting tourists making overnight stays who are in-province overnight audiences at least 100 kilometres from the event, or out-of-province overnight audiences beyond Ontario (i.e., Other Canada, United States, international)]. Eligible marketing costs may include, but are not limited to the following:
 - Placement of paid advertising — broadcast, electronic or print advertising.
 - Distribution costs for printed materials (Printing costs are ineligible, per the following list of ineligible expenses).
 - Translation costs for advertising materials.
 - Out-of-home ad space (e.g., billboard, transit shelter space purchase, etc.).
 - E-mail list purchases.
 - Geo-targeted digital advertising.
 - Other costs deemed reasonable.

Applicants must demonstrate how *Celebrate Ontario 2017* program funding for these expenses (including marketing expenses) will be used to support the desired outcomes of their enhancement project and marketing plan, and how these expenses are expected to:

- Generate increased tourist visitation and spending.
- Attract in-province overnight and out-of-province overnight visitation in Ontario.
- Strengthen Ontario's tourism brand image throughout Canadian and international markets.
- Contribute to the development and marketing of overnight packages and incentives.

Ineligible Expenses

The following expenses are ineligible for enhancement project funding:

- Website development used to create and maintain an online presence, including web-based marketing, promotion-based activities, booking and packaging.
- Printing of publications, production of television programming, videos, compact discs, and mobile application development.
- Core administrative and overhead costs (e.g., rent, telephone and communication lines/services, insurance, computers, utilities, maintenance costs, and any operational expenses related to an organization's ongoing activities).
- Permanent staff salaries and travel costs.
- Legal, audit or interest fees.
- Consulting or other services that support the development of an operations or marketing plan.
- Any costs incurred for events held outside Ontario.
- Budget deficits.
- Capital costs related to permanent structures or acquisitions (e.g., materials, labour, motorized vehicles, land acquisition, purchase of equipment for project construction, computers, etc.).
- Harmonized Sales Tax or refundable expenses (e.g., security deposits, etc.).
- Marketing costs targeting tourists making overnight stays who are in-province overnight audiences of less than 100 kilometres from the event.
- Competition prizes, prize money, and monies paid to competition participants.
- Alcohol.
- Advertising creative costs.

If you have questions about the eligibility of an expense not listed above, please contact your [Tourism Regional Advisor](#).

Recipient Obligations

Acknowledgement

Applicants should be aware that the Province is bound by the *Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c.F. 31, as amended from time to time, and that any information provided to the Province in connection with their application may be subject to disclosure in accordance with the requirements of that Act.

If your application is successful, you will be required to:

- Sign a transfer payment agreement with the Ministry of Tourism, Culture and Sport outlining the terms and conditions for receiving funds.
- Carry at least \$2 million commercial general liability insurance coverage for the duration of the agreement and add “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” as a co-insured on this coverage before the transfer payment agreement can be executed. Please refer to “Appendix – Example of Certificate of Insurance” of this Application Guide for an example.
- Report back to the ministry within 90 days following the event on the use of funds, service deliverables and outcomes achieved. Applicants must use the ministry's *Celebrate Ontario 2017* program final report form available on the Grants Ontario System to provide this information.
- For successful multi-year applicants only – submit an interim report within 90 days following your 2017-18 event and submit a final report within 90 days following the 2018-19 event. These forms are available on the Grants Ontario System.
- Permit the Province to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate and that funds were used for the purpose(s) intended.
- Agree that if the funds were not used, or will not be used, for the intended purpose(s), specified services were not delivered, or intended outcomes were not achieved, the Province has the right at a future date to recover the funds transferred.
- Obtain prior written consent of the Ministry of Tourism, Culture and Sport for any change to the enhancement project (once funding is approved).
- Acknowledge Ontario's support in electronic and print media as part of a visibility campaign, and in a form and manner as directed by the Province.

The Ministry of Tourism, Culture and Sport expects all grant recipients to comply with all federal, provincial and municipal laws and regulations (e.g., environmental approvals, zoning bylaws, human rights, animal welfare, accessibility, etc.).

Reporting Requirements and Accounting

In addition to completing the *Celebrate Ontario 2017* program final report (and interim report for multi-year grant Recipients), successful applicants will be expected to provide the following additional materials as part of the mandatory post-event reporting process:

- a summary of all invoices for costs associated with your enhancement project, including marketing expenses if funded;
- a description of all Government of Ontario acknowledgements, including all materials that identify and describe your enhancement project; and
- reports and publications produced as part of your enhancement project, including media summaries, economic impact studies, and visitor surveys.
- In the case of the final report for a Recipient that has received funding of \$75,000 or more:
 - an audited financial statement that accounts for the total event cash operating expenditures as well as enhancement project revenue and expenditures if audited statements are normally prepared by the Recipient; otherwise, a review engagement report that accounts for the total event cash operating expenditures as well as enhancement project revenue and expenditures, prepared by an accredited accountant external to the Recipient; and
 - an auditor's opinion on the eligibility of enhancement project expenses.
- In the case of the final report for a Recipient that has received funding of less than \$75,000 (and the interim report for multi-year grant Recipients):
 - a Board-endorsed or Treasurer-certified financial statement that accounts for the total event cash operating expenditures as well as enhancement project revenue and expenditures; and
 - a representation letter from the Recipient's Chief Financial Officer or most senior official confirming that funding was used only for eligible expenses.
- Any other details that may be requested by the Province, including qualitative and quantitative measures of how the enhancement project supports improvements in the following performance measures — attendance [local (within 40 km), other parts of Ontario, other parts of Canada, the United States, other international] and visitor expenditure.

Failure to provide a complete final report (and an interim report for multi-year grant Recipients) may result in the retention of the final grant payment, and recovery of all or a portion of funding may be requested. Failure to meet any reporting requirements may impact an organization's ability to receive future funding.

Grants Ontario Instructions

Grants Ontario is the Government of Ontario's online grant management system. It provides one-window access to information about government grants, how to apply for grants, and how to check the status of your application.

Read the information below. Allow sufficient time to work through the application to maximize your potential for success.

Getting Started

- Before applying to the *Celebrate Ontario 2017* program, you must create a ONE-key ID and password as well as register for access to the Grants Ontario System. To create a One-Key account, please refer to the [Grants Ontario System Registration Guide for Applicants](#) for instructions. You will not be able to access the Grants Ontario system without a ONE-key login and password.
- Complete the *Celebrate Ontario 2017* program application through Grants Ontario, including the [Additional Information Package](#).

Tips

- The online Grants Ontario *Celebrate Ontario 2017* program application has general instructions next to each heading. Position the mouse cursor over a keyword and additional information will appear. You must refer to the Application Guide to completely answer the application questions. Failure to refer to the Application Guide in filling out the application may result in a lower evaluation score.
- Refer to the "Submission Checklist – What to Attach" section at the beginning of this Application Guide for a list of required documents to be attached to your application. The Grants Ontario System will not allow you to submit your application if you do not attach a financial statement or the Additional Information Package.
- Since organizations must register with Grants Ontario to access the online application, most of the information requested in the first few sections of the application form (e.g., address, contact information, etc.) will be pre-populated using data from the registration process.
- Once a formal *Celebrate Ontario 2017* program application is started online in Grants Ontario, it may be saved at any point and returned to later (refer to the [Grants Ontario System Reference Guide for Applicants](#) for instructions on how to save and submit).

Technical Support

If you experience difficulty with the Grants Ontario System technology, email GrantsOntarioCS@ontario.ca or create an assistance request within the Grants Ontario System.

Grants Ontario has a team specifically dedicated to assist you with your technical difficulties. Your *Celebrate Ontario 2017* program [Tourism Regional Advisor](#) does not have the same access.

Once a *Celebrate Ontario 2017* program application is uploaded and submitted electronically through Grants Ontario, an email will be sent to the main application contact confirming receipt of the application. It is your responsibility to ensure that your application has been successfully submitted.

If you have not received confirmation of your submission within 24 hours, contact the Grants Ontario office by email at GrantsOntarioCS@ontario.ca or by telephone at (416) 325-6691 or Toll Free at 1-855-216-3090.

Celebrate Ontario 2017 Program Application Sections

The *Celebrate Ontario 2017* program application comprises the following sections:

- A. Organization Information
- B. Organization Address Information
- C. Organization Contact Information
- D. Organization Capacity
- E. Grant Payment Information
- F. Application Contact Information
- G1. Enhancement Project Information
- G2. Additional Questions
- G4. Festival or Event Location
- I. Performance Measures
- J. Partnership / Stakeholders Information
- Z. Declaration / Signing

This Application Guide indicates which questions to answer and provides prompts to help you respond. Please note that not all questions need to be answered. Questions identified in this guide as "Not Applicable" should not be answered, and you are requested to write "N/A" for those questions in the space provided in the application.

All answer fields have a limited character count. For the purpose of planning your answers, this Application Guide details the character counts

for answers to each of the questions. Character counts include spaces and punctuation. Do not include websites for reference purposes in your responses. Websites will not be reviewed as part of the evaluation process.

Failure to answer all mandatory questions and to address the prompts that appear in this Application Guide will result in a lower evaluation score.

Sections A to C – Organization Information, Organization Address Information, Organization Contact Information

All applicants must review these sections, which are explained directly in the Grants Ontario application.

Sections A and B are pre-populated with information provided by applicants during the Grants Ontario System registration process. To change this information, send an assistance request by email to GrantsOntarioCS@ontario.ca or create an assistance request in the Grants Ontario System if information in this section needs to be changed or added. Section C may contain contact information about your organization that was entered during a previous application submission. You may edit this information if required.

Section D – Organization Capacity

All applicants must complete this section.

D – Q 1–3. Number of Full and Part-Time Staff and Volunteers

Fill in the boxes as indicated.

D – Q 4. Accumulated Deficit

Note your accumulated deficit in the space provided. If your organization has a zero balance or surplus, indicate “0” in the space provided.

D – Q 5. Accumulated Surplus

Note your accumulated surplus in the space provided. If your organization has a zero balance or deficit, indicate “0” in the space provided.

The surplus or deficit noted here must match the amount indicated in the financial statements for your organization submitted with your application.

D – Q 6. Describe your organization’s core business or field of activity. (maximum 2,000 characters)

Describe your organization’s core business. Describe how tourism development (e.g., increased tourism visitation and spending) fits into your organization’s core business and strategic plan for the next three years.

D – Q 7. How does your strategic plan guide your organization’s activities? (maximum 2,000 characters)

Highlight the main elements of your strategic plan for the next three years. Describe how your enhancement project fits into your organization’s strategic plan over the next three years. Include supporting rationale.

D – Q 8. Outline your organization’s risk management plan for prevention of abuse to clients, members and staff. (maximum 2,000 characters)

Does your organization have a written code of conduct and ethics or human resources policies (including a conflict of interest policy) that is communicated to all Board members or senior management (if you do not have a Board), staff, volunteers and, if relevant, key partners?

What areas do your code of conduct or human resources policies cover?

How do you communicate the code/policies to these individuals?

Note: Human resources policies could cover recruitment of staff, delegation of authority, pay and benefits, job descriptions for all staff positions, security and access, performance management, learning and development for staff, health and safety, prevention of workplace violence and harassment and Human Rights compliance.

D – Q 9. How is your Board elected? (maximum 2,000 characters)

If your organization has an elected or self-appointed Board, please briefly describe the process.

List the key roles and responsibilities of your Board members or senior management (if you do not have a Board) and Executive Director (or equivalent). Are these clearly defined and documented in writing and communicated to all Board members or senior management (if you do not have a Board) and your Executive Director (or equivalent)?

What changes, if any, have there been to your Board membership (or senior management if you do not have a Board) in the last two years?

How have these changes affected your organization?

What new knowledge, experience or skill sets have new members brought to the Board (or senior management team if you do not have a Board)?

D – Q 10. How does the composition of your Board represent the community it serves? (maximum 2,000 characters)

Indicate “N/A” in this field.

D – Q 11. What practices/procedures exist to ensure the Board conducts its activities with accountability and transparency? (maximum 2,000 characters)

Describe your organization’s key governance and fiscal management policies and procedures and provide at least two examples. Indicate whether these are outlined in a written document and communicated to board members (or senior management if you do not have a Board) and, where applicable, to staff.

Indicate how and how often your Board (or senior management if you do not have a Board) meets, reviews, monitors and reports on your organization’s finances and activities/outcomes (including to sponsors and funders).

D – Q 12. Describe your organization’s history of managing similar projects, include past achievements. (maximum 2,000 characters)

Describe your organization’s experience in managing events, including past achievements, providing specific examples.

D – Q 13. Describe your organization’s ability and capacity to successfully undertake this project. (maximum 2,000 characters)

Indicate “N/A” in this field.

D – Q 14. Provide details on your staff and relevant staff experience for those involved in the project. (maximum 2,000 characters)

Provide details on your staff (including key volunteers) that manage or are involved in the delivery of your enhancement project. Include a description of their relevant experience, skills, and knowledge. Has there been any significant key staff or volunteer turnover in the past two years? If so, how has the organization been affected?

D – Q 15. Describe successful strategies your organization has used to ensure achievement of program outcomes. (maximum 2,000 characters)

What specific risk management plan and/or strategies do you have in place to ensure operational continuity of your organization, effective delivery of your organization’s funded projects, programs and activities, and overall satisfaction of your stakeholders?

What communication and marketing strategies do you use during the course of the year to ensure effective promotion of your events, projects and activities, and to share information with your stakeholders and the general public? How do you know that they are effective?

D – Q 16. Describe your organization’s experience developing, tracking, and reporting on outcomes and performance measures successfully. (maximum 2,000 characters)

Describe your organization’s experience in developing, tracking, and reporting on outcomes and the performance measures requested in Section I – Performance Measures of the *Celebrate Ontario 2017* program application.

How does your organization ensure accurate tracking and timely reporting of project outcomes to its Board (or senior management if you do not have a Board), funders, sponsors, and partners? Provide clear, specific examples of the processes and tools you use to ensure accurate tracking and timely reporting.

Sections E – Grant Payment Information

All applicants must complete this section.

Choose “Other” for your organization’s name from the drop-down menu in Box 1 and manually fill out Boxes 2-16 as indicated in the application. (DO NOT choose your organization’s name from the drop-down menu in Box 1.)

Sections F – Application Contact Information

All applicants must complete this section.

Insert the name of the person who will be managing the *Celebrate Ontario 2017* program file, and who will be the main contact for the ministry.

For existing events with cash operating expenses of \$1 million or more that are applying for multi-year funding, please ensure that your proposed plans for each of the following two fiscal years, 2017-18 and 2018-19, are included in your answers to the questions in Section G1 – Q 11 to Q 17, Section G2, and Section J.

Section G1 – Project Information

All applicants must complete this section.

G1 – Q 1. Project Name (maximum 250 characters)

Indicate the name of your event (e.g., The Huckleberry Blues Festival).

G1 – Q 2. Project Start Date

This is the anticipated start date of the 2017-18 event. Eligible events must begin on or after April 1, 2017 and be completed by March 31, 2018. (For multi-year applicants, the second year event must occur between April 1, 2018 and March 31, 2019.)

G1 – Q 3. Project End Date

This is the anticipated end date of the 2017-18 event. All eligible events must begin on or after April 1, 2017 and be completed by March 31, 2018. (For multi-year applicants, the second year event must occur between April 1, 2018 and March 31, 2019.)

G1 – Q 4. Event Start Date

This is the anticipated start date of your *Celebrate Ontario 2017* program event.

G1 – Q 5. Event End Date

This is the anticipated end date of your *Celebrate Ontario 2017* program event.

G1 – Q 6. Target Sector

Select from the drop-down menu the description that most accurately describes your event. You may choose more than one.

G1 – Q 7. Project Scope

Select from the drop-down menu the appropriate scope type that most accurately fits the focus of your event.

G1 – Q 8. Host Municipality / First Nation Community

Please indicate the geographic location in which your event will take place.

G1 – Q 9. Project Priority

Select from the drop-down menu the description that most accurately describes your event. You may choose more than one.

G1 – Q 10. Project Summary (maximum 2,000 characters)

Provide a short, high-level, summary of your enhancement project and event that could be used in public announcements or communications about your initiative. Your summary should be written in the third person and should only highlight the main purpose, components and objective of the enhancement project and event.

Multi-year applicants must provide this information for both the first and second year of their enhancement project and event.

For example:

The Huckleberry Blues Festival is a 10-day, outdoor, multistage, ticketed, family-friendly celebration of all types of blues music that takes place annually in Kingston, Ontario. Activities include three outdoor stages of live music, food vendors, crafts vendors, musicians, workshop tent, and kids play area. The *Celebrate Ontario 2017* program enhancement project will consist of the addition of a smaller stage featuring Canadian performers throughout the event, a shuttle bus from the parking lot, and wandering jugglers during the daytime.

The Huckleberry Blues Festival marketing plan will target urban families in the Ottawa and Quebec markets. It will promote offers to extend stay with overnight accommodations and multi-day ticket and attractions packages. These will build on successful partnered initiatives with local accommodations, attractions, and restaurants. Marketing efforts will leverage existing relationships with print/digital media writers and bloggers, provide geo-targeted digital ad placements and contesting, and a radio campaign targeted to reach the primary market consumer.

G1 – Q 11. Project Description (maximum 4,900 characters)

Provide a detailed description of your enhancement project. Include in your answer a description of:

- Programming specifics (e.g., artist names, venues, new types of offerings, hours of programming, number of shows, etc.).
- Tourism-related services (with specific reference to those that increase tourist attendance).
- Program delivery enhancements and innovations (e.g., video screens, improved sound equipment, parking improvements, shuttles, ticketing).
- New or improved marketing initiatives you will use to promote your enhancement project and event.
- Anticipated incremental tourism growth (with specific reference to the next three years as well as rationale).
- Target markets (with specific reference to demographic and geographic attributes). Address specific marketing objectives and tactics as they relate to your enhancement project.
- Partnerships and packages articulated in Section J – Partnership / Stakeholders Information.

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

G1 – Q 12. Project Objectives (maximum 2,000 characters)

Describe the long-term (three years or more) objectives of your enhancement project.

Describe how the objectives of your enhancement project align with the objectives of the *Celebrate Ontario 2017* program as described in the Program Objective section of this Application Guide.

Provide specifics on how you will achieve these objectives, including details about your marketing initiatives.

Ensure your answer aligns with the answer you provide for G1 – Q 16.

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

Note: You may wish to complete Section I – Performance Measures before answering the following questions.

G1 – Q 13. Rationale/Need (maximum 1,000 characters)

Provide a tourism-based rationale for your enhancement project. Include in your answer a description of how you plan to sustain your enhancement project in future years, with particular reference to the increased attendance and visitor expenditure projections articulated in Section I — Performance Measures.

Support your answer with relevant, recent research, comparative data, and professional industry-based analysis (reports, independent or third-party assessments, etc.), and linkages to a local, regional and/or provincial tourism strategy.

Describe the potential for success of the marketing initiatives for which you are requesting *Celebrate Ontario 2017* program funding and explain how these initiatives are consistent with your overall marketing plan in terms of overall audience and ability to attract significant and increased tourist visitation and overnight stays.

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

If you have received *Celebrate Ontario* program funding within the last two years, briefly detail the amount received and what it was used for. If applicable, explain how the enhancement project builds on previous enhancements supported by the *Celebrate Ontario* program.

G1 – Q 14. Project Beneficiaries (maximum 2,000 characters)

Outline how your event and enhancement project contributes to the quality and diversity of life in your host community. Provide details on local partnerships and community relationships (e.g., with volunteers and educational institutions). If applicable, explain how your event and enhancement project help promote the history and traditions of your community.

Multi-year applicants must provide this information for both the first and second year of their event and enhancement project.

G1 – Q 15. Risk Assessment and Management (maximum 2,000 characters)

Describe the potential challenges, obstacles or threats to the success of your enhancement project as well as the specific risk management plan you have in place to address each of them.

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

Be sure to address any key financial, logistical, legal (including health and safety), and human resources risks that could affect your enhancement project. Examples could include a loss of funding or sponsors, inclement weather, overcrowding, emergency situation on site, cancellation by artists, technical or logistical difficulties, insufficient number of volunteers, etc.

G1 – Q 16. Project Outcomes (maximum 1,000 characters)

Ensure your answer aligns with the objectives you identified under G1 – Q 12.

Provide a description of how the tourism-based rationale and outcomes for your enhancement project, including any marketing initiatives, contribute to your plan to sustain the development of your event, including the increased attendance and visitor expenditure projections articulated in Section I – Performance Measures as well as the partnerships articulated in Section J – Partnership / Stakeholders Information.

Applicants must demonstrate the tourism benefits associated with hosting their event. Estimates should be provided for anticipated:

- Attendance — local (within 40 km), other Ontario (40 km or more), other Canada, United States and international.
- Visitor expenditures.

All applicants must present a clear explanation or rationale for their estimates (“Goal” column in Section I – Performance Measures) of attendance and visitor expenditures using sources such as market intelligence, comparables, independent or third-party assessments (e.g., consulting firm studies, police crowd estimates, ticketing and turnstile counts, etc.) or their own experience with hosting events.

Applicants that provide third party confirmation for the basis of their estimates will score higher in their evaluations than those applicants that do not provide such support.

Applicants that demonstrate significant geographic reach and tourist attendance will score higher in their evaluations than applicants without.

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

G1 – Q 17. Evaluation Plan/Criteria (maximum 2,000 characters)

Describe an effective plan for evaluating the success of your enhancement project, including any marketing initiatives. Include in your answer a reliable process for evaluating the measures articulated in Section I - Performance Measures and indicate the tools that you will use.

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

Section G2 – Additional Questions

G2 – Q 1. Funding Category

Indicate the total cash operating expenses of your most recently held event, as supported by your financial statement that is a required attachment for your application. For new events, please indicate your projected total cash operating expenses, as supported by the information in your completed [Additional Information Package](#).

You are only required to include the total amount here, not a line-by-line breakdown.

G2 – Q 2. Meeting your Obligations under the AODA – Customer Service and Employment

Indicate how your event has and will make reasonable efforts to comply with standards under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) with respect to Customer Service and Employment.

For example:

- How will staff members and volunteers who deal with the public be informed or trained about the provision of goods or services to persons with disabilities?
- How will you accommodate for service animals and support persons?
- Will anyone be assigned to respond to or resolve accommodation requests and barriers on the day of the event?

G2 – Q 3. Meeting your Obligations under the AODA – Information and Communications

Indicate how your event has and will make reasonable efforts to comply with standards under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) with respect to Information and Communications.

For example:

- How will you inform the public of your accessibility support initiatives prior to or during the event?
- How will you plan for accessibility standards in your event's marketing materials?
- Will your event have an established process to respond to accommodation requests and to collect feedback? Will you have one or more documents describing your accessibility policies?
- Will these documents be available to anyone upon request?

G2 – Q 4. Meeting your Obligations under the AODA – Venue and Design of Public Spaces

Indicate how your event has and will make reasonable efforts to comply with standards under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) with respect to Venue and Design of Public Spaces.

For example:

- How will you plan for accessibility at the event's venue (e.g., signage, on-site assistance, washrooms, floor space and surfaces, cables and wiring, set-up, eating area, elevator or ramps, designated seating, acoustics, etc.)?
- Will your organization plan for accessible responses to emergencies and other disruptions of service at your event?
- Will these measures be made publicly available?

G2 – Q 5. Meeting your Obligations under the AODA – Transportation

Indicate how your event has and will make reasonable efforts to comply with standards under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) with respect to Transportation.

For example:

- Will guests be provided with accessible public transportation schedules or information (e.g., elevator at a station, accessible vehicles, shelter)?
- Will you plan for accessible parking or passenger drop-off areas?

G2 – Q 6. Meeting your Obligations under the AODA – Additional Measures

Indicate how your event has and will make reasonable efforts to comply with standards under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) with respect to Additional Measures.

For example:

- Will you take any additional measures to operate your event in a way that respects the dignity and independence of persons with disabilities, and in order to help participants feel welcome?
- What other efforts are you making to comply with the AODA?

Section G4 – Festival or Event Location

Please indicate the address where your festival or event will take place. Multi-year applicants must provide this information for both the first and second year of their festival or event.

Section I – Performance Measures

All applicants must complete this section.

Ministry Provided Performance Metrics

All applicants must fill in performance measures. The method that you used to arrive at these figures should be clearly explained in your answer to G1 – Q 16. Project Outcomes.

Please fill in the “Goal” column with the estimated amounts for each category.

Multi-year applicants must provide this information for both the first and second year of their enhancement project and event.

The cells in this table cannot be left blank. If a field is not applicable, enter “0” in that cell.

If you are applying for funding for a new event, please indicate “0” in the rows requesting 2016-17 information.

For help in calculating visitor spending of your enhancement project, applicants are invited to make use of the Ministry of Tourism, Culture and Sport’s [Tourism Regional Economic Impact Model \(TREIM\)](#).

Client Provided Performance Metrics

Provide a minimum of two additional performance measures your organization will use to measure the success of your enhancement project and marketing initiatives. The additional performance measures must be measurable, verifiable and must indicate a clear goal (e.g., increase consumer e-mail database by 10%).

Multi-year applicants must provide this information for both the first and second year of their enhancement project.

Section J – Partnership / Stakeholders Information

All applicants must complete this section.

Please describe a minimum of two partnerships that will contribute to achieving the outcomes of your enhancement project and marketing initiatives, including the partner’s role (e.g., packaging plans (including overnight packages), special offers, coupon books that provide incentives to stay and spend in the area, marketing partnerships with other tourism stakeholders, financial sponsorships, including cash or in-kind services, and other incentives to stay and spend in the area).

For multi-year funding applicants, indicate the year of the partnership (2017-18 or 2018-19).

Example:

	1. Name	2. Type	3. Role/Address	4. Description
1	Holiday Inn	Select “Partner” from the drop down menu	<p>Please note the type of partner(s) with whom you are working.</p> <p>Include one partner per row. Examples of possible partners include:</p> <ul style="list-style-type: none"> • Accommodation • Travel/Tourism Association • Attraction or Venue • Other Festival or Event • Restaurant • Local Businesses 	<p>Describe how the partnership will contribute to achieving the outcomes of your enhancement project, including your marketing initiatives and the partner’s role.</p> <p>Describe how the partnership will contribute to existing and/or proposed packages, including an estimate of the number of packages expected to be sold. For multi-year funding applicants, indicate the year of the partnership.</p>

Section Z – Declaration / Signing

Self-explanatory.

This is to certify that the policies of insurance described herein have been issued to the insured named herein for the policy period indicated.

Notwithstanding any requirements, term or condition of any contract or other document with respect to which the Certificate may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, conditions and exclusions of such policies. Limits shown may have been reduced by paid claims.

This certificate is issued as a matter of information only and confers no right upon the Certificate Holder other than those provided by this policy. This Certificate does not amend, extend or alter the coverage by the policies described herein.

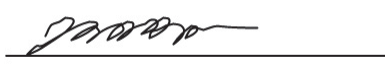
Appendix – Example of Certificate of Insurance

All successful applicants are required to carry at least \$2 million commercial general liability insurance coverage before the legal grant agreement can be executed. It is mandatory that “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” is added as an additional insured.

Note: The items below have been numbered to correspond with the sample insurance certificate on the following page.

A certificate of insurance must:

1. State that the insured party is the recipient organization with whom the ministry has contracted. This is important since a policy will only respond to cover the Named Insured on the policy.
2. Identify the date of coverage (e.g., the dates should cover the enhancement project, which starts on the Transfer Payment Agreement’s effective date and ends on the Transfer Payment Agreement’s expiration date).
3. Identify the Ministry of Tourism, Culture and Sport as an additional insured, represented in the following language, “*Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees*”. This phrase should appear on the certificate face under a memo heading or special note box.
4. Identify the type (a) and amount (b) of coverage (Commercial General Liability insurance is listed and is on an occurrence basis for \$2 million. The policy must include:
 - a) Third party bodily injury;
 - b) Personal injury;
 - c) Property damage;
 - d) A cross-liability clause; and
 - e) Contractual liability coverage.
5. Include a statement that the certificate holder (the ministry) will be notified of any cancellation or material change within 30 days.
6. Include the signature of an authorized insurance representative.

Name and address to whom issued Ontario Ministry of Tourism, Culture and Sport			Name and address of Insured ①		
Type of Insurance ④a	INSURER	POLICY NUMBER	EXPIRATION DATE	COVERAGES	Limits of Liability
COMMERCIAL GENERAL LIABILITY Including: • Non-Owned *Automobile • Blanket Contractual Liability • Products and Completed Operations • Cross Liability and Severability of interests clause • Personal Injury • Employers Liability or WSIB Clearance	Insurance Company of Canada		October 1, 2017 ②	Inclusive Limits Bodily Injury and Property Damage Liability	Each occurrence or Accident: \$2,000,000 General Aggregate: \$2,000,000 ④b
AUTOMOBILE	Company of Canada		October 1, 2017	Inclusive Limits Bodily Injury and Property Damage Liability	Each accident: \$2,000,000 • Accident Benefits • Self Insured for Physical Damage
ERRORS & OMISSIONS	Company of Canada		December 2, 2017	Wrongful Acts committed in the performance of or failure to perform	\$2,000,000 per claim and Aggregate Claims Made
③ Additional Insured: Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees. SUBJECT TO THE TERMS, CONDITIONS AND EXCLUSIONS OF THE ABOVE NOTED POLICIES					
⑤ **EVIDENCE OF INSURANCE ONLY**CANCELLATION: Should any the policies described herein be cancelled before the expiration date thereof, the insurer(s) affording coverage will endeavour to mail 30-days written notice to the Certificate Holder named herein, but failure to mail such notice shall impose no obligation or liability of any kind upon either the Insurer(s) affording coverage, its agents or representatives.					
Issued at: Toronto, Ontario			⑥ Signature: 		
Date: February 10, 2017					