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## What You Need to Know Before You Apply

### Before filling out the application

1. Read this Reconnect Festival and Event Program Application Guide in full, and
2. Email [CelebrateOntario@ontario.ca](mailto:CelebrateOntario@ontario.ca) with questions or consult with your [Regional Tourism Advisor](#) to discuss your event proposal.

### Program Overview

The Reconnect Festival and Event Program will provide support to festival and event organizers who have developed, or are developing, in-person and/or virtual innovative experiences that encourage Ontarians to enjoy the offerings in their community, incorporate creative models to ensure physical distancing and provide opportunities for workers in the tourism, culture and entertainment sectors.

Municipalities and organizations across Ontario are pivoting to alternative service delivery models for events (such as drive-through and timed ticketed walk-through experiences, light shows, etc.) to attract visitors and support local economies. The Reconnect Festival and Event Program will encourage the delivery of these creative approaches for late summer and fall (August 12 – Dec. 15, 2020) and winter (Dec. 16, 2020 – March 31, 2021) events taking place in 2020-21, with a particular focus on New Year's Eve events.

### All expenses must be incurred by March 31, 2021.

The Reconnect Festival and Event Program will provide support for event expenses related to:

- programming and production
- media buys promoting the event or new initiative,
- site and visitor services, including event security and accessibility services,
- wages for temporary/contract event staff,
- fees paid to consultants to assist with pivoting to alternate service delivery models,
- mobile application and website development, and
- implementation of more robust health and safety measures (e.g. personal protective equipment, screening tools) to protect the public.

See the Eligible Expenses section of this Guide.

### Important Definitions

For the purposes of the program, the Ministry of Heritage, Sport, Tourism and Culture Industries defines:

- **Fiscal year** as the period from April 1 of one calendar year to March 31 of the next calendar year.

### Program Objectives

The Reconnect Festival and Event Program aims to support innovative events in Ontario that will:

1. Provide experiences that encourage people to travel locally and rediscover the beauty and diversity of their community,

2. Draw attendees and provide positive economic impact for the local community, the region and the province,
3. Provide job opportunities for Ontarians, particularly in the tourism, culture and entertainment sectors, and
4. Increase Ontario's profile through media and/or broadcast exposure to instill interest in future travel to the province once it is safe to do so again.

### **Program Priorities**

Each application will be evaluated according to how well it demonstrates alignment with the Reconnect Festival and Event program objectives and priorities. The evaluation criteria are listed under the section "Evaluation Process and Assessment Criteria."

Applicants are expected to demonstrate the following in their application:

- Strong organizational and leadership capacity, including a track record of producing successful events
- A solid rationale for the event's capacity to draw visitors from within Ontario and reconnect Ontarians with their communities
- Tourism/hospitality, business and community partnerships that encourage increased spending in Ontario
- The extent to which the event directly supports employment of Ontarians, particularly in the tourism, culture and entertainment sectors
- Potential for wider media exposure for Ontario, including nationally and internationally

### **A Maximum of Two Applications per Organization**

The ministry will consider a maximum of two applications per organization to this program. The two applications must be for separate initiatives or events, and the applications cannot be for the same initiatives already approved for 2020 Celebrate Ontario funding.

### **Maximum Funding Amount**

Applicants are eligible to apply **for up to a maximum of 50% of total event cash operating expenses, to be applied towards eligible program expenses only.** See the Eligible Expense list in this Guide.

The value of in-kind expenses is not included in the determination of the event's cash operating expenses.

The operating expenses described must be for the event (or project) itself and not the operating expenses of the applicant organization.

**Note:** The ministry reserves the right, in its sole discretion, to fund or not fund a project submitted to the Reconnect Festival and Event program. The decision to fund all or part of an applicant request will depend on its fit to the program priorities, assessment criteria and the availability of funds in the program.

There is no appeal process for unsuccessful applicants to the Reconnect Festival and Event Program.

## Eligibility Requirements

Applications which do not meet the following eligibility requirements will not be considered. Email [CelebrateOntario@ontario.ca](mailto:CelebrateOntario@ontario.ca) or consult with your [Regional Tourism Advisor](#) to confirm applicant, event and expense eligibility.

## Eligible Organizations

Eligible organizations must:

- Be Ontario-based with legal status for one year or longer, as of date of application submission (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).
- 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 (e.g. Ontario Trillium Foundation).

If successful, the applicant organization will enter into a Transfer Payment Agreement with the Province. The recipient must be the organization that will incur and pay the event expenses and report back to the ministry on use of the funds.

Eligible applicants must demonstrate proven organizational ability, technical capacity and fiscal prudence to successfully host the event. This includes previous event management experience and tourism business expertise.

## Eligible Events

To be eligible for Reconnect Festival and Event Program funding, the event must meet all of the following eligibility requirements:

- Take place between August 12, 2020 and March 31, 2021.
- If an in-person event, must occur in the province of Ontario.
- The total cash operating budget of the proposed event/initiative must be **at least \$50,000**.
- Be open to the public at large without membership in a club or group.
- Follow all municipal and provincial guidelines, including health and safety guidelines.

Applications that fail to meet any of the above eligibility requirements will be deemed ineligible.

## Ineligible Events

Ineligible events include:

- Amateur sporting events that are receiving funding through the [Ontario Sport Hosting Program](#).
- 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 (e.g., consumer shows, symposia, conventions, meetings and conferences, seminars and clinics).

## Eligible Expenses

Eligible requests to the Program must relate directly to specific expenditures incurred for the delivery of the proposed event and must not include costs that would have otherwise been incurred by the

applicant (e.g., operational costs to run the host organization).

Expenses must be linked to programming activities and other services that are accessible to the public (i.e., not for expenses benefiting VIP's or invitation-only guests).

### **Programming and Production**

- Performance and appearance fees paid to artists, musicians, other entertainers and presenters, including travel, accommodation and booking costs.
- Programming costs, including interactive, experiential and/or accessible programming.
- Production costs, including audio and visual support (e.g., rental of sound and lighting equipment and rental of event venue).

### **Media Buys**

Eligible media buys are those promoting the event or initiative and include:

- Placement of targeted paid advertising (e.g., broadcast, digital, print, social).
- Purchase of out-of-home advertising space (e.g., billboard, transit shelter).
- Geo-targeted digital and social media advertising buys.
- Distribution costs for printed materials (printing costs are ineligible).

### **Other**

- Wages for temporary event/project staff.
- Site/visitor services.
- Event security.
- Accessibility services and improvements to comply with the [Accessibility for Ontarians with Disabilities Act, 2005 \(AODA\)](#). Examples include construction of temporary accessibility improvements for visitors such as ramping, accessible viewing areas, etc.
- Mobile application and website development and upgrades if promoting or supporting the event.
- Fees paid to consultants to assist with pivoting to alternate service delivery model (details and justification for expense required).
- Costs related to strengthening health and safety measures at the event (e.g. masks for attendees and staff, screening tools, costs related to communication to public of health and safety measures, etc.). Consultant fees related to this expense are eligible.
- Other costs deemed reasonable.

### **Ineligible Expenses**

Expenses ineligible for Program funding include the following:

#### **Staffing and Administrative**

- Administrative and overhead costs (e.g., rent, telephone and communication lines/services, insurance, computers, utilities, maintenance costs) and any other operational expenses related to an organization's ongoing activities.
- Salaries, travel costs and expenses (meal, etc.) for permanent staff.
- Travel costs and expenses (meal, etc.) for temporary event/project staff (including contractors).

- Hospitality costs, excluding those for artists, performers and presenters.
- Volunteer costs, other than those specifically for training for the event.
- Event hosting licensing fees/bid fees.
- Permit and licensing fees.
- Membership and subscription fees.
- Translation costs.
- Insurance costs.
- Legal, audit or interest fees.
- Budget deficits.

### **Marketing**

- Marketing creative, production or staff costs.
- Printing of publications, production of television programming, digital assets, videos, DVDs, USB keys.
- Promotion-based activities, booking/packaging costs, media familiarization tours, hosting/payment to media/bloggers.

### **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).
- Capital repayments.
- Repayments to other funding programs.
- Competition prizes, prize money, and monies paid to competition participants as well as awards, trophies and medals.
- Any costs for gifts, gratuities, honoraria or other items of personal benefit.
- Harmonized Sales Tax or refundable expenses (e.g., security deposits).
- Any costs incurred for events held outside Ontario.
- Any expenses that will be covered by in-kind revenues or in-kind services or funded by another source.
- Any costs related to transactions by organizations directly affiliated with the applicant or between enterprises under common ownership or control.
- Any expenses not directly paid by the Recipient organization (i.e. by the organization directly receiving the funding under this program).

### **Evaluation Process and Assessment Criteria**

Once a complete application has been submitted in the Transfer Payment Ontario System, it will be evaluated.

Do not include websites or non-mandatory attachments for reference purposes in your application as

they will not be reviewed as part of the evaluation process.

Applications that meet the eligibility and mandatory application requirements will be scored in accordance with the following assessment criteria:

Assessment Criteria	Application Form Section	Scoring Weight
Organizational Capacity	E + Financial Statements	20%
Event Description and Alignment with Program Objectives	G	30%
Marketing Plan	H	15%
Partnerships	I	20%
Impact: Performance Measures + Tracking of Results	J, K	10%
Event Budget	L	5%
<b>Total</b>		<b>100%</b>

To be considered for funding, applicants must obtain a minimum score of 50%.

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.

## How to Apply?

[Transfer Payment Ontario](#) provides you with one-window access to information about funding opportunities that are available to you, how to apply for funding and how to check the status of your submission.

Transfer Payment Ontario makes applying for funding opportunities easy. Enter your organization's information once, and it will remain safe and secure, ready for you to access any time you want to apply for funding – regardless of whether you're applying for one or multiple funding opportunities.

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, read more about [How to Submit for Funding](#).

## Submission Checklist: Mandatory Documents

For an application to be considered complete and eligible for assessment, all mandatory documents listed below must be attached/uploaded to your file in the Transfer Payment Ontario System (TPON).

1. **Reconnect Festival and Event Program Application Form** — completed, electronically signed and dated
2. **Incorporation documents** for your organization. If your organization is already registered but does not have incorporation papers attached to your organization's profile, please log into TPON and attach them under your organizational attachments. This requirement does not apply to municipalities.
3. **Financial statements** (not required from municipalities).
  - **Applicant organization's most recent, audited financial statements or review engagement report** prepared by a Chartered Public Accountant. The document must include: the auditor's opinion, income statement, balance sheet and the notes to statements; for review engagement reports, a professional assurance that the financial statements are free of material misstatements.
  - or,**  
(only if audited financial statements or review engagement reports are not available)
  - 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 all information contained therein.

### **Application Submission and Deadline**

Reconnect Festival and Event Program complete applications will be accepted on an ongoing basis up to and including **Tuesday, December 1, 2020, 5 pm EST**. Complete applications will be reviewed and assessed as they are submitted in TPON.

No applications will be accepted to this program after **Tuesday, December 1, 2020, 5 pm EST**.

Applications must be submitted via TPON.

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

If you do not receive email confirmation of your grant submission within 24 hours, please contact Transfer Payment Ontario Client Care at [TPONCC@ontario.ca](mailto:TPONCC@ontario.ca) or at 416-325-6691 or toll free at 1-855-216-3090.

Once the ministry has received the complete application, further information may be requested, if needed, before the application is evaluated.

All funding decisions are made by the Minister of Heritage, Sport, Tourism and Culture Industries.

Once a decision has been rendered on an application, the applicant organization will be notified.

### **Technical Support**

Technical questions related to TPON 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](mailto:TPONCC@ontario.ca)

## 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 your Reconnect Festival and Event Program 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.

### Successful Applications

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 duration of the TPA 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 1**).
- Report back to the ministry within 90 days following the event on the use of funds, service deliverables and outcomes achieved using the 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), or 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 parts or all of the funds transferred.
- Obtain prior written consent from the ministry for any change to the 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., health and safety, environmental approvals, zoning by-laws, human rights, animal welfare, accessibility).

### Reporting Requirements and Accounting

In addition to completing the final report form, recipients will be expected to provide the following materials as part of the mandatory post-event reporting process:

1. A Confirmation of Actual Event Expenses document (a template will be provided by the ministry).

2. A summary of all invoices for funded costs associated with your event. The summary should include the invoice date and expense amount (not including tax), the payee and a specific description of each expense.
3. Any other reports and publications produced as part of your event, including media summaries, visitor surveys and event results presentation that support the actual performance metrics reported in your final report.
4. 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 exhibiting the total event/initiative's cash operating revenues and expenses. The document must also clearly outline, in a Note or Schedule, the amount of the Reconnect Festival and Event Program grant and the expenses funded.
    - A representation letter from the recipient's Chief Financial Officer or most senior official confirming that the funding was used only for eligible expenses.
  - b. In the case of a recipient receiving funding of \$100,000 or more:
    - Audited statements of revenues and expenditures for the event prepared by a third-party Licensed Public Chartered Professional Accountant. The statement must clearly outline, in a Note or Schedule, the amount of the Reconnect Festival and Events Program grant and the expenses funded and include the auditor's opinion of assurance.
    - A review engagement report providing the same information as above may also be accepted.
5. Any other details that may be requested by the Province.

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

### Example – Certificate of Insurance

- All grant recipient organizations 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 duration of the Transfer Payment Agreement (the date of signing the Agreement 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. Grant recipients must carry the required insurance for the duration of the TPA and will be required to provide a renewed certificate if it expires before 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.

<b>Name and address to whom issued</b> <b>Ontario Ministry of Heritage, Sport, Tourism and Culture Industries</b> <b>Heritage, Tourism and Culture Division</b> <b>Investment and Development Office</b> <b>400 University Avenue, 5th Floor</b> ⑦ <b>Toronto ON M7A 2R9</b>		<b>Name and address of Insured</b> ①			
<b>Type of Insurance</b> ④a	<b>Insurer</b>	<b>Policy Number</b>	<b>Expiration Date</b>	<b>Coverages</b>	<b>Limits of Liability</b>
<b>Commercial General Liability</b> Including: • Non-Owned *Automobile • Blanket Contractual Liability • Products and Completed Operations • Cross Liability and Severability of interests clause • Personal Injury • Employers Liability or WSIB Clearance	Insurance Company of Canada		October 1, 2021 ②	Inclusive Limits Bodily Injury and Property Damage Liability	Each occurrence or Accident: \$2,000,000 General Aggregate: \$2,000,000 ④b
Automobile	Company of Canada		October 1, 2021	Inclusive Limits Bodily Injury and Property Damage Liability	Each accident: \$2,000,000 • Accident Benefits • Self Insured for Physical Damage
Errors & Omissions	Company of Canada		October 1, 2021	Wrongful Acts committed in the performance of or failure to perform	\$2,000,000 per claim and Aggregate Claims Made
③ <b>Additional Insured:</b> 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 <b>**Evidence of Insurance only**Cancellation:</b> 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. <b>Issued at:</b> Toronto, Ontario <b>Date:</b> October 1, 2020 ⑥ <b>Signature:</b> 					