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What You Need to Know Before You Apply

Before filling out the application:

- Review the Celebrate Ontario 2020 At a Glance document.
- Read the entire Celebrate Ontario 2020 Application Guide.
- Contact your [Tourism Advisor](#) to discuss your Celebrate Ontario project or new event.

Program Objectives

Celebrate Ontario supports programming improvements at new and existing festivals and events that attract tourists for longer stays, create great experiences for visitors and support communities across Ontario.

Applications will be scored based on a set of defined criteria that demonstrate:

- Programming improvements that increase tourist visits and spending
- A strategy to grow the event's tourism attendance and an evidence-based rationale for the proposed programming improvements
- Strong community and regional economic development focus
- Confirmed tourism, business and community partnerships that encourage increased spending and overnight stays in the host community
- Strong organizational and leadership capacity with proven ability to deliver the project
- Contributions to rural¹, northern², non-peak season³, Francophone⁴ and Indigenous⁵ event development.

¹ A **Rural event** is an event located in a community that meets either of the following criteria:

- has a population of less than 100,000 people
- has a population density of 100 people or less per square kilometre

Ontario's urban municipalities comprise: Brampton, Mississauga, Markham, Ajax, Hamilton, Ottawa, Whitby, Oakville, St. Catharines, Richmond Hill, Guelph, Burlington, Thunder Bay, Cambridge, Vaughan, Barrie, Kitchener, Kingston, London, Oshawa, Toronto, Windsor, Milton and Waterloo.

² A **northern event** is an event located in the [Northern Ontario districts](#) of Algoma, Cochrane, Kenora, Manitoulin, Nipissing, Parry Sound, Rainy River, Sudbury, Thunder Bay or Timiskaming.

³ **Non-peak season** includes the period from October 1 – May 31.

⁴ A **Francophone event** delivers programming celebrating Francophone culture at the local, regional or provincial level. The applicant organization must have a clear mandate to develop initiatives benefiting Francophones in Ontario.

⁵ An **Indigenous event** delivers programming celebrating Indigenous culture at the local, regional or provincial level. The applicant organization must be a band council established under the *Indian Act*, or an Indigenous organization that is incorporated.

Application Submission and Deadline

It is your responsibility to ensure that your application has been successfully submitted.

Applications must be submitted online through Transfer Payment Ontario ([TPON](#)) **no later than 5:00 p.m. Eastern Standard Time on Tuesday, January 21, 2020.**

If you do not receive an email confirming your grant submission within 24 hours of submitting it, please contact Transfer Payment Ontario Client Service at TPONCC@ontario.ca or at 416-325-6691 or toll free at 1-855-216-3090.

Applications and materials submitted after the deadline will not be considered.

Submission Checklist

Note: Applications that do not include the following completed documents will be considered ineligible:

1. **Incorporation documents** for your organization in the Transfer Payment Ontario System. (This requirement does not apply to municipalities). If your organization is already registered in TPON but does not have incorporation papers attached to your organization's profile, please log into TPON and attach them.
2. **Application form** - completed, electronically signed and dated.
3. **Statement of revenues and expenditures** - ALL applicants with existing events must submit a signed and dated board-endorsed or treasurer-certified statement of revenues and expenditures for the most recently completed event. This may be an additional document from the organizational financial statements below if the organization financial statements do not clearly indicate the most recently held event cash operating expenses.
4. **Financial statements** - choose the correct category below and submit ALL required documents (This requirement does not apply to municipalities).

Existing events with previous year's event cash operating expenses of less than \$1 million, and new events with projected event cash operating expenses less than \$1 million must provide one of the following:

- The applicant organization's most recent review engagement or audited financial statements prepared by a licensed public or chartered professional accountant including: an income statement, balance sheet and notes to statements. For review engagements, a professional assurance that the financial statements are free of material misstatements and for audited financial statements, the auditor's opinion on the statements must be included
or
- The applicant organization's most recent financial statements (balance sheet and income statement), accompanied by a dated and signed board-endorsed or treasurer-certified statement that verifies the accuracy and approval of the document.

Existing events with a previous year's event cash operating expenses of \$1 million or more and new events with projected cash operating expenses of \$1 million or more must provide:

- The applicant organization's most recent review engagement or audited financial statements prepared by a licensed public or chartered professional accountant including: an income statement, balance sheet, financial notes and auditor's opinion.

Eligibility Requirements

Applicants that do not meet the following eligibility requirements will not be considered. Consult with your [Tourism Advisor](#) to confirm applicant, event and project eligibility.

Eligible Applicant Organizations

- Must be Ontario-based with legal status for one year or longer, as of January 1, 2020 (e.g., those that are established by or under legislation; are federally or provincially incorporated; are band councils established under the [Indian Act](#); or are other Indigenous organizations that are incorporated).
- Must not be in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario.

Ineligible Applicant Organizations

- Federal or provincial governments and/or their agencies
- Non-incorporated entities (e.g., sole proprietorships)

Eligible Events

- Occur in the province of Ontario
- Occur between April 1, 2020 and March 31, 2021
- Are open to the public at large, without membership in a club or group
- Are held annually or biennially

Note: Canada Day events are eligible if they feature at least 3 hours of multicultural programming.

Ineligible Events

- Events of a primarily commercial nature, where the main intent of the event is to sell or promote one or multiple products, services or sponsorships (e.g., trade fairs and shows, business events, consumer shows, artisan and craft fairs)
- Fundraising events or events with a primarily charitable purpose
- Symposia, conventions, meetings, conferences, seminars, clinics, workshops and award shows
- Events that attract only a special-interest audience or recruit new members (e.g., religious or political gatherings and workshops)
- Sporting events offering programming that is of primary benefit to the event participants only, and are not marketed to or do not attract additional tourists
- One-time-only events

Note: Applications requesting marketing funding only are ineligible.

One Application per Event

The Ministry of Heritage, Sport, Tourism and Culture Industries (the ministry) will consider only one application per event through the Celebrate Ontario 2020 program.

A Maximum of Two Applications per Organization

The ministry will consider a maximum of two applications for two separate events per organization through the Celebrate Ontario 2020 program.

Program Definitions

Existing event - an annual or biennial event, festival or series of public activities that takes place within a set period of time, with specific programming developed for, marketed to, and attracting tourists, that has occurred in Ontario at least once in the last two years.

New event - an event, festival or series of public activities proposed to take place annually or biennially within a set period of time, with specific programming developed for, marketed to, and attracting tourists, that:

- will be holding its inaugural edition, or
- is an existing event that has not occurred in Ontario, or
- is an existing event that has not occurred in Ontario in the past two years.

Note: Existing events that are applying to the Celebrate Ontario program for the first time are not considered new events.

Tourist - an individual (including an Ontario resident) who travels 40 kilometres or more (one way) or crosses a border into Ontario to attend an event. Contributors to an event (e.g., performers, suppliers, vendors) are not considered tourists.

Programming Improvements

- For existing events, programming improvements (as part of the Celebrate Ontario project) can be to existing interactive, participatory, experiential, exhibit-based or performance-based programming, or the addition to an event of new programming responding directly to tourist interests.
- For new events, programming improvements refer to any programming initiatives that respond directly to tourist interests.

A Celebrate Ontario Project (for existing events) - consists of programming improvements that enhance the tourist experience. A Celebrate Ontario project is designed to increase tourism attendance, tourist expenditures, overnight stays and community economic development.

Funding Criteria

Funding Formula

Funds can only be applied to Celebrate Ontario eligible programming and media buy expenses.

The funding request cannot exceed \$250,000.

Existing events are eligible for the **lesser** of the following:

- 50% of Celebrate Ontario project cash operating expenses

or

- 15% of the cash operating expenses of the most recently held event, as supported by the audited, board-endorsed or treasurer-certified income statement provided with your Celebrate Ontario application.

New events are eligible for the **lesser** of the following:

- 50% of projected eligible event programming and media buys to tourists

or

- 15% of event projected cash operating expenses.

Applications requesting marketing funding only are ineligible.

Applicants must demonstrate how requested funding will be used to support their Celebrate Ontario project or new event programming and achieve the program objectives.

Expenses Eligible for Celebrate Ontario funding

Examples of expenses eligible for Celebrate Ontario funding include:

Programming

- Fees paid to artists, musicians, performers, celebrities, special guests, and speakers, including travel,

accommodation and booking costs

- Fees paid for new programming, including interactive, participatory, exhibit-based or experiential programming
- Fees paid for production and presentation costs, including audio and visual support, technical and stage crews, for new programming.

Accessibility

- Costs related to accessibility improvements to comply with the [Accessibility for Ontarians with Disabilities Act, 2005](#) (AODA) directly associated with the programming for the Celebrate Ontario project or new event. This may include construction of temporary accessibility improvements for visitors (e.g. ramping, accessible viewing areas, etc.).

Marketing

- Media buys targeting Ontario tourists residing 40 kilometres or more from the event location
- Media buys targeting out-of-province tourists
- Eligible media buys, in markets noted above, include:
 - Placement of targeted paid advertising (e.g., broadcast, digital, print)
 - Purchase of out-of-home advertising space (e.g., billboard, transit shelter space purchase)
 - Geo-targeted digital and social media advertising buys
 - Media distribution costs for printed materials (printing costs are ineligible).

Note: Applicants that apply for marketing funding only will not be considered.

Expenses Ineligible for Celebrate Ontario funding

For existing events, expenses ineligible for Celebrate Ontario funding may still be part of the Celebrate Ontario project budget, if directly related to the programming improvements.

Celebrate Ontario funding cannot be requested for expenses not directly related to the programming improvements of the Celebrate Ontario project or new event or for media buys for non-tourist markets.

The following costs are ineligible for Celebrate Ontario funding requests.

Event Staffing/Administration

- 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, event or project staff salaries and travel costs (not paid to artists, entertainers, performers or members of their production staff)
- Consulting services
- Printing of publications, production of: television programming, digital assets, videos, DVDs, USB keys
- Translation costs
- Legal, audit or interest fees
- Budget deficits.

Site/Event Logistics

- Costs related to visitor and site services (e.g., security, shuttle buses, sanitation, fencing, greening initiatives)

Marketing

- Marketing creative, production, staff or consulting costs
- Mobile application and website development and upgrades
- Promotion-based activities, booking/packaging costs, media familiarization tours, hosting/payment to media/bloggers
- Media buys targeting attendees who are in-province (Ontario) living less than 40 kilometres from the event.

Other

- Alcohol or cannabis-related products.
- Capital costs (e.g., construction materials, motorized vehicles, land acquisition, purchase of: equipment, stages, fixed or portable seating, computers/notebooks, depreciable assets)
- Competition prizes, prize money and monies paid to competition participants
- Audience surveys, research or economic impact studies
- Harmonized sales tax (HST) or refundable expenses (e.g., security deposits)
- Any costs incurred for events held outside Ontario
- In-kind contributions
- Any costs related to transactions by organizations directly affiliated with the applicant or between enterprises under common ownership or control.

Evaluation Process and Assessment Criteria

Applications that meet the eligibility requirements will be scored in accordance with the criteria set out below:

Assessment Criteria	Application Section	Scoring Weight
Current financial position and organizational capacity	Financial Statements, Section E	20%
Project information, rationale and growth	Section G	25%
Performance measurement, impact and marketing	Sections H, K, L	20%
Tourism/community economic development/partnerships	Sections I, J	25%*
Event budget and Celebrate Ontario project budget	Section M	10%
Total		100%

*Rural or northern events, or events that take place over the non-peak season will be allocated 5 points in the evaluation.

Francophone and Indigenous events will be allocated 10 points in the evaluation.

To be considered for funding, applicants must obtain a minimum score of 55%.

The ministry cannot guarantee funding to all applicants. In addition, the total amount of funds requested by successful applicants is not guaranteed if the funding formula is not applied correctly or if ineligible expenses are included in the request. Past funding does not guarantee program funding.

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

Program Timelines

Item	Time Frame	Note
Application Deadline	January 21, 2020 (5:00 p.m. Eastern Standard Time)	<ul style="list-style-type: none">• New applicants must obtain a One-key ID• This may take up to five business days. Please plan accordingly to meet the program's deadline• Webinars are available for interested applicants, and tourism advisors are available during the application period for consultations
Evaluation Period	January 22, 2020 to Spring 2020	<ul style="list-style-type: none">• Applicants may be contacted for further or additional information during the evaluation period
Program Announcements	Spring 2020	<ul style="list-style-type: none">• Successful and unsuccessful applicants will be notified by email• Please ensure that your organization's contacts are up-to-date in your Transfer Payment Ontario account

How to Apply?

Transfer Payment Ontario (TPON) is your source for funding provided by several Government of Ontario ministries.

TPON provides you with one-window access to information about funding opportunities available to you, how to apply for funding and how to check the status of your submission.

TPON makes applying for funding opportunities easy. Enter your organization's information once and it will remain safe and secure, ready for access any time you want to apply for funding. The first step is to create, or access, your One-key account and ID. One-key is used for secure access to the Government of Ontario system. If you do not already have a One-key account, creating an account may take up to five days, so begin the process early.

To get started, click on [How to Submit for Funding](#).

Technical Support

Technical questions related to the [Transfer Payment Ontario System](#) must be directed to Transfer Payment Ontario Client Care.

- Monday - Friday 8:30 a.m. to 5:00 p.m. (EST)
- Telephone: 416-325-6691 or 1-855-216-3090
- TTY/Teletypewriter (for the hearing impaired): 416-325-3408 / Toll Free: 1-800-268-7095
- Email: TPONCC@ontario.ca

Before completing the application, read the entire application guide. The guide includes step-by-step information for successful completion of your application. Refer regularly to the guide to ensure completeness.

Some fields in your application will be pre-populated with the information you supplied when you enrolled in Transfer Payment Ontario or from previous applications.

For all questions, address the specific requirements outlined in this guide. Provide supporting data and rationale where requested. Demonstrate how your event meets Celebrate Ontario program objectives and funding priorities. Failure to answer questions or to address the bulleted prompts marked by "➤" in this guide

will result in a lower total evaluation score.

Questions have a limited character count as indicated in the application form. Character counts include spaces and punctuation.

Do not include websites or non-mandatory attachments for reference in your responses. Websites and non-mandatory attachments will not be reviewed as part of the evaluation process.

Celebrate Ontario 2020 Application Sections, Questions and Instructions

Sections A-C – Organization Information, Address and Contacts

Sections A and B display general information about your organization submitted during the registration process. To make a change to information in Section A, please send an email with the relevant changes to TPONCC@ontario.ca. Once the change has been made, all future downloaded forms will include the updated information.

If changes are required in Section B of your application, please make them in the TPON system.

Section C requires information about two key contacts in your organization, including whether they have signing authority. Do not duplicate contact names.

Section D – Grant Payment Information

If your application is successful, this information will be used to make payments.

The legal name of the organization must be the same as your organization's legal name, as indicated in Section A. The applicant organization address must be in Ontario.

The method of payment is Electronic Fund Transfer (EFT). EFT is required for the grant payment to be deposited directly into your organization's account. EFT set up eliminates potential delays from mail delivery and the risk of lost or stolen cheques.

Section E – Organization Risk/Capacity

This section outlines your organization's financial processes, staff/volunteer numbers, event organization history and risk management planning. Provide detailed responses to all questions, bullet points and prompts.

1. How does your organization develop, approve and monitor annual budgets? How do you ensure event revenues and expenditures meet budget projections? (max. 2,000 characters)
2. For each of the five areas listed below, describe the skill sets, relevant experience and number of years with the organization for the key staff/volunteers planning and delivering your 2020/21 event. (max. 2,000 characters)
 - a. Financial management
 - b. Program planning and delivery
 - c. Human resources
 - d. Site logistics
 - e. Security
 - Detail each of these areas specifically.
 - If contract or event management services are utilized identify the functional reporting relationship to staff in the organization
3. Identify at least three risk factors for your event. Detail risk management and mitigation plans for each risk factor. Consider financial, logistic, HR, operational, environmental, legal issues, security, etc. (max. 2,000 characters)

Section F – Event Location

Indicate the postal address where your event will take place. If your event takes place at multiple locations, select "Add" to generate a new section for each location.

Section G – Project Information, Rationale, Growth

This section contains information about your Celebrate Ontario project or new event.

For event name, start and end date, provide information for your entire event, not just the Celebrate Ontario project.

Target Sector: Select your event's main programming focus from the pull-down menu. Choose only one focus: music, culinary, arts, cultural, sport, Indigenous, Francophone, LGBTQ

1. Provide a summary of your overall event, including programming, duration, event location and demographics of attendees. For Canada Day events, provide details and the hours of your multicultural programming. (max. 2,000 characters)
2. Provide past and projected attendance and total cash operating expenses for your overall event. If your event didn't take place in the years indicated, indicate N/A.
 - For the purposes of Celebrate Ontario, the fiscal year runs from April 1st of one year to March 31st of the following year.
3. Detail how you calculated the projected attendance and cash operating expenses for 2021/22. Outline the programming and marketing tactics you are planning to achieve this growth. (max. 1,000 characters)
4. Provide a high-level summary of your Celebrate Ontario project or new event, listing quantifiable goals. Use the following format for your response, choosing the goals that apply: This project/new event will include (list project/new event programming elements) that could increase overall event tourism spending by XX, tourism draw by XXX, overnight visits by XX, securing XXX local business partnerships, etc. (max. 1,000 characters)
 - Fill in the blanks/X'd areas with information specific to your proposed Celebrate Ontario project or new event. Ensure this aligns with the performance measures in Section K.
5. Provide a detailed description of your Celebrate Ontario project or new event key deliverables. For existing events, detail how the programming improvements have changed from previous years' programming. (max. 4,900 characters)
Include:
 - a. Programming (artists, number of shows, new elements, etc.)
 - b. Detailed expenses for which you are requesting funding
 - c. Specific tourist target markets
 - d. Alignment with Celebrate Ontario program objectives
 - Provide a detailed explanation of your improved programming (new events – proposed programming). Provide detailed description of: types of programming, performer specifics, increased hours/shows, production expenses associated with the programming. For existing events, indicate how these are improvements to previous years' programming.
 - Provide details on the tourist markets that will be attracted (who, from where) to the proposed programming.
 - Identify how your project supports the Celebrate Ontario program objectives identified in this guide.

6. Demonstrate how the Celebrate Ontario project or new event will increase tourist visits and spending. Detail how the specific programming improvements and marketing tactics will help meet your tourist visits and spending targets. Provide relevant information from surveys, event analysis, sector data and comparative events to support your case. (max 2,000 characters)
 - Present - data and research - that shows the proposed programming will attract the tourist visits you have predicted and that tourists will spend more money in your community. Use data from previous surveys at your event, sectoral research, performer stats, comparative research from other similar events to answer this question.
7. Indicate what efforts your event has made and/or will make to comply with the [Accessibility for Ontarians with Disabilities Act](#), 2005 (AODA). (max. 1,000 characters)
 - The Government of Ontario has published a [Guide to Accessible Festivals and Outdoor Events](#), which is a good reference to improve accessibility and understand your obligations under the AODA.

Section H – Tourism Marketing Plan

Detail the marketing planned to tourists (Ontarians beyond 40 km and out-of-province visitors) for your event. Be specific, addressing all required details in the table. Use one row for each marketing initiative. Select "+" to generate a new section.

- See the example in the following table:

Targeted audience demographics (gender, age, etc.)	Tactics/Timing (Social media, radio, newspapers, etc.)	Focus areas (Specific cities, communities, regions)	Cash Expense	In-kind Value
Urban Couples Small Friend Groups Age 25-50	Facebook, Instagram, Twitter July 1 – Aug. 3, 2020	Kitchener, Waterloo, Cambridge, Stratford, London, St. Catharines	\$5,000	\$0
Urban Couples Small Friend Groups Age 25 – 50	Radio-Jazz 99.1 FM & R+B 101.9 FM Paid & promotional giveaways, bonus play at 1:1 ratio, July 5 – Aug. 3, 2020	Kitchener, Waterloo, Cambridge, Stratford, London, St. Catharines	\$5,000	\$5,000

- This plan must identify all paid and unpaid marketing tactics to tourists (Ontarians beyond 40 km and out-of-province visitors) for your event
- Cash expense – your cash cost – total must align with budget expenses in Section M
- In-kind value – dollar value of unpaid marketing and media purchases by suppliers and sponsors.

Section I – Tourism/Hospitality Partnerships

Identify tourism organizations/businesses with whom you are partnering to develop tourism offers, incentives, packages or marketing collaborations for your event. Provide information on a minimum of three partnerships. Click "Add" to generate new sections.

- See the example in the following table:

Tourism Organization (max. 300 characters)	Description of offer, package or activity (max. 300 characters)	Cash Value	In-Kind Value	Confirmed
Harbour Hotel	Best value overnight rate and breakfast included E-news promotion through hotel partner	N/A	\$2,500	Yes
Staybridge Suites	Stay and shuttle package - guests provided with free shuttle service to festival with stay	N/A	\$3,000	Yes
Regional Tourism Association	Integration with summer festivals marketing campaign: includes content for summer e-blast, social media ads	\$3,500	\$3,000	Yes

- A partner must be a tourism or hospitality organization – all others should be included in section J.
- Be specific when describing offers listed in this partnership section. Offers may include:
 - Visitor packages with hoteliers, B & Bs, campgrounds, restaurants etc.
 - Value incentives to dine, stay or attend additional area attractions/events.
 - Marketing collaborations with Regional Tourism Organizations, Destination Marketing Organizations or Chambers of Commerce.
- Include the financial value for any materials or services donated to an event by a third party (in-kind value).

Section J – Business/Community Partnerships

Identify any additional sponsors, business, community or in-kind partnerships. Provide information on a minimum of three partnerships. Do not duplicate information entered in Section I – Tourism/Hospitality Partnerships. Click "Add" to generate new sections.

- See the example in the following table:

Organization (max. 300 characters)	Description of partner contribution (max. 300 characters)	Cash Value	In-Kind Value	Confirmed
Waterfront BIA	During the festival, merchants in the Waterfront BIA offer a 15% discount to those with festival wristbands. Promotion will be advertised on screens and posters at event.	N/A	\$500	Yes
City Bank	Lead corporate sponsor	\$10,000	N/A	Yes
Crowd Source	Technology company providing tablet-based software program and volunteer training to support user survey data collection at event and post event analysis	N/A	\$7,500	Yes

- Businesses or organizations in your community providing cash or in-kind services to your event may include sponsors, significant logistical or goods and service donations, local business participation at the event, or donations of labour. Do not duplicate with tourism/hospitality partnerships included in Section I.

1. How will the partnerships listed in sections I and J contribute to increased tourist visits and spending at your event, and support businesses in your community? Will there be any legacy or longer-term community economic development impacts? (max. 2,000 characters)
 - In your responses to this question consider:
 - How the partnerships identified in Sections I and J encourage tourists to stay longer in your community and spend more money while visiting. Provide data that support your statements. Are local businesses experiencing greater sales based on these partnerships? Are accommodations sold out during your event?
 - Will funds raised through business and organization partnerships be re-invested in community economic development legacy projects? (Be specific)
 - How do marketing collaborations continue to have impacts and attract new and repeat visits to your community?

Section K – Performance Measures

Fill in all measures in the table (use your latest event data if you did not hold an event in 2019/20). The fiscal year runs from April 1st of one year to March 31st of the following year. New events must indicate "0" for all 2019/20 values requested. All values entered should be numeric. Do not include percentages.

- To complete this table, existing festivals must have collected data based on the geographic origin of visitors and their length of stay for their most recent event.
- All projected data should be calculated from your event's use of historical event data, comparatives from similar events, or be based on proven results.
- Tourist spending data (#9 & 18) must be calculated using the ministry's Tourism Regional Economic Impact Calculator (TREIM) or another community/sector specific economic impact calculator.
- All visitation numbers submitted in TREIM must ONLY include tourists – Ontarians beyond 40 km and all visitors from outside of the province. Local visitors (Ontarians within 40 km) should not be included in the TREIM or other economic impact calculations.

Section L – Performance Measures/ Evaluation

This section relates to the information provided in Section K – Performance Measures– and the overall evaluation of your Celebrate Ontario project or new event.

1. For existing events, how did you collect the 2019/20 visitor data? Indicate what data collection methods you used, data sample size, when and what data (at minimum include geographic and length of stay) were collected. New events must indicate N/A here. (max. 1,000 characters)
2. Detail how you calculated the projected 2020/21 measures and how you will collect the data to support the projections for origin/length of stay/spending. Include sample size, methodology and timing. Identify the specific data calculator you plan to use, e.g., TREIM or other. (max. 1,000 characters)
3. Detail how you will evaluate the overall success of your event. Detail how you will measure the success and impact of the programming improvements and tourism marketing tactics. (max. 1,000 characters)

Section M – Financial Information

All Celebrate Ontario program applicants must complete both budget tables 1 and 2.

Certain cells contain a formula that will automatically calculate the answer and cannot be filled in manually.

The budget tables have a limited number of lines. If necessary, you can combine or group expenses or revenues on one line, as long as they are clearly defined.

Completed example budgets are provided in Appendix 1 (Existing Events) and 2 (New Events) of this guide. Review the relevant example before completing the budget tables in the application.

Celebrate Ontario funding requests can only be made against eligible expenses under programming or media buys to tourists (Ontarians beyond 40 km or out-of-province visitors) categories. Refer to the Eligible and Ineligible Expenses section of the Application Guide. Contact your [Tourism Advisor](#) for questions around the eligibility of an expense.

Existing Events – see example Appendix 1

The Celebrate Ontario project budget must include only the cash expenses related to the presentation and promotion of the programming improvements. Project budgets may include contract staffing, administrative, site or logistic costs specifically related to the programming improvements. The project budget must not include costs that would have otherwise been incurred for the existing event or the organization (e.g., operational costs).

Celebrate Ontario funding will only cover eligible expenses as outlined in the **Eligible Expenses** section of this guide.

Maximum Grant Calculator and Budget Table 1 – Cash Operating Expenses

1. To calculate your maximum allowable grant request, enter your previous year's event cash operating expenses (supported by your financial statements) in Section 1 of the maximum grant calculator.
2. Enter your 2020/21 event's projected cash operating expenses in Columns A and B. The expenses have been divided into categories to assist you. Column A should include all the expense items associated with your regular event programming. Column B should include only those expenses related to carrying out your Celebrate Ontario project.
3. Enter the total from Column B in Section 2 of the maximum grant calculator.
4. In Section 3, enter the lower amount of the two auto calculated totals (Sections 1 and 2) in the maximum grant calculator. This lower amount is your maximum allowable funding request. The total cannot exceed \$250,000.
5. In Column C, certain cells are automatically unfillable because they are ineligible for Celebrate Ontario funding. Using the Expenses section of this guide as a reference, indicate Y (Yes) or N (No) next to all the remaining Celebrate Ontario project cash operating expenses to indicate eligibility.
6. In Column E, allocate your maximum allowable funding request against eligible expenses only. The total in Column E cannot exceed your maximum allowable grant request. Amounts can only be inserted into Programming and Marketing expense lines for column E.

Budget Table 2 – Cash Revenues

1. In Column A, enter the projected cash revenues for your event without the Celebrate Ontario project. Do not include in-kind revenues.
2. In Column B, enter the projected cash revenues for your Celebrate Ontario project, including your grant request. Do not include in-kind revenues.

Note: Be specific in the descriptors of your anticipated sources of revenue.

New Events – see example Appendix 2

Applicants applying to the program for support for new event programming and media buy expenses must detail their new event's cash operating expenses, including all expenses associated with the event (e.g., programming, staffing, administrative, site or logistics). The new event budget should not include core administrative and overhead expenses (e.g., rent, telephone, and communications) that are related to the applicant organization's ongoing activities.

Celebrate Ontario funding will only cover eligible expenses as outlined in the **Eligible Expenses** section of this guide.

Maximum Grant Calculator and Budget Table 1 – Cash Operating Expenses

1. In Budget Table 1 - Column A, enter your projected cash operating expenses for your 2020/21 event. The expenses have been divided into categories to assist you.
2. To calculate your maximum allowable grant request, enter the Column A total in Section 1 of the maximum grant calculator.
3. Manually calculate the total of your eligible expenses, referring to the eligible and ineligible expenses for Celebrate Ontario funding section of this guide. Enter that value in Section 2 of the maximum grant calculator to calculate your maximum allowable grant request.
4. In Section 3 enter the lower amount of the two auto calculated totals (Sections 1 and 2) in the maximum grant calculator. This lower amount is your maximum allowable funding request. The total cannot exceed \$250,000.
5. In Column C, certain cells are automatically unfillable because they are ineligible for Celebrate Ontario funding. Using the Expenses section of this guide as a reference, indicate Y (Yes) or N (No) next to all the remaining Celebrate Ontario project cash operating expenses to indicate eligibility.
6. In Column E, allocate your maximum allowable funding request against eligible expenses only. The total in Column E cannot exceed your maximum allowable grant request. Amounts can only be inserted into Programming and Marketing expenses lines for column E.

Budget Table 2 – Cash Revenues

1. In Column A, enter your anticipated cash revenues for the new event, including your grant request. Do not include in-kind revenues.

Note: Clearly define your anticipated sources of revenue.

Section N – Submission Checklist

Review the requirements in the checklist and check off the boxes if you meet the requirements.

Section O – Declaration / Signing

Click "Sign Document." Once the "I Agree" button is clicked, the signing authority's name and date will appear. By clicking the "I Agree" button, the applicant is attesting to all of the information under the Declaration.

Recipient Obligations

Acknowledgement

Applicants are expected to comply with the [Ontario Human Rights Code](#) (the “Code”) and all other applicable laws. Failure to comply with the letter and spirit of the Code will render the applicant ineligible for a grant and, in the event a grant is made, liable to repay the grant in its entirety at the request of the ministry.

Applicants should be aware that Government of Ontario institutions are 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 them in connection with their Celebrate Ontario application may be subject to disclosure in accordance with that Act. Applicants are advised that the names and addresses of organizations receiving grants, the amount of the grant awards, and the purpose for which grants are awarded is information made available to the public.

If Your Application is Successful

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

- Sign a transfer payment agreement (TPA) with the ministry outlining the terms and conditions for receiving funding
- Carry at least \$2 million commercial general liability insurance coverage for the period April 1, 2020 to 150 days post event, and add “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” as the additional insured on this coverage, before the TPA can be executed. Refer to the **Example of Certificate of Insurance (Appendix 3)**
- Report back to the ministry within 90 days following the event on the use of funds, service deliverables and outcomes achieved using the Celebrate Ontario program final report form
- 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), if specified services were not delivered or if the intended outcomes were not achieved, the province has the right at a future date to recover a portion or all of the funds transferred
- Obtain prior written consent from the ministry for any change to the Celebrate Ontario project or new event 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 directed by the province

The ministry expects all grant recipients to comply with all federal, provincial and municipal laws and regulations (e.g., environmental approvals, zoning by-laws, human rights, animal welfare, accessibility).

Reporting Requirements and Accounting

Successful applicants will complete the Celebrate Ontario final report form and submit the following mandatory documents post-event:

- A Confirmation of Expenses document (template provided by the ministry)
- A detailed summary of all invoices for funded costs of the Celebrate Ontario project or new event. The summary should include date, amount, payee and description of expenses.
- Reports and publications produced from the event that support actual performance measures and economic impact.
- Financial Statements as follows:
 - a. In the case of a recipient receiving funding of less than \$100,000:
 - a board-endorsed or treasurer-certified financial statement that accounts for total event cash revenues and expenses as well as Celebrate Ontario project cash revenue and expenses
 - a representation letter from the recipient's Chief Financial Officer or most senior official confirming that funding was used only for eligible expenses.
 - b. In the case of a recipient receiving funding of \$100,000 or more:
 - An audited financial statement or review engagement report that accounts for total event cash revenues and expenses as well as Celebrate Ontario project revenue and expenses, prepared by an accredited accountant external to the recipient
 - An auditor's opinion confirming the Celebrate Ontario funded expenses and providing an opinion on the eligibility of the expenses.
- Any other details that may be requested by the province, including qualitative and quantitative measures of how the project supports performance measures.

Failure to provide a complete final report 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.

APPENDIX 1

Existing Events –Example - The Lakeside Music Festival

Completed Budget Tables and Calculations

The Lakeside Music Festival will add a Latin music component with two new evening performances hosted by Canadian bands Tropical Samba and Cubana Nights. Interactive dance classes in salsa, merengue and samba with expert instructors, food and drink demonstration events (hosted by regional chefs), and a Latin food truck fiesta will complement the activities.

The festival's 2019 cash operating expenses were \$340,000 and 15% of \$340,000 is auto calculated to be \$51,000.

The Festival's total Celebrate Ontario project cash operating expenses are \$122,000, and 50% of \$122,000 is auto calculated to be \$61,000.

The maximum 2020 grant request for the festival is \$51,000 (the lesser of the auto calculations in Sections 1 and 2.) This amount must be inserted in the first column in section 3.

Maximum Grant Calculator – Cannot exceed \$250,000

<p>Section 1 Existing Events: Enter previous year's event cash operating expenses – must match financial documents submitted with this application. (If your event is biennial, enter your 2018/19 operating expenses) New Events: Enter projected cash operating expenses. \$340,000</p>	<p>(15% auto calculation)</p> <p style="text-align: right;">\$51,000</p>
<p>Section 2 Existing Events: Enter total Celebrate Ontario project cash operating expenses (Column B total Budget Table 1). New Events: Enter total eligible expenses. \$122,000</p>	<p>(50% auto calculation)</p> <p style="text-align: right;">\$61,000</p>
<p>Section 3 – Maximum Grant Request Enter the lower amount calculated in Sections 1 and 2 \$51,000 Your grant request (Column E total in Budget Table 1) cannot exceed this amount.</p>	

Budget Table 1 – Cash Operating Expenses

Expense Item Existing Events: Column A excludes expenses in Column B New Events: Do not fill in Column B	A. Event Projected Cash Operating Expenses	B. Celebrate Ontario Project Cash Operating Expenses	C. Eligible Expense? (Y/N)	D. Total Cash Expenses (Columns A+B)	E. Celebrate Ontario (CO) Funding Request
Programming- (Eligible for CO funding)					
Artists fees	\$100,000	\$40,000	Y	\$140,000	\$20,000
Production crew	\$10,000	\$10,000	Y	\$20,000	\$5,000
Lights and sound	\$25,000	\$15,000	Y	\$40,000	\$7,500
Interactive music activities	\$30,000	\$15,000	Y	\$45,000	\$9,500
Artist travel and accommodations	\$4,000	\$2,000	Y	\$6,000	\$0
Ramping for accessibility	\$0	\$3,000	Y	\$3,000	\$1,500
Marketing - (Eligible for CO funding)					
Media Buys > 40 km or out-of-province	\$0	\$15,000	Y	\$15,000	\$7,500
Marketing - (Ineligible for CO funding)					
Media Buys < 40 km or out-of-province	\$15,000	\$0	N	\$15,000	\$0
Creative	\$10,000	\$0	N	\$10,000	\$0
Print, production	\$20,000	\$0	N	\$20,000	\$0
Event Staffing/Administration - (Ineligible for CO funding)					
Wages and benefits	\$50,000	\$10,000	N	\$60,000	\$0
Insurance, legal, audit	\$10,000	\$0	N	\$10,000	\$0
Office expenses	\$4,000	\$0	N	\$4,000	\$0
Rent	\$12,000	\$0	N	\$12,000	\$0
Site/Event Logistics - (ineligible for CO funding)					
Tenting	\$5,000	\$2,000	N	\$7,000	\$0
Security	\$10,000	\$5,000	N	\$15,000	\$0
Sanitation	\$10,000	\$2,000	N	\$12,000	\$0
Wristbands	\$4,000	\$0	N	\$4,000	\$0
Cost of goods	\$15,000	\$3,000	N	\$18,000	\$0
Visitor survey costs	\$6,000	\$0	N	\$6,000	\$0
Total	\$340,000	\$122,000		\$462,000	\$51,000

Budget Table 2 - Cash Revenues (Excluding in-kind)

Revenues	A. Projected Cash Revenues Existing Events: Excluding revenues listed in Column B	B. Celebrate Ontario Project Cash Revenues New Events: Do not fill in Column B	C. Total Event Cash Revenues
Grant Request	\$0	\$51,000	\$51,000
Admission Revenues	\$230,000	\$60,000	\$290,000
Sponsors	\$70,000	\$15,000	\$85,000
Municipal funding	\$30,000	\$0	\$30,000
Vendor fees	\$5,000	\$6,000	\$11,000
Sale of goods	\$10,000	\$0	\$10,000
Total	\$345,000	\$132,000	\$477,000

APPENDIX 2

New Event – Example - The Festival of Sorcerers and Wizardry

Complete Budget Tables and Calculations

The Festival of Sorcerers and Wizardry is a two-day children’s festival featuring musical and magical presentations, jousting competitions and interactive workshops in wand-making, costuming, potions and wizardry.

The festival’s projected cash operating expenses are \$250,000. 15% of \$250,000 is auto calculated to be \$37,500.

There is a total of \$130,000 in eligible expenses and 50% of \$130,000 is auto calculated to be \$65,000.

The maximum grant request for the festival is \$37,500 (the lesser of the auto calculations in Sections 1 and 2 of the maximum grant calculator. You must insert this number into the first column in section 3.

Maximum Grant Calculator – Cannot exceed \$250,000

<p>Section 1 Existing Events: Enter previous year's event cash operating expenses as per income statement attached with this application. New Events: Enter projected cash expenses. \$250,000</p>	<p>(15% auto calculation)</p> <p style="text-align: right;">\$37,500</p>
<p>Section 2 Existing Events: Enter total Celebrate Ontario project cash operating expenses (total of Column B in Table 1) New Events: Enter total of eligible expenses. \$130,000</p>	<p>(50% auto calculation)</p> <p style="text-align: right;">\$65,000</p>
<p>Section 3 – Maximum Grant Request Enter the lower amount calculated in Sections 1 and 2 \$37,500 Your grant request (Column E total in Budget Table 1) cannot exceed this amount.</p>	

Budget Table 1 – Cash Operating Expenses

Expense Item	A. Event Projected Cash Operating Expenses	B. Celebrate Ontario Project Cash Operating Expenses	C. Eligible Expense? (Y/N)	D. Total Cash Expenses (Columns A+B)	E. Celebrate Ontario (CO) Funding Request
Existing Events: Column A excludes expenses in Column B New Events: Do not fill in Column B					
Programming - (Eligible for CO funding)					
Musicians, magicians, performers	\$80,000	\$0	Y	\$80,000	\$30,000
Workshop leaders	\$20,000	\$0	Y	\$20,000	\$0
Stage, lighting, sound rentals	\$10,000	\$0	Y	\$10,000	\$3,500
Workshop materials	\$5,000	\$0	Y	\$5,000	\$0
Buskers	\$5,000	\$0	Y	\$5,000	\$0
Marketing - (Eligible for CO funding)					
Media Buys > 40 km out-of-province	\$10,000	\$0	Y	\$10,000	\$4,000
Marketing - (Ineligible for CO funding)					
Creative	\$5,000	\$0	N	\$5,000	\$0
Print, production	\$5,000	\$0	N	\$5,000	\$0
Media Buys < 40 km	\$5,000	\$0	N	\$5,000	\$0
Event Staffing/Administration - (Ineligible for CO funding)					
Wages	\$40,000	\$0	N	\$40,000	\$0
Insurance, Legal, Audit	\$7,000	\$0	N	\$7,000	\$0
Volunteer training & support	\$5,000	\$0	N	\$5,000	\$0
Office administration	\$6,000	\$0	N	\$6,000	\$0
Site/Event Logistics - (Ineligible for CO funding)					
Facility rental	\$15,000	\$0	N	\$15,000	\$0
Tenting and fencing	12,500	\$0	N	\$12,500	\$0
Security	\$5,500	\$0	N	\$5,500	\$0
Sanitation	\$7,500	\$0	N	\$7,500	\$0
Visitor services, signage	\$2,500	\$0	N	\$2,500	\$0
Tables, seating	\$2,500	\$0	N	\$2,500	\$0
Visitor survey costs	\$1,500	\$0	N	\$1,500	\$0
Total	\$250,000	\$0		\$250,000	\$37,500

Budget Table 2 - Cash Revenues (not including in-kind)

Revenues	A. Projected Cash Revenues Existing Events: Excluding revenues listed in Column B	B. Celebrate Ontario Project Cash Revenues New Events: Do not fill in Column B	C. Total Event Cash Revenues
Grant Request	\$37,500	\$0	\$37,500
Ticketed Shows	\$100,000	\$0	\$100,000
Sponsors	\$60,000	\$0	\$60,000
Vendors	\$30,000	\$0	\$30,000
Merchandise sales	\$25,000	\$0	\$25,000
Fundraising	\$8,500	\$0	\$8,500
Total	\$261,000	\$0	\$261,000

APPENDIX 3

Example – 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. Recipients are required to carry the insurance for the period April 1, 2020 to 150 days post event.
- It is mandatory that “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” be added as an additional insured.
- The insurer must have a secure A.M. Best rating of B+ or greater, or the equivalent.

The items below have been numbered to correspond with the example 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 dates of coverage. The dates must correspond with the TPA’s effective date and end on, or after, the TPA’s expiration date.
3. Identify the Ministry of Heritage, Sport, Tourism and Culture Industries 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:
 - i. Third party bodily injury
 - ii. Personal injury
 - iii. Property damage
 - iv. A cross-liability clause
 - vi. 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
7. List the ministry as the Certificate Holder and include the ministry’s mailing address in this section of the policy.

Name and address to whom issued Ontario Ministry of Heritage, Sport, Tourism and Culture Industries Tourism Division Investment and Development Office 400 University Avenue, 5th Floor ⑦ Toronto ON M7A 2R9	Name and address of Insured ①
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Type of Insurance ④ ^a	Insurer	Policy Number	Expiration Date	Coverages	Limits of Liability
Commercial General Liability Including: <ul style="list-style-type: none"> • 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, 2020 ②	Inclusive Limits Bodily Injury and Property Damage Liability	Each occurrence or Accident: \$2,000,000 General Aggregate: \$2,000,000 ④ ^b
Automobile	Company of Canada		October 1, 2020	Inclusive Limits Bodily Injury and Property Damage Liability	Each accident: \$2,000,000 <ul style="list-style-type: none"> • Accident Benefits • Self Insured for Physical Damage
Errors & Omissions	Company of Canada		December 2, 2020	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

Date: February 10, 2020

Signature
⑥ 