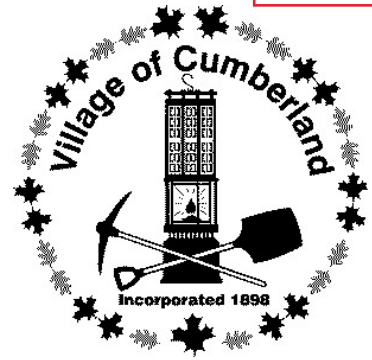


COUNCIL REPORT



REPORT DATE: 4/15/2022
MEETING DATE: 4/25/2022

File No. 1855-20

TO: Mayor and Councillors
FROM: Kaelin Chambers, Economic Development Officer
SUBJECT: Cumberland 125th Community Celebration Grant Application

RECOMMENDATION

- i. THAT Council receives the Cumberland 125th Community Celebration Grant Application for information.
- ii. THAT Council approves the Village submit an application for the Cumberland 125th Community Celebration under the Building Communities Through Arts and Heritage Program.
- iii. THAT Council direct staff to report back on the financial costs of administering and coordinating a successful grant application and include these costs in 2023 budget discussions and workplans.

PURPOSE

The purpose of this report is to provide Council with information on the Village’s submission to Government of Canada’s Building Communities Through Arts and Heritage Program in support of Cumberland’s 125th community Celebration event.

PREVIOUS COUNCIL DIRECTION

Date	Resolution
2021-04-26	Discussion place on establishing a committee to make recommendations to Council on celebration events with membership of one board member from each community organization. The Committee request staff to work with Mayor Baird to draft terms of reference for a Cumberland 125 th Anniversary Select Committee and report back to Council and to appoint Councilor Sullivan to the Committee.
2020-06-14	THAT Council approve Policy 1.14, Cumberland 125 th Anniversary Celebration Committee; and That Council appoint Mayor Baird and Councilor Sullivan to the Cumberland 125 th Anniversary Committee.

BACKGROUND

Building Communities Through Arts and Heritage Program

The Government of Canada's Building Communities Through Arts and Heritage Program supports local arts and heritage festivals, commemorations and legacy projects that encourage community engagement through the active involvement of volunteers, community partners, local artists, artisans, heritage specialists or performers and the local population at the event.

The objective of the Program is to engage citizens in their local communities through performing and visual arts, as well as through the expression, celebration, and preservation of local historical heritage. Similarly the expected results in participating include:

- Local citizens are provided with opportunities to engage in their communities through local arts and heritage
- Local partners within the community provide support to funded local festival, community anniversary and/or legacy projects
- Local citizens have opportunities to be exposed to local arts and heritage
- Local artists, artisans and/or heritage performers are provided with opportunities to engage in their communities through local arts and heritage

The Community Anniversaries component of the Program provides funding to events and minor capital projects that are linked to the celebration of a 100th anniversary or greater, in increments of 25 years (100, 125, 150, etc.), of a significant local historical event or local historical personality.

The projects must present the work of local artists, artisans and historical performers. And successful applicants may receive up to 100 percent of eligible expenses to a maximum of \$200,000.

The Program funds expenses that are directly linked to activities that encourage and promote community engagement and that reflect the expected results of the Program, through events that commemorate a significant historical event or personality, and by the presentation of local performing and visual arts and/or heritage. Some examples include:

- Costs of recruiting, training, supporting, and recognizing local volunteers (e.g., food, non-alcoholic beverages, distinctive clothing)
- Fees and expenses for local artists, artisans, and performers of local heritage activities
- Fees and expenses related to the exhibition of artwork by local artists and artisans
- Fees related to copyright and other related permits except for alcohol
- Costs of publicity aimed at the local population
- Presentation expenses, including equipment rental costs (e.g., rental of costumes, lighting, sound equipment, tents)
- Logistical expenses (e.g., traffic barriers, portable toilets, garbage bins)
- Venue rental and set-up costs
- Fees and expenses, up to a maximum requested amount of \$25,000 for minor capital projects related to the creation, restoration, purchase and/or commission of objects such as community art projects, works of art, plaques, written or visual materials
- Cost of insurance for eligible activities
- Expenses related to transportation, accommodation, etc., of persons associated with the anniversary
- Expenses related to financial audits when one is required by the Program
- Expenses related to environmental assessments when required by the Department

To be eligible for funding from the Community Anniversaries component, your group must be one of the following:

- Local non-profit incorporated organization
- Local unincorporated non-profit group
- Local band council, local tribal council or other local Aboriginal government (First Nations, Inuit, or Métis) or equivalent organizations
- Municipal administration, or equivalent authority, a municipal agency, a public authority of the municipality

For more information on the Building Communities Through Arts and Heritage Program is provided in Attachment 1.

Village of Cumberland 125th Community Commemoration Event Application

Cumberland's Community Celebration on June 10, 2023 will commemorate the Village's 125 years of incorporation as a municipality and will acknowledge the community's rich heritage, resiliency and independence, as well as a diverse and active community with a love for arts, culture, nature and community events.

The 125th Community Celebration event include a variety of community driven events, performances and entertainment. For the day of celebration, four blocks of Dunsmuir Avenue, the Village's iconic and historic commercial core, will be closed to vehicle traffic for pedestrian access only (from First Street to Fourth Street).

Performance stages will be located at each end of Dunsmuir (at 1st and 4th St) and will provide a variety of local acts and activities throughout the day (10 am – 10 pm), including a local talent show as well as entertainment from local performance and musical artists.

Local shops, vendors and community groups will also be located within the closed portion of Dunsmuir Ave, as well as other public spaces/parks within the Village to provide additional community engagement, celebration, and activities.

Funding for the rental and installation of stage/performance infrastructure, as well as budget for securing and scheduling local musicians and performers has been incorporated into the grant. The proposed budgets are based off discussions and estimates provided by local artists and producers.

The budget for stage/performance infrastructure is \$15,000, and the budget for performance/artists is \$20,000.

Community and non-for-profit organizations are intrinsic to the Village's history and well being and will provide key contributions to the 125th Community Celebration. The Village has coordinated the participation of eight such organizations who have committed to facilitating community activities and initiatives in support this celebration, including:

Cumberland Business Association (CBA)

The CBA is a local non-for-profit society that supports Cumberland by creating memorable experiences through promotion, recruitment, advocacy, and economic development.

In support of the 125th Celebration, the CBA will acknowledge the industrial history of the Village in designing a series of pieces to hang in local storefronts that commemorate the economic history and contributions of local businesses. The CBA will also design and erect a permanent map display

that depicts the locations of current and historic businesses. This display is intended to foster pride in our community history, while acknowledging our bright future.

The proposed budget for this component of the event is \$5,000

Cumberland Culture and Arts Society (CCAS)

The CCAS was formed in 2003 to create opportunities for community education and growth in the visual and performing arts. In support of the 125th Celebration, the CCAS will provide both visual and performance arts activities, including:

- The creation of two permanent mural installations on Village buildings
- A quilt show presented by Schoolhouse Quilters Club at the Cumberland Cultural Centre
- Mosaic art installations of pebbles and broken ceramics to be installed on public walkways within Village parks/spaces
- Community photo collage and art displays from past/present Cumberland Artists
- Abbey Studio Community Art Jam Project

In addition to visual arts initiatives, the CCAS will also host an interactive drumming and singing workshop presented in collaboration with K'omoks First Nation that celebrates the community's sense of place and relationship with the natural environment.

The proposed budget for this component of the event is \$22,000

Cumberland Community Forest Society (CCFS)

The CCFS is a charitable society formed 21 years ago with the mission to purchase, protect, and care for the forest lands located in/around the Village (known as the Cumberland Community Forest).

In support of the 125th Celebration, CCFS will undertake the "Forest Story Project" which is an ongoing theatre project that explores stories, cultural legends, environmental and climate issues, and community history through a 'forest lens'. This project will engage adults and youth performers, mask and costume makers, and light and sound crews to develop a promenade style show for public audiences located throughout the lower network of the Cumberland Community Forest Park.

The proposed budget for this component of the event is \$10,000

Cumberland Community School Society (CCSS)

CCSS works in partnership with Cumberland Schools, community groups and volunteers to provide educational and support services for students and residents. CCSS also provides a key role as the community foodbank, providing a healthy, locally sourced lunch program at Cumberland School, and in operating the community food bank, known as the CCSS food share program.

For the celebration, CCSS will be facilitating a food security education celebration in recognition of the Village's long history of self reliance, sufficiency, and resiliency. This contribution will include a 10-week education program with local youth leading up to the June 10 event. The program will seek to teach students many aspects of food security including growing and cooking food, access to health/nutrition and food distribution. These efforts will culminate in a student organized food security booth located within the celebration event, in order to share related food security information, including the distribution of food seeds/seedlings.

The proposed budget for this component of the event is \$5,000

Cumberland Event Society (CES)

The Cumberland Event Society was formed to plan, coordinate, and implement Cumberland's annual Victoria Day Celebrations. This event is one of the oldest of its kind in Canada, and has occurred in Cumberland over the May long weekend since 1919. In addition to the Victoria Day celebrations, the CES also provide event supports (insurance, infrastructure, equipment) to other local events and event producers throughout the year.

For the 125th Celebration, CES will be hosting entertainment, games and activities for children and families, including:

- The installation of a 50-year time capsule to be located at Cumberland Community School
- Vintage family carnival games and prizes, including a community tug-of-war contest
- A lantern festival including evening parade
- Plywood photo cut-outs, depicting historic eras and styles in Cumberland
- Local children's entertainment, including Cumberland's Captain Thunderpants and other local performers.

The proposed budget for this component of the event is \$6,000

Cumberland Fire Department

For the 125th Community Celebration the Cumberland Volunteer Fire Department has proposed to promote fire safety and education by building an obstacle course for children and families to safely try fire evaluations. The course would be built by the local volunteer firefighters, who will also provide the required safety gear and information. As part of this event, the fire department will also provide rides/tours in the Village's heritage fire trucks and offers tours through the local firehall museum.

The proposed budget for this component of the event is \$7,500

Cumberland Museum and Archives (CMA)

The CMA as existed since 1969, when a series of objects and archival materials were put on display at the old Comox Free Press building on 2757 Dunsmuir Avenue. In preparation for a more permanent home the Cumberland & District Historical Society was formed in 1981 as a non-profit charitable organization. A dedicated board of directors continues to serve as the leadership of the organization supporting staff led projects, exhibitions, and programs.

The CMA has proposed a variety of historical exhibits and tours, including local speakers and historians as a means of community engagement, including

- A living library of local speakers and historic walking tours
- An unveiling of 'The Story of Cumberland' as well as local heritage workshops for the public
- A presentation of 'A Seat at the Table' celebrating the contribution of Chinese Canadian community members
- A community art display "What's your Cumberland?"

The proposed budget for this component of the event is \$12,000

United Riders of Cumberland

The United Riders of Cumberland (UROC) is a registered non-profit society that manages and advocates for the Cumberland trail network. In 2015 UROC signed an historic agreement with these landowners that allows for legal, non-motorized recreation on these lands. This agreement

was the result of many years of hard work by UROC and the landowners and embodies the positive working relationship that has developed to facilitate recreation within both the working forest and Cumberland Municipal parklands.

In support of the 125th Celebration, UROC has proposed to host an event at the local jump and skate park that will celebrate Cumberland's active and sporting history, while acknowledging its recent growth as a mountain biking destination. The event will provide a hub for cycling activity, to provide information regarding the Cumberland trail network, showcase local talent and hold community competitions. UROC has also proposed the creation of a kid's zone, as well as providing guided rides/tours of the trail network.

The proposed budget for this component of the event is \$4,000.

In total, the budget requests/allocations for these community partners to contribute to the Community Celebration event is \$71,500.

As identified within the Program guidelines, applicants are permitted to request scope/budget in support of local contract services in support of coordinating and implementing the event. As such, the application also includes budget and capacity to establish the following support roles for the event. The budgets reflected below are based of estimates/quotes provided by local producers/operators.

- Production Manager
 - This role coordinates information between organizers, events and projects and is responsible for the overall production schedule. This includes program scheduling, event logistics and information, as well as marketing and publicity efforts. The Production Manager role will be active for 6 months (Jan – June 2023) and has a budget of \$10,000
- Event Coordinator
 - This role would liaise directly with the Village of Cumberland for universal infrastructure and be responsible for managing/coordinating site plans, mapping, signage and information. They would also support the management of event facilities, including food/beverage and waste management. The Event Coordinator role will be active for 6 months (Jan – June 2023) and has a budget of \$6,000
- Musical Director
 - This role will manage all programming and production for performance stages and areas throughout the event. The Musical Director Role has a budget of \$6,000
- Visual Arts Director
 - This role will manage all programming and production for visual arts areas and events. The Visual Arts Director Role has a budget of \$6,000
- Publicity and Marketing Manager
 - This role will be responsible for the marketing and promotion of the community event. This includes coordinating the needed development of event branding/concepts, including graphic design. This role will also manage all online/social media needs, including the coordinate the creation of event information, signs, banners, and digital ads. The budget for this role, including materials is \$30,000

In total, the contract services budget for the Community Celebration event is \$58,000.

As the Village has partnered with local organizations in the production of this event, the Village will also seek to engage and utilize local business operators and/or service providers to fill these contract roles.

The total value of the grant submission is \$164,500. A breakdown of those costs, as described above is provided in the table below.

Activity	Cost / Value
Performance / Infrastructure	
Stage and/or performance infrastructure	\$15,000
Local performers and/or artists	\$20,000
Total	\$35,000
Community Organization Events	
CBA –Village Industrial/Commercial Heritage Event	\$5,000
CCAS – Performing and Visual Arts Event	\$22,000
CCFS – Forest Story Project	\$10,000
CCSS – Food Security Education Celebration	\$5,000
CES – Heritage Activities for Kids and Families	\$6,000
CFD – Fire Safety Education and Heritage	\$7,500
CMA - Historical Exhibits and Walking tours	\$12,000
UROC – Trail Network Event	\$4,000
Total	\$71,500
Contract Positions	
Production Manager	\$10,000
Event Coordinator	\$6,000
Musical Director	\$6,000
Visual Arts Director	\$6,000
Publicity and Marketing Manager	\$30,000
Total	\$58,000
Grand Application Total	\$164,500

In addition to the grant covered costs above, there will be additional resources required by the Village to provide in-kind supports for the Community Celebration event. Supporting efforts, including facilitating all permit needs, managing road closures and other logistical factors will require the participation of Village staff. As the primary applicant, the Village will also be required to administer the grant funding.

Should the application be successful, staff will bring forward information and/or estimates pertaining to the anticipated in-kind costs. These costs will be provided to Council as part of the 2023 Budget discussions.

ALTERNATIVES

1. Not proceed with any action at this time.

STRATEGIC OBJECTIVE

- Healthy Community
- Quality Infrastructure Planning and Development

- Comprehensive Community Planning
- Economic Development

FINANCIAL IMPLICATIONS

There are no financial implications with respect to receiving the report, however a financial commitment will be required to implement the 125th Community Celebration event should the grant application be successful.

It is recommended that funding for the event be considered/discussed as part of the 2023 budget planning process.

The presented budget will have inflation and contingency added to it when the costs are included in the eventual application.

OPERATIONAL IMPLICATIONS

There will be operational impacts in both administering the grant and implementing the event that will require input and/or capacity across Village operations/departments.

It is recommended that these efforts be included within the development of the Village’s 2023 operational workplans.

ATTACHMENTS

1. Building Communities Through Arts and Heritage Program Community Anniversaries Guide

CONCURRENCE

Respectfully submitted,

K. Chambers

Kaelin Chambers
Economic Development Officer

M. Mason

Michelle Mason
Interim Chief Administrative Officer



Canadian
Heritage

Patrimoine
canadien

Canada



Building Communities Through Arts and Heritage

Component II — Community Anniversaries
Guide



Cette publication est également disponible en français.

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Table of Contents

Building Communities Through Arts and Heritage – Introduction

Program objective	4
Expected results	4
To which program component should you apply?	5

Guidelines for Component II – *Community Anniversaries*

Application deadline	6
Who can apply?	6
Who cannot apply?	6
What projects are eligible?	7
What projects are not eligible?	8
What expenses are eligible?	8
What expenses are not eligible?	9
<i>Community Anniversaries and the Canadian Environmental Assessment Act, 2012</i>	10
How are applications evaluated?	10
Application processing time	11
If you receive funding	11
How to apply	12
Glossary	15
Contact List	18



Building Communities Through Arts and Heritage — **Introduction**

Every year, all across the country, Canadians enrich local community life by organizing and participating in arts and heritage activities such as festivals, commemorative events and legacy projects.

The Government of Canada's *Building Communities Through Arts and Heritage* program supports local arts and heritage festivals, commemorations and legacy projects that encourage community engagement through the active involvement of volunteers, community partners, local artists, artisans, heritage specialists or performers and the local population at the event.

PROGRAM OBJECTIVE

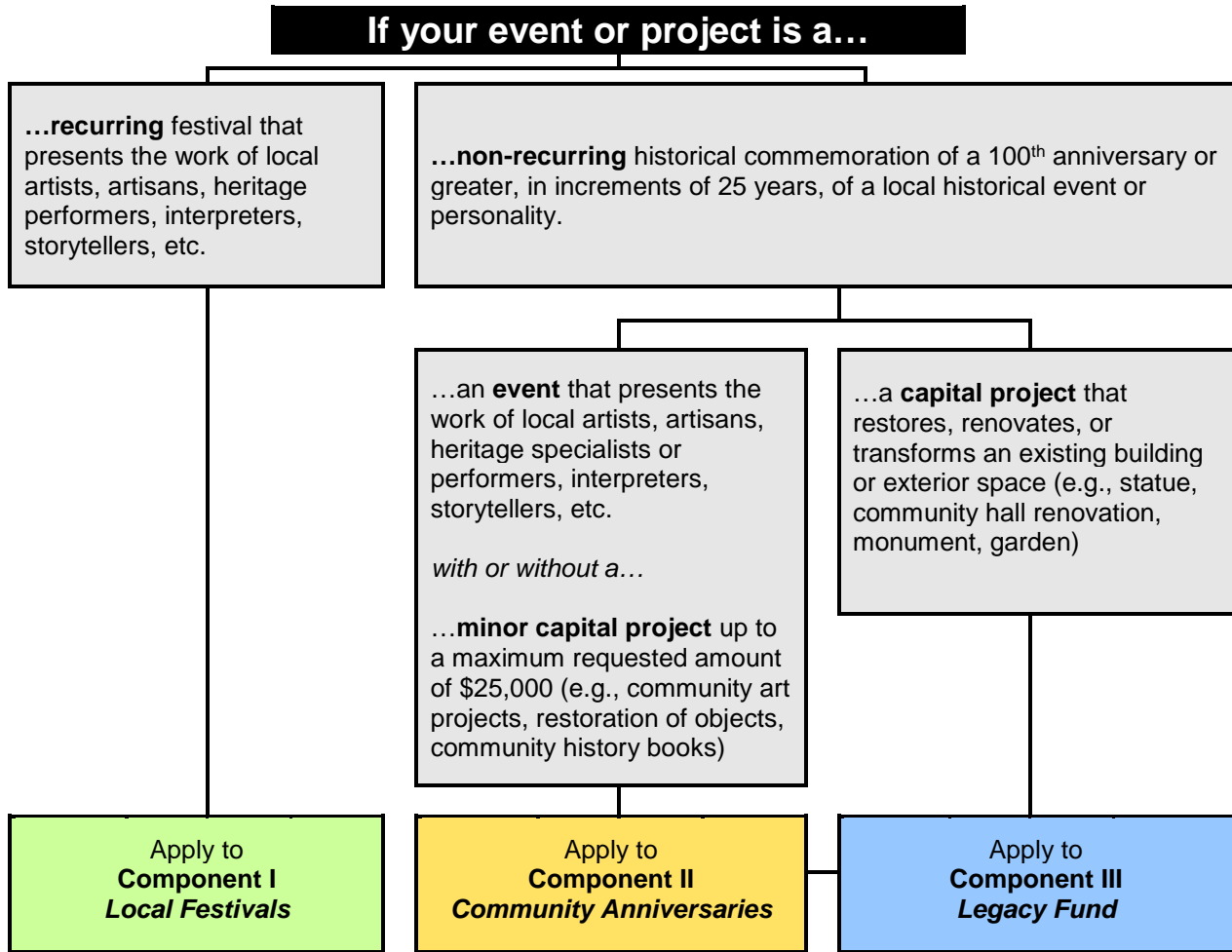
To engage citizens in their local communities through performing and visual arts, as well as through the expression, celebration, and preservation of local historical heritage.

EXPECTED RESULTS

- Local citizens are provided with opportunities to engage in their communities through local arts and heritage
- Local partners within the community provide support to funded local festival, community anniversary and/or legacy projects
- Local citizens have opportunities to be exposed to local arts and heritage
- Local artists, artisans and/or heritage performers are provided with opportunities to engage in their communities through local arts and heritage

Terms that are underlined are defined in the Glossary.

TO WHICH PROGRAM COMPONENT SHOULD YOU APPLY?



NOTE: If you are planning to apply for a capital project of the following type - a statue, monument, fountain, garden, permanent exhibition, public art installation, mural - please contact the *Legacy Fund* to discuss whether the project fits best with the *Community Anniversaries* or *Legacy Fund* component. Please call 1-866-811-0055 and ask to speak to a Program Officer working in the *Legacy Fund* component of *Building Communities Through Arts and Heritage*.

Terms that are underlined are defined in the Glossary.

Guidelines for Component II — *Community Anniversaries*

The *Community Anniversaries* component provides funding to events and minor capital projects that are linked to the celebration of a 100th anniversary or greater, in increments of 25 years (100, 125, 150, etc.), of a significant local historical event or local historical personality. The projects must present the work of local artists, artisans and historical performers.

Successful applicants may receive up to 100 percent of eligible expenses to a **maximum of \$200,000**. Please note that *Building Communities Through Arts and Heritage* is a highly competitive program and the demand exceeds available resources. Even if eligibility requirements are met, there is no guarantee of support.

APPLICATION DEADLINE

April 30

If your commemoration event or project occurs between January 1 and December 31, the deadline for application is April 30 of the previous calendar year.

WHO CAN APPLY?

To be **eligible** for funding from the *Community Anniversaries* component, your group must be one of the following:

- a local non-profit incorporated organization
- a local unincorporated non-profit group
- a local band council, local tribal council or other local Aboriginal government (First Nations, Inuit, or Métis) or equivalent organizations
- a municipal administration, or equivalent authority, a municipal agency, a public authority of the municipality

In addition, all applicants must encourage local community engagement through activities that promote, celebrate, and preserve local performing and visual arts or local heritage.

WHO CANNOT APPLY?

- individuals
- for-profit entities
- federal, provincial or territorial governments, including their Public Institutions (such as schools and universities) and Public Authorities (such as school boards or commissions, public library

Terms that are underlined are defined in the Glossary.

boards) that are not connected to the municipal government, with the exception of band councils and equivalents, as provided above

- educational institutions including universities, colleges and school boards; public libraries, hospitals
- groups with an exclusively provincial, territorial, national, or international mandate
- groups whose complete final reports for festivals, events, or projects previously funded by *Building Communities Through Arts and Heritage* have not been received by the Department

WHAT PROJECTS ARE ELIGIBLE?

To be **eligible** for funding from the *Community Anniversaries* component, your event and any minor capital project must:

- present local performing artists and/or the work of local creators and/or aspects of local heritage as a primary component of the project
- actively encourage local community engagement through volunteerism and citizen involvement in the planning and management of the event, through the creation of community partnerships and by providing opportunities for local artists to interact with the community
- mark a 100th anniversary or greater, in increments of 25 years (e.g., 125th, 150th) of a significant local historical event or a significant local historical personality (e.g., the person's birth, death, or the year of their significant achievement).
- present eligible activities which occur during the calendar year of the anniversary
- demonstrate a clear link with the anniversary
- have a duration of at least one day and not more than one year
- demonstrate support, in-kind and/or organizational support from the local community
- provide written confirmation of financial or other tangible support from the municipal government or equivalent authority for the project if the applicant is a local, non-profit organization
- present local artists, artisans and/or performers of local heritage
- be intended for the general public
- be barrier-free, easily accessed and appropriately promoted

If you **are not** a municipal administration or equivalent authority, your organization must have the written support of your municipal administration or equivalent authority, in the form of cash and/or in-kind support.

NOTE: The Department of Canadian Heritage will fund one *Community Anniversary* project per community to commemorate the same event or person. If the Department receives more than one such application, the applicants will be required to contact their municipal administration or equivalent authority to determine which project will be submitted to the *Community Anniversaries* component.

Terms that are underlined are defined in the Glossary.

WHAT PROJECTS ARE NOT ELIGIBLE?

- events that do not feature local performing arts, visual arts and/or heritage activities as a primary component
- events that forecast a deficit
- events or activities whose primary purpose is fundraising or competition
- projects that receive financial support under the *Canada Arts Presentation Fund*, the *Canada Cultural Spaces Fund*, or components of the *Celebration and Commemoration Program* of the Department of Canadian Heritage
- activities celebrating Canada Day (July 1), National Aboriginal Day (June 21), Saint-Jean-Baptiste Day (June 24), or Canadian Multiculturalism Day (June 27)
- activities celebrating the national days, historical events, or personalities of other countries, or projects taking place outside Canada
- activities or projects that are primarily intended for recreation or sport, unless celebrating the anniversary of a locally significant sport or recreational activity
- projects on grave sites or cemeteries
- any activities presented by performing and visual arts or heritage groups or organizations (e.g., theatre or music organizations, museums, art galleries) that are assessed to be part of, or an extension of, their regular, ongoing performance or exhibition program
- events and activities of a primarily religious, political, or commercial nature, including food sales, art and craft sales, or book fairs
- conferences, workshops, and other activities that are not intended for the general public

If your event does not meet the Program's requirements, please visit the Funding Opportunities section of our website for more funding options by clicking [here](#).

WHAT EXPENSES ARE ELIGIBLE?

The Program funds expenses that are directly linked to activities that encourage and promote community engagement and that reflect the expected results of the Program, through events that commemorate a significant historical event or personality, and by the presentation of local performing and visual arts and/or heritage. Some examples include:

- costs of recruiting, training, supporting and recognizing local volunteers (e.g., food, non-alcoholic beverages, distinctive clothing)
- fees and expenses for local artists, artisans, and performers of local heritage activities
- fees and expenses related to the exhibition of artwork by local artists and artisans
- fees related to copyright and other related permits except for alcohol
- costs of publicity aimed at the local population
- presentation expenses, including equipment rental costs (e.g., rental of costumes, lighting, sound equipment, tents)
- logistical expenses (e.g., traffic barriers, portable toilets, garbage bins)
- venue rental and set-up costs

Terms that are underlined are defined in the Glossary.

- fees and expenses, up to a maximum requested amount of \$25,000 for minor capital projects related to the creation, restoration, purchase and/or commission of objects such as community art projects, works of art, plaques, written or visual materials
- cost of insurance for eligible activities
- expenses related to transportation, accommodation, etc., of persons associated with the anniversary
- expenses related to financial audits when one is required by the Program
- expenses related to environmental assessments when required by the Department

Applicants who incur expenses for a project before receiving written confirmation of funding do so at their own risk. Even if a project is approved, the Department cannot fund expenses incurred before the application deadline.

Example: You are celebrating the municipality's centenary through exhibitions and musical performances. The project has total eligible expenses of \$35,000. However \$5,000 of the materials were purchased before your completed application is submitted. You are therefore allowed to apply for up to 100 percent of \$30,000 only or a maximum of \$30,000.

WHAT EXPENSES ARE NOT ELIGIBLE?

- operating expenses of your group (e.g., salaries, travel, office equipment or furniture, vehicles)
- fees and expenses for non-local artists, artisans, or heritage performers (except for fees and expenses related to capital projects)
- creation costs for a performance (e.g., writing, artistic direction, rehearsals) or an exhibition
- creation, production and/or distribution of souvenirs
- expenses associated with creating parade floats
- expenses related to competitions (e.g., purchase of prizes, expenses of jury members) except for capital projects
- creation and/or commission of non-tangible works of art including theatre, music, multi-media work and dance works
- food and beverages, other than those allowed for volunteers
- purchase of equipment (e.g., computers, stage equipment, risers, lighting, sound equipment)
- purchase, commission, or restoration of religious art or artifacts currently used, or projected for use, in the practice of religious rites or ceremonies
- restoration of grave sites or cemeteries
- expenses related to archaeological digs
- purchase, commission, or restoration of items that are intended for sale
- security or paramedic services
- fireworks

Terms that are underlined are defined in the Glossary.

COMMUNITY ANNIVERSARIES AND THE CANADIAN ENVIRONMENTAL ASSESSMENT ACT, 2012

If your activities are being carried out on federal lands, you are required to contact your Regional Office of the Department to validate if an environmental evaluation will be required or not for your project.

HOW ARE APPLICATIONS EVALUATED?

The Department of Canadian Heritage will assess your application under the following considerations:

- The degree to which your event engages the local community
- The degree to which your event features local arts and/or local heritage as a primary component
- The degree to which your event increases the exposure of local arts and/or local heritage in the community
- Your ability to manage the event as proposed

Specific factors to be considered include:

- the number of volunteers involved in your event/project
- the contribution of volunteers and other members of your community to the planning, implementation, and evaluation of your event/project
- the number of community partners involved in your event or project (e.g., community associations, historical societies, service clubs, local businesses, individuals)
- the degree to which your community partners actively participate in the event
- the level of cash and the nature of in-kind support from your community partners
- the significance to your community of the local historical event or local historical personality being commemorated
- how your activities/capital project(s) will enhance community exposure to local heritage
- how you demonstrate that your capital project(s) is linked to the anniversary you are commemorating
- the number of local artists, artisans, and performers of local heritage involved in your event/project
- the degree to which you feature your local artists, artisans and heritage performers
- the degree to which your event provides opportunities for interactive activities between the broader community and the local artists, artisans and heritage performers
- how you demonstrate that your event is intended for the general public and the level of participation of the local community
- how you demonstrate that your event is barrier-free, easily accessed and appropriately promoted
- a reasonable balanced budget (no surplus or deficit) and your capacity to manage the event/project. This will be assessed through:
 - expertise within your organization and available resources
 - work already completed including planning and community consultations

Terms that are underlined are defined in the Glossary.

- the degree to which the objective of the *Building Communities Through Arts and Heritage* program was met by previously funded projects (where applicable)

The assessment process takes into account the size of your geographic community and may include an examination of your website, media coverage of your project and/or your group and its activities, and other public documents.

Funding decisions are based on the number and quality of requests received for each deadline. Projects must pass each of the evaluation sections in order to be considered for funding.

APPLICATION PROCESSING TIME

The Department of Canadian Heritage will send you a letter of acknowledgment within two weeks of receipt of your application. If you do not receive an acknowledgment after that period, please contact your Regional Office.

The goal is to issue official written notification of the funding decision within 26 weeks of the Program's application deadline dates. Processing time will vary depending on the overall demand for funding, as well as the nature and complexity of each proposal. All applicants will be notified in writing about the results of their application.

IF YOU RECEIVE FUNDING

The maximum funding for any one event/project from the *Community Anniversaries* component is \$200,000.

For funding amounts of \$50,000 or less, the Department of Canadian Heritage will determine if the funding will be disbursed as a grant or as a contribution. Funding amounts of more than \$50,000 are disbursed through a contribution agreement.

Some eligible expenses under the *Community Anniversaries* component may receive funding from other government sources (federal, provincial/territorial, municipal governments). The combination of financial assistance received from the *Community Anniversaries* component and other government sources cannot exceed 100 percent of the total eligible expenses of these activities.

If your application is approved for a grant, your initial payment will be processed within 28 days of the Department's receipt of the signed Liability Waiver Form, by which you indemnify the Crown and all its employees from the results of the undertakings of your group.

If your application is approved for a contribution, your initial payment will be processed within 28 days of the Department's receipt of the signed contribution agreement and a request for payment. Please note that in the case of a contribution, a waiver of liability is included in the contribution agreement.

Terms that are underlined are defined in the Glossary.

Recipients are strongly encouraged to obtain insurance to cover their own and their volunteers' activities within the context of the event/project.

Recipients may be required to provide a revised budget and a monthly cash flow for the duration of the event/project. If the Department determines that your project will require an environmental evaluation consistent with the Canadian Environmental Assessment Act, 2012, funding will be conditional on receipt and acceptance of the evaluation. In some cases, funding may also be conditional on the completion of steps to mitigate damage to the environment.

All recipients must acknowledge funding from the Department of Canadian Heritage in promotional materials in a manner consistent with the guidelines found by clicking [here](#). Consult your Regional Office of the Department of Canadian Heritage for advice.

If your application is approved for a capital project, you are required to publicly acknowledge the commemoration of the historical event or personality. For example, a plaque attached to a mural created by the community could read, "This mural (title) was created by the community of (name) in 2010 to commemorate the 100th anniversary of the incorporation of the town in 1910." Or, in the case of the publication of a local history, the dedication might include, "This local history was created by the citizens of Our Town to commemorate the 200th anniversary of its founding in 1810."

The Department will, at its discretion, provide a plaque acknowledging the Government of Canada's financial assistance to capital projects, for placement on, or within a reasonable distance of the project. Plaques will be prepared and shipped at the Department's expense.

All recipients are required to submit a complete final report to the Department of Canadian Heritage. The report template is available on the Department's website.

Recipients of contributions of \$200,000 are required to submit an audited financial report of their project.

The Department may undertake to monitor your anniversary activities by various means including site visits, email or telephone inquiries and/or a review of media coverage.

The historical accuracy and content of the project are solely the responsibility of the recipient.

HOW TO APPLY

IMPORTANT: If you are planning to apply for a capital project of the following type - a statue, monument, fountain, garden, permanent exhibition, public art installation, mural - please contact the *Legacy Fund* to discuss whether the project fits best with the *Community Anniversaries* or *Legacy Fund* component. Please call 1-866-811-0055 and ask to speak to a Program Officer working in the *Legacy Fund* component of *Building Communities Through Arts and Heritage*.

Terms that are underlined are defined in the Glossary.

USING THE INTERACTIVE FORMS

The Application Form and the Budget are available on the Department's website.

USING THE PAPER FORMS

If you wish to apply using the paper format, you can obtain a complete application package by contacting your Regional Office of the Department of Canadian Heritage. The Contact List is published in this Guide and is available on the website.

Step 1 – Complete the forms

Complete and provide signatures as required:

- Application Form Parts A to E (signatures required)
- Part F – Environmental Assessment Exclusion Questionnaire
- Part G - *Unincorporated Applicant Acceptance of Liability* form (if applicable and signatures required)
- Part H - Application Checklist (signature required)
- Part I - *Community Anniversaries Budget* – **MUST BALANCE (no surplus or deficit)**
- Proof of the anniversary date

Step 2 – Assemble the application package

Using the Application Checklist as a guide, assemble the application package. Be sure to include the signed Application Checklist itself in the application package. Please note that incomplete applications may not be assessed.

In addition to the forms completed in Step 1, include the following documents, as per the Application Checklist:

Incorporated applicants

- a copy of your organization's letters patent and documents of incorporation
- a copy of your organization's bylaws (not mandatory in Quebec)
- a copy of your organization's two most recent financial statements (audited if available)
- a list of your Board of Directors with a clear indication of which members are elected officials or employees of any level of government

Unincorporated applicants

- a copy of your articles of association
- a copy of your two most recent financial statements (audited if available)

Step 3 – Submit the application to the Department

Applicants are responsible for sending their applications no later than the application deadline.

Choose only ONE of the following two means to submit your complete application including supporting material.

Terms that are underlined are defined in the Glossary.

1. Email

Email all the items listed in Step 1 no later than the application deadline to the appropriate email address of the Regional Office of the Department of Canadian Heritage as specified in the Contact List, which is published in this Guide and is available on the website.

All scanned signatures on all emailed documents must be handwritten and legible. Emailed applications that do not have all the required signatures will be considered incomplete.

Proof that an applicant has respected this eligibility criterion is established as follows:

- Complete applications must be postmarked by the deadline date. When a submission deadline falls on a weekend or statutory holiday, it is extended to the following working day. The postmark provides proof of the date sent.
- The embedded “sent” date must be no later than 11:59 p.m. local time on the date of the application deadline.

Or

2. Mail, Courier or Hand-deliver

Mail, courier or hand-deliver all the items in Steps 1 and 2 no later than the application deadline to the appropriate mailing address of the Regional Office of the Department of Canadian Heritage as specified in the Contact List, which is published in this Guide and is available on the website.

Mailed, couriered or hand-delivered applications that do not have all the required signatures will be considered incomplete.

Proof that an applicant has respected this eligibility criterion is established as follows:

- Complete applications must be postmarked by the deadline date. When a submission deadline falls on a weekend or statutory holiday, it is extended to the following working day. The postmark provides proof of the date sent.
- For mailed materials: the envelope must be postmarked no later than the application deadline.
- For couriered and hand-delivered materials: the envelope must be stamped and receipted in a Regional Office of the Department of Canadian Heritage no later than 5:00 p.m. local time on the date of the application deadline.

The Department of Canadian Heritage will send you a letter of acknowledgment within two weeks of receipt of your application. If you do not receive an acknowledgment after that period, please contact your Regional Office.

For any assistance you may require, please contact your Regional Office of the Department of Canadian Heritage.

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GLOSSARY

For the purpose of the *Community Anniversaries* component, the following definitions apply:

Artisan: Submissions featuring artisans must present arts and crafts (textiles, fashion, glass, wood, stone, folk art, floral art, etc.). Artisans from other areas, including food artisans who produce food for tasting, without a direct relation to local heritage tradition are not eligible under this Program because it is not a question of artistic activity, or activity within the local heritage.

Canadian Environmental Assessment Act, 2012: An Act that ensures that the environmental effects of projects are carefully reviewed before federal authorities take action in connection with them so that projects do not cause significant adverse environmental effects.

Cash flow: A presentation of all anticipated revenue and planned expenses that will occur over the length of your project. At the beginning of your project, your cash flow presentation will forecast revenue and expenses to help you manage your funds. Over time your cash flow presentation will need to be updated to reflect the actual revenue and expenses.

Commemoration: Non-recurring local events or activities that pay tribute to an historical event or historical personality of significance for the community.

Community: The persons residing in and sharing a common geographic area that is smaller than a province or territory.

Competition: A contest in which participants are evaluated or judged. The Program will not fund any activities that rank or grade

participants, give prizes or ribbons (e.g., music/dance competitions, dog-sled racing, and agricultural competitions).

Contingency: A budgeted amount equal to 10 percent of the total planned expenses for the capital component, that may or may not be required, and that is intended to cover unforeseen expenses, variances, cost overruns, etc.

Contribution: A payment issued by the Department of Canadian Heritage to an organization or group for a specific purpose, as outlined in a contribution agreement signed by the Department and the recipient. Recipients of a contribution are required to submit activity reports and revenue and expense reports.

Engagement: Identification of one's self as a part of a community; commitment to one's community.

Festival: A period of celebration that includes a number of local arts and/or heritage activities that are held in a particular geographic community.

Grant: A payment issued by the Department of Canadian Heritage to an organization or group for a specific purpose. An organization or group that receives a grant is not required to submit revenue and expense reports, but must submit a final report to the Department upon project completion.

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Heritage: Comprises activities related to tangible or intangible attributes related to arts and/or history for the purpose of this Program. Examples: artifacts, arts objects, archives, stories, songs, legends, tradition, historical sites and events, but not restricted to them.

In-kind support: Donated goods or services (by a third party or by the applicant) without expectation of compensation or remuneration. In-kind support is considered to be a real contribution to the total planned expenses, but is not reimbursable by the *Building Communities Through Arts and Heritage* program. Donated goods or services may be eligible if they:

- are essential to the event's success, are eligible under the Program Guidelines, and would otherwise be purchased by the recipient
- can be assessed at fair market value (i.e., in relation to the purchase of similar materials and services)
- are recorded in the budget at fair market value such that total in-kind expenses equal total in-kind revenue

Local: Pertaining to a geographic area that is smaller than a province or territory, with a population characterized by a common culture, economic activity, or heritage, etc.; and by extension:

- **Local artist or artisan:** An artist or artisan born in, residing in, or having a significant connection to the geographic community identified by the applicant.
- **Local group or organization:** A group or organization that, through either its mandate, objectives or activities, clearly engages the geographic community in which it operates.

- **Local heritage:** Historical events or personalities directly linked to the history of the geographic community identified by the applicant.
- **Local historical event:** An occurrence in the past that contributed to shaping the geographic community identified by the applicant.
- **Local historical personality:** A person who was born in, resided in, or had a significant connection to the geographic community identified by the applicant.

Persons associated with the anniversary: Descendants or close relatives of the person who played a key role in the event or whose anniversary is being celebrated.

Participation: The members of a community taking part in activities such as festivals, events or projects. This participation can take various forms including donations of time, money, goods, services, etc.

Primarily arts and heritage: Arts and heritage are the main focus of the events rather than an accessory.

Souvenirs: Objects meant to commemorate events, people, places, or periods of time, that are produced in large numbers, either for sale, or free as promotional material. Examples include: pens, pins, snow globes, plates, miniatures, etc.

Unincorporated non-profit group: A group of at least three individuals who come together to conceive and carry out planned activities, operate on a cost recovery basis, and do not in any manner, distribute any income in excess of expenses to their members. Such a group is not

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a legal entity, nor is it necessarily permanent.

Venue: The place or site where activities occur (e.g., local theatre, park, school gymnasium, library, soccer stadium, farmer's field).

Volunteers: Individuals who of their own free will offer time, energy and skills with no expectation of monetary reward.



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CONTACT LIST

Atlantic Region

Moncton

1045 Main Street, Third Floor, Unit 106

Moncton, New Brunswick E1C 1H1

Email: pch-atlan@pch.gc.ca

Telephone: 506-851-7066

Fax: 506-851-7079

Toll-free: 1-866-811-0055

Halifax

1869 Upper Water Street

Pickford & Black Building, PB301

Halifax, Nova Scotia B3J 1S9

Email: pch-atlan@pch.gc.ca

Telephone: 902-426-2244

Fax: 902-426-5428

Toll-free: 1-866-811-0055

Charlottetown

Jean Canfield Government of Canada Building

191 Great George Street

Charlottetown, Prince Edward Island C1A 4L2

Email: pch-atlan@pch.gc.ca

Telephone: 902-566-7188

Fax: 902-566-7186

Toll-free: 1-866-811-0055

St. John's

John Cabot Building

10 Barters Hill, Third Floor

P.O. Box 5879

St. John's, Newfoundland and Labrador

A1C 5X4

Email: pch-atlan@pch.gc.ca

Telephone: 709-772-5364

Fax: 709-772-2940

Toll-free: 1-866-811-0055

Quebec Region

Montreal

Dominique-Ducharme Building

105 McGill Street, Second Floor, Unit 200

Montreal, Quebec H2Y 2E7

Email: pch-qc@pch.gc.ca

Telephone: 514-283-8592

Fax: 514-283-3126

Toll-free: 1-866-811-0055

Ontario Region

Toronto

180 Queen Street, 9th floor

Toronto, Ontario M5V 3X3

Email: pch-ontario@pch.gc.ca

Telephone: 416-954-0395

Fax: 416-973-6542

Toll-free: 1-866-811-0055

Prairies and Northern Region

Yellowknife

Government of Canada Building

5101 - 50th Avenue, Suite 306

Yellowknife, Northwest Territories X1A 2N4

Email: pnr.rpn@pch.gc.ca

Telephone: 867-766-8480

Fax: 867-766-8489

Toll-free: 1-866-811-0055

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Regina

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Fax: 306-780-6630
Toll-free: 1-866-811-0055

Winnipeg

240 Graham Avenue, Suite 510
P.O. Box 2160
Winnipeg, Manitoba R3C 3R5
Email: pnr.rpn@pch.gc.ca
Telephone: 204-983-3601
Fax: 204-983-5365
Toll-free: 1-866-811-0055

Western Region

Edmonton

Canada Place
1132 – 9700 Jasper Avenue
Edmonton, Alberta T5J 4C3
Email: wr-ro@pch.gc.ca
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Vancouver

205 – 351 Abbott Street
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