

CELEBRATE ONTARIO 2010

Application Guide



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1. BACKGROUND

In the 2008 Ontario Budget, the government of Ontario announced the creation of the annual *Festival and Event Attraction and Support Program (Celebrate Ontario)* to support Ontario festivals and events.

Celebrate Ontario 2010 will provide funding to help organizations develop tourism festivals and events in communities across Ontario. By helping organizers enhance programming, improve services and elevate the overall quality of their tourism festival and event, *Celebrate Ontario 2010* will give visitors and residents a compelling reason to visit Ontario's communities.

2. OBJECTIVE

Celebrate Ontario 2010 will help new or existing Ontario tourism festivals and events to enhance programs, activities and services that will lead to long-term improvements and attract more tourists.

It is the ministry's expectation that these new or enhanced tourism festivals and events will stimulate increased incremental visitor attendance and visitor spending.

Each *Celebrate Ontario 2010* application will be assessed to determine its relevance to the following expected results:

- Increased attendance and extended geographic reach.
- Increased tourist visitation and tourist receipts.
- Improved quality of festivals and events and stronger organizations.

3. DEFINITIONS

For the purposes of *Celebrate Ontario 2010*, the Ministry of Tourism defines:

- A tourism festival or event as a public celebration that:
 - is organized as a series of events or activities over a set period;
 - demonstrates a capacity and intention to develop itself as a tourism driver over the long term; and
 - is promoted to and primarily attracts tourists.
- A tourist as an individual (including an Ontario resident) who travels 40 kilometres or more or crosses the Ontario border to attend a tourism festival or event.
- Hours of programming at a festival or event as the number of concurrent hours of public programming that are open to the public at large.

For the purposes of *Celebrate Ontario 2010*, the Ministry of Tourism does not include the value of in-kind expenses or contributions or potential *Celebrate*

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Ontario 2010 funding in the determination of Tier 1, Tier 2 or Tier 3 tourism festival or event operating budgets. In addition, the operating budget must be for the specific tourism festival or event and not for the organization applying.

4. ASSISTANCE

The maximum level of *Celebrate Ontario 2010* funding assistance per application for new programming enhancements or new festivals and events is based on a three-tier model as follows:

- Tier 1 — Festivals or events with operating budgets less than **\$250,000** will be eligible for up to **\$40,000**.
- Tier 2 — Festivals or events with operating budgets between **\$250,000** and **\$1 million** will be eligible for up to **\$75,000**.
- Tier 3 — Festivals or events with operating budgets in excess of **\$1 million** will be eligible for up to **\$300,000**.

For new tourism festivals or events, the amount of assistance will be determined by the planned annual operating budget of the tourism festival or event.

Priority will be given to tourism festivals and events that demonstrate:

Tier 1:

- A solid three year event enhancement plan with strong rationale and ability to sustain the enhancement in future years.
- Strong organizational and leadership capacity capable of delivering proposed enhancement.
- Long-term (minimum three years) commitment to growing their tourism market.
- Community support for the event, with particular emphasis on support from tourism and hospitality businesses.

Tier 2 and Tier 3:

- Strong economic impact.
- Strategies or activities that increase tourist visitation and spending.
- Extended visitor length of stay.
- Sustainable long term (minimum three years) development and marketing plan.

The allocation of *Celebrate Ontario 2010* funding among Tier 1, Tier 2 and Tier 3 tourism festivals and events will be determined by the number of applications approved in each category.

The Ministry of Tourism cannot guarantee funding to all applicants, nor can the ministry ensure that the total amount requested by successful applicants will be

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granted. The decision to fund all or part of an applicant request will depend on its fit with *Celebrate Ontario 2010* program priorities, assessment criteria and the overall demand for funds in the program.

5. ELIGIBILITY

5.1. Eligibility Requirements

To be eligible for *Celebrate Ontario 2010* funding, the tourism festival or event must meet all of the following eligibility requirements. The tourism festival or event must:

- Take place in the Province of Ontario.
- Be in existence for one year or longer in Ontario as of January 1, 2010. (For new tourism festivals or events, the sponsoring organization/applicant must have been in existence for one year or longer in Ontario as of January 1, 2010.)
- Occur between April 1, 2010 and March 31, 2011.
- Be open to the public at large without membership in a club or group.

Each application must provide confirmation of the above Eligibility Requirements. Applications that fail to do so will not be considered.

Ineligible festivals or events include:

- Festival or events that seek to attract only a special interest audience or recruit new members (e.g. religious or political gatherings and workshops).
- Trade fairs, events of a primarily commercial nature, consumer shows, symposia, conventions, meetings and conferences, anniversaries (e.g. civic or national holidays and municipal anniversaries, including the national days of other countries or nations), awards ceremonies, seminars and clinics, etc.

The Ministry of Tourism will consider only one application from a tourism festival or event. Applicants are encouraged to submit proposals for tourism festivals or events that have the greatest potential to stimulate increased incremental visitor attendance and visitor spending.

Applications that fail to meet all of the Eligibility Requirements will not be considered.

5.2. Eligible Applicants

Eligible applicants include private enterprises, registered not-for-profit organizations, municipalities and other authorities, and First Nations in the Province of Ontario.

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Funding will be provided only to legal entities. Examples include 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 Aboriginal organizations that are incorporated.

5.3. Mandatory Requirements

Each application must provide confirmation of the following:

- Legal status of the tourism festival or event organization (i.e. established by or under legislation; federally or provincially incorporated; First Nations 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 (e.g. Ontario Trillium Foundation).
- All of the proposed expenses will be incurred during the carrying out of the enhancement or new festival or event project and none of the proposed expenses will be used for recurring costs to run the tourism festival or event.
- Applicant has at least \$2 million commercial general liability insurance coverage.
- Information provided in the application is true, correct and complete (as verified by an authorized official).
- Applicant must submit two completed Community Reference Forms.

Each application must provide confirmation of the above Mandatory Requirements. Applications that fail to do so will not be considered.

Applications that fail to meet all the Mandatory Requirements will not be considered.

5.4. Technical Requirements

Applications will be scored based on the following pre-determined technical requirements:

- (1) **Enhancement or New Event Development Plan (Section 5 of application)**. Applicants must provide an enhancement or new festival or event development plan describing:
 - Proposed enhancements in programming, activities and/or services.
 - A clear rationale for the creation of the enhancement or the new tourism festival or event including evidence that the enhancement is driven by consumer interest.

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- The enhancement's main objective (i.e. what do you hope to achieve by implementing the project?).
 - The target audience, including demographic and geographic attributes.
 - Planning timelines, milestones and budget phasing and sponsorship goals
- (2) **Budgets (Section 4 and 6 of application).** Applicants must provide detailed budgets for both the tourism festival or event and the proposed new enhancement concept. Both budgets should detail revenues by source and expenses by category, and should indicate levels of funding (both cash and in-kind) from private and public sector partners. Please note if cash from other sources is confirmed or pending.

The value of in-kind contributions must be balanced by equivalent expenses.

Tourism festivals or events with own-source revenues and confirmed funding from multiple private and public sector sources (either cash or in-kind) will score higher in their evaluations than those tourism festivals or events without such additional monies.

- (3) **Sustainability (Section 7 of application).** Applicants must provide a description of the long-term viability and sustainability of the proposed enhancement or new tourism festival and event and the future benefits to the organization, including:
- Evidence of need or demand for the proposed enhancement or new festival or event project.
 - How the enhancement or new tourism festival or event supports the strategic growth of your organization including multi-year objectives, sponsorships, markets, goals and targets for both your tourism festival or event and your proposed enhancement concept (if applicable).
 - How the enhancement or new tourism festival or event project will improve the capacity of your organization, including future operations and your ability to package with tourism operators.
 - How the applicant expects to finance the enhancement or new festival or event project in future years.
- (4) **Marketing Plan (Section 8 of application).** Applicants must provide a marketing or promotion plan, including target markets; marketing tactics, media outlets, media buy costs; anticipated provincial, national, U.S. and international media reach; and in-kind or sponsored publicity for the

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marketing or promotion of the enhancement and their tourism festival or event.

Please include:

- How the marketing plan will generate positive media exposure for your tourism festival or event and the Province of Ontario.
- How the enhanced marketing plan differs from your existing marketing or promotion plan.

- (5) **Organizational Capacity (Section 9 of application).** Applicants must have a history of successfully implementing tourism festivals or events and should describe past achievements. Applicants should:
- Demonstrate clear monitoring and reporting mechanisms to governing bodies (e.g. a Board of Directors).
 - Provide a description of their organization's ability to undertake the enhancement or new festival or event project.
 - Provide examples of previous success by the organization and/or its leadership.
- (6) **Current Financial Position (Section 10 of application).** Applicants must provide their latest available audited or Board-endorsed or Treasurer-certified financial statement to provide financial information for the previous year's tourism festival or event, including the type and value of public and private sector contributions (cash and in-kind) and own-source revenue.

New tourism festival or event applicants without a previous year of financial information must provide financial information on their sponsor organization.

The statement of operations should include:

- Revenues by source (e.g. ticketing, sponsorships, donations, fundraising, etc.).
 - Expenses by category (e.g. wages and salaries, utilities, professional services, maintenance, artists' fees, production costs, etc.).
 - Levels of funding from private and public sector partners.
- (7) **Community Support (Section 11 of application).** Applicants must demonstrate:
- How their enhancement or new tourism festival or event supports a municipal or regional tourism strategy, and identify what aspects of that strategy relate to the new or enhanced tourism festival or event.

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- How they work with their local tourism industry (e.g. attractions, accommodations, restaurants, tourism industry operators, etc.) to package their tourism festival or event.

Applicants must also submit two third-party references as part of the application submission. The selected references must be from their community and must be: familiar with the organization; familiar with the proposed application; and familiar with the benefits of the tourism festival or event to the community. Applicants must have each reference complete a separate Celebrate Ontario 2010 Community Reference Form, which must be submitted with the application form by the deadline date.

The Celebrate Ontario 2010 Community Reference Form can be found on the Celebrate Ontario website (www.ontario.ca/celebrateontario or www.ontario.ca/fetonsontario). Please see the Community Reference Form for further details.

- (8) **Impact (Section 12 of application)**. Applicants must demonstrate the benefits associated with the enhancement or new festival or event project. Estimates should be provided for current and anticipated:

- Attendance — local (within 40 km), other Ontario, other Canada, U.S. and international.
- Same-day and overnight visitors.
- Gate receipts.
- Average visitor length of stay.
- Visitor expenditures.

New tourism festival or event applicants must also identify all of the above.

All applicants must present a clear explanation including third-party confirmation, for their estimates of the above 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 festivals and 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 for their estimates.

Enhanced or new tourism festivals or events that demonstrate significant geographic reach and attendance increases will score higher in their evaluations than those tourism festivals or events without such additional geographic reach and attendance increases.

- (9) **Performance Measures (Section 13 of application)**. Applicants must describe how *Celebrate Ontario 2010* funding assistance will help them

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meet their enhancement or new festival or event objectives, and how they plan to measure their own success.

6. EVALUATION PROCESS

The application evaluation process will include a fair and consistent evaluation of the merit of submissions against the stated Eligibility Requirements, Mandatory Requirements and Technical Requirements to ensure that festivals and events meet the program priorities. Applications that fail to meet any of the Eligibility Requirements or Mandatory Requirements will not be considered.

Applications that meet all the Eligibility Requirements and Mandatory Requirements will be scored based on a mix of pre-determined technical criteria, and in accordance with the weights presented in the following table.

Note - In consideration of budget size and organizational capacity, different weighting will be applied to the evaluation criteria for Tier 1 applicants and Tier 2 and 3. Applicants will be assessed against other applicants in their tier only.

TECHNICAL REQUIREMENTS	TIER 1 WEIGHT (POINTS)	TIER 2 & 3 WEIGHT (POINTS)
Enhancement Development Plan	20	15
Budgets	5	5
Sustainability	15	15
Marketing Plan	10	15
Organizational Capacity	15	5
Current Financial Position	10	10
Community Support	10	5
Impact	10	25
Performance Measures	<u>5</u>	<u>5</u>
Total	<u>100</u>	<u>100</u>

7. ELIGIBLE COSTS

Eligible enhancement or new festival or event project funding requests must relate directly to specific expenditures incurred to stage the enhancement or new festival or event project and must not include costs that would have otherwise

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been incurred by the applicant (e.g. recurring costs to run the tourism festival or event).

In general, eligible costs include programming costs associated with new activities, programs or services that enhance tourism festivals or events.

Examples of eligible 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 such as fireworks, amusement and midway shows, inflatables and speciality attractions.
- Moveable assets (not a permanent installation) that support enhanced programs and services (e.g. tables, bleachers/chairs, tents/awnings and canopy, stages, mascots, sound and lighting, fencing, etc.).
- Fees paid for audio and visual support and technical and stage crews.
- New or improved visitor services.
- Website development.
- Services for greening the festival or event.
- Services for people with disabilities.
- Site services related to the new program, activity or service such as security, sanitation products and shuttle buses.

Applicants are expected to demonstrate how any proposed *Celebrate Ontario 2010* expenses associated with their enhancement or new festival or event will stimulate increased incremental visitor attendance and visitor spending.

Applicants must establish a relationship between proposed *Celebrate Ontario 2010* expenses and the enhancement or new festival or event project outcomes.

The following expenses are ineligible for funding:

- Core administrative and overhead costs such as rent, telephone and communication lines/services, utilities, maintenance costs and any operational expenses related to an organization's ongoing activities.
- Permanent staff salaries.
- Legal, audit or interest fees.
- Management/Staff travel costs.
- Any costs incurred for festivals or events held outside Ontario.
- Budget deficits.

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- Capital costs related to permanent structures (e.g. materials, labour, vehicles, land acquisition, purchase of equipment for project construction, computers, etc.).
- Refundable Goods and Services Tax or other refundable expenses (e.g. security deposits, etc.).
- Motorized vehicles.
- Consulting or other services to support the development of a strategic or operational plan.
- Marketing costs.

8. SUBMISSION REQUIREMENTS

8.1. Questions from Applicants

The Ministry of Tourism has posted frequently asked questions (FAQ's) regarding *Celebrate Ontario 2010* to the Ministry of Tourism's website at celebrateontario@ontario.ca or fêtonsontario@ontario.ca.

Telephone and email enquiries may be directed to any of the Ministry of Tourism's or the Ministry of Northern Development and Mines' tourism advisors listed in the table on the following pages.

Applicants are strongly advised to consult with their local tourism advisor before submitting an application.

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CENTRAL REGION		
OFFICE	STAFF MEMBERS	PROGRAM DELIVERY
BRACEBRIDGE OFFICE 15 Dominion Street Bracebridge, Ontario P1L 2E7	Christine Anderson 1-800-308-3163 (705) 739-6695 Christine.Anderson@ontario.ca	District Municipality of Muskoka
MIDHURST OFFICE 2284 Nursery Road Midhurst, Ontario L0L 1X0	Christine Anderson 1-800-308-3163 (705) 739-6695 Christine.Anderson@ontario.ca	Simcoe County
TORONTO OFFICE 180 Dundas Street West 5th floor Toronto, Ontario M7A 2R9	Caroline Polgrabia (416) 314-7208 Caroline.Polgrabia@ontario.ca	City of Toronto, York, Durham, Peel and Halton Regions
WEST REGION		
OFFICE	STAFF MEMBERS	PROGRAM DELIVERY
KITCHENER OFFICE 30 Duke Street West 4th Floor, Ste. 405 Kitchener, Ontario N2H 3W5	Paul Samson (519) 571-6116 Paul.Samson@ontario.ca	Counties of Dufferin, Wellington, Grey Bruce and Regional Municipality of Waterloo
LONDON OFFICE 659 Exeter Road, 2 nd Floor London, Ontario N6E 1L3	Nancy Fallis (519) 873-4482 Nancy.Fallis@ontario.ca	Counties of Brant, Elgin, Huron, Middlesex, Perth and Oxford
ST. CATHARINES OFFICE 301 St. Paul Street - 9th floor St. Catharines, Ontario L2R 7R4	Tracey Desjardins (905) 704-3942 Tracey.Desjardins@ontario.ca	Regional Municipality of Niagara, City of Hamilton, Counties of Haldimand, Norfolk
WINDSOR OFFICE 221 Mill Street Windsor, Ontario N9C 2R1	Janet Jones (519) 973-6320 Janet.Jones@ontario.ca	City of Windsor and Counties of Essex, Lambton and Municipality of Chatham-Kent

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NORTH REGION		
OFFICE	STAFF MEMBERS	PROGRAM DELIVERY
KENORA OFFICE 810 Robertson St, Suite 104 Kenora, Ontario P9N 4J2	Frank Bastone (807) 468-2820 Frank.Bastone@ontario.ca	Kenora Area Team
NORTH BAY OFFICE 447 McKeown Avenue North Bay, Ontario P1B 9S9	Siobhan O'Leary 705 494-4163 Siobhan.Oleary@ontario.ca	North Bay Area Team
SAULT STE. MARIE OFFICE 70 Foster Drive, Suite 200 Sault Ste. Marie, Ontario P6A 6V8	Robert Tarantini (705) 945-5913 Robert.Tarantini@ontario.ca	Sault Ste. Marie Area Team
SUDBURY OFFICE Ontario Government Building 159 Cedar Street , #601 Sudbury, Ontario P3E 5P9	Gillian Taillefer 705-564-7361 Gillian.Taillefer@ontario.ca	Sudbury Area Team
THUNDER BAY OFFICE 435 James Street South Suite 332 Thunder Bay, Ontario P7E 6S7	Susan Gammon (807) 475-1483 Susan.Gammon@ontario.ca	Thunder Bay Area Team
TIMMINS OFFICE Ontario Government Complex P.O. Bag 3060, Hwy 101 E. South Porcupine, Ontario P0N 1H0	Graham Campbell (705) 235-1665 Graham.Campbell@ontario.ca	Timmins Area Team
EAST REGION		
OFFICE	STAFF MEMBERS	PROGRAM DELIVERY
KINGSTON OFFICE Ontario Government Building Beechgrove Complex 51 Heakes Lane Kingston, Ontario K7M 9B1	Blair Harris (613) 531-5581 Blair.Harris@ontario.ca	Lennox and Addington County, Frontenac County, Leeds and Grenville County, County of Stormont, Dundas and Glengarry
OTTAWA OFFICE 347 Preston Street, 4 th Floor Ottawa, Ontario K1S 3J4	Jonathon Harris (613) 742-3368 Jonathon.Harris@ontario.ca	City of Ottawa, Renfrew County, Lanark County, and the United Counties of Prescott-Russell
PETERBOROUGH OFFICE 300 Water Street 2nd Floor, South Tower Peterborough, Ontario K9J 8M5	Beverley Quirt (705) 755-5883 Beverley.Quirt@ontario.ca	Counties of Peterborough, Northumberland, Haliburton, Hastings, Prince Edward County, City of Kawartha Lakes

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8.2. Application deadline and Submission Channels

Applications may be submitted by e-mail, in person or by mail/courier

Applicants must use the *Celebrate Ontario 2010* Application Form to submit their applications.

Applicants submitting an electronic application by e-mail

- Applicants are encouraged to submit an electronic application by e-mail.
- Two completed Community Reference Forms must be submitted electronically with the application form.
- The electronic application must be e-mailed to the Ministry of Tourism at celebrateontario@ontario.ca or fêtonsonario@ontario.ca by 5:00 p.m. (Eastern Standard Time), **November 27, 2009**.

Applicants submitting a paper copy only

- Applicants submitting a paper copy only must include an original copy, verified by an authorized official plus one additional copy.
- Two completed Community Reference Forms must be submitted with the application form.
- Please do not include binders, brochures, videos, newspaper reviews, independent reports or posters with submission.
- Hard copy applications can be submitted in person or by mail or courier to the following address:

Ministry of Tourism
c/o Celebrate Ontario 2010
Investment & Development Office
Ontario Ministry of Tourism
900 Bay Street, 9th Floor, Hearst Block
Toronto ON M7A 2E1

Applications submitted in person must be received at the Ministry of Tourism by 5:00 p.m. (Eastern Standard Time), **November 27, 2009**.

Mailed or couriered applications must be postmarked no later than **November 27, 2009**. Applications postmarked after the deadline will not be accepted.

Late applications will not be accepted. Applications received by facsimile will not be considered.

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Submission Check List

- Read the Application Guidelines
- Consulted with an RSB Tourism Advisor
- Completed the entire Application Form
- Included two completed Community Reference Forms.

9. ACKNOWLEDGEMENT, OVERSIGHT AND REPORTING

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.

Successful applicants will be required to:

- Report back to the ministry 90 days following the tourism festival or event on the use of funds, service deliverables and outcomes achieved. Applicants must use the ministry's *Celebrate Ontario 2010 Festival/Event Summary Report* form to provide this information.
- 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 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 the Ministry of Tourism's approval for any change to the enhancement or new festival or event project (once funding is approved).
- Acknowledge Ontario's support with the use of the Ontario trillium logo in electronic and print media as part of a visibility campaign.

The Ministry of Tourism expects that the enhancement or new festival or event project will comply with all federal, provincial and municipal laws and regulations (e.g., environmental approvals, zoning by-laws, etc.).

Successful applicants must sign a formal funding agreement with the Ministry of Tourism.

In addition to completing the *Celebrate Ontario 2010 Festival/Event Summary Report* form, successful applicants will be expected to provide the following additional material as part of the mandatory post-project reporting process:

- A summary of all invoices for costs associated with the enhancement or new festival or event project.

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- A sample of all brochures, programs or handouts that identify and describe the new festival or event or enhancement.
- Samples of all marketing materials (e.g. print, radio and television).
- The festival or event's audited financial statements for *Celebrate Ontario 2010* funding over \$75,000, or Board-endorsed or Treasurer-certified financial statements for funding of lesser amounts, reflecting the *Celebrate Ontario 2010* funding. It is acknowledged that these statements may not be ready when filing the *Celebrate Ontario 2010 Festival/Event Summary Report*, but it is expected that successful applicants will forward these statements as soon as they become available.
- A copy of all reports and publications produced as a part of the enhancement or new festival or event project.