



© Destination Ontario

ontario.ca/celebrateontario

Table of Contents

Part 1 – What You Need to Know Before You Apply

Before filling out the application:

- Review the [Celebrate Ontario 2019 At a Glance](#) document.
- Read the entire [Celebrate Ontario 2019 Application Guide](#).
- Contact your [Tourism Advisor](#) to discuss your Celebrate Ontario project or new event.

Program Objectives

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

Existing events that feature programming improvements, and new events requiring programming support may be eligible for funding. Applications must demonstrate how the Celebrate Ontario project or new event programming will:

- Increase community economic development and business partnerships
- Increase tourist attendance and expenditures
- Meet visitor demand and interests by creating engaging experiences
- Attract overnight stays and out-of-province tourists to a community
- Improve the event's appeal to tourists.

Application Submission and Deadline

Applications must be completed and submitted no later than Wednesday, January 9, 2019 at 5:00 p.m. (Eastern Standard Time) via the Grants Ontario web portal.

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

If you do not receive confirmation of your submission, contact Grants Ontario customer service at GrantsOntarioCS@Ontario.ca or at 416-325-6691 or toll free at 1-855-216-3090.

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

Celebrate Ontario 2019 program applications received in any format other than the form available on the Grants Ontario System will not be accepted.

Only information contained in your application and the mandatory attachments will be used for evaluation.

Any information received after the application deadline will not be considered.

Funding Status Notification

Applicants will be notified of their funding status in spring 2019.

Contacts

Organizations are strongly encouraged to contact their [Tourism Advisor](#) prior to submitting an application to discuss their Celebrate Ontario project or new event and to review any program-related questions.

Tourism Advisors cannot write or submit an application on behalf of an organization.

Technical Support

Technical questions related to the [Grants Ontario web portal](#) should be directed to Grants Ontario Customer Service:

- Monday - Friday 8:30 a.m. to 5:00 p.m. (EST)
- Toronto: 416-325-6691
- Toll Free: 1-855-216-3090
- TTY/Teletypewriter (for the hearing impaired): 416-325-3408 / Toll Free: 1-800-268-7095
- E-mail: GrantsOntarioCS@Ontario.ca

Submission Checklist

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

1. A copy of your organization's incorporation documents in the Grants Ontario System, if you have not already submitted them through a previous application
2. A completed, electronically signed and dated application form
3. Financial statements as defined in the **Program Definitions** section of this guide and outlined below:
For existing events with previous year's cash operating expenses of less than \$1 million, or new events with cash operating expenses less than \$1 million, the organization must provide one of the following:
 - Review engagement or audited financial statements for the previous year. They must include an income statement **and** balance sheet, notes to financial statements, and be prepared by a Licensed Public or Chartered Professional Accountant who expresses an opinion on the financial statements
or
 - The previous year's Board-endorsed financial statement, including an income statement **and** balance sheet accompanied by a Board motion that verifies the accuracy and approval of the document and is signed and dated by the Board Chair
or
 - The previous year's Treasurer-certified financial statement that includes an income statement **and** balance sheet, including a note that verifies the accuracy and approval of the document and is signed and dated by the Chief Financial Officer.

For existing events with a previous year's cash operating expenses of \$1 million or more, or new events with cash operating expenses over \$1 million, the organization must provide:

- Review engagement or audited financial statements for the previous year. They must include an income statement **and** balance sheet, notes to financial statements, and be prepared by a Licensed Public or Chartered Professional Accountant who expresses an opinion on the financial statements
4. **All** existing event applicants must submit a Board-endorsed (signed/dated) or Treasurer-certified (signed/dated) income statement for the most recently completed festival/event. This may be an additional document from the income statement above if the organization income statement does not also clearly indicate the most recently held event cash operating expenses.

Part 2 – Program Overview

New for the Celebrate Ontario 2019 Program

- Simplified single application form, making it easier to apply to the program
- Streamlined funding formula applicable to all festival and event budgets
- Funding support focused on programming improvements and marketing to tourists.

Funding Priorities

Priority will be given to Celebrate Ontario projects and new events that demonstrate:

- Innovative programming improvements that enhance the quality of the event experience and increase tourist visitation and spending
- A strategy to grow the event's tourism attendance and an evidence-based rationale for the proposed programming improvements
- Strong community and regional economic development focus
- Confirmed tourism, business and community partnerships that encourage increased spending and overnight stays in the host community
- Strong organizational and leadership capacity with proven capability to deliver the project.

Program Eligibility Requirements

Applicants that do not meet the following eligibility requirements or who apply for marketing funding only will not be considered.

Eligible Applicant Organizations

- Must be Ontario-based with legal status for one year or longer, as of January 1, 2019 (e.g., those that are established by or under legislation; are federally or provincially incorporated; are band councils established under the *Indian Act*, Canada; or are other Indigenous organizations that are incorporated)
- Must not be in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario.

Ineligible Applicant Organizations

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

Eligible Events

To be eligible for Celebrate Ontario funding, your event must:

- Occur in the Province of Ontario
- Occur between April 1, 2019 and March 31, 2020
- Be open to the public at large, without membership in a club or group
- Be an annual or biennial event held in Ontario.

Ineligible Events

Ineligible events include:

- Events of a primarily commercial nature, where the main intent of the event is to sell or promote one or multiple products, services or sponsorships (e.g., trade fairs and shows, business events, consumer shows, artisan and craft fairs). Such events might showcase vendors or demonstrations from a particular industry, and might include additional programming elements related to the topic of the event

- Fundraising events or events with a primary charitable purpose
- Symposia, conventions, meetings, conferences, seminars, clinics, workshops and events that solely consist of an award show
- Events that seek to attract only a special interest audience or recruit new members (e.g., religious or political gatherings and workshops)
- Events with a sole focus on anniversaries (e.g., civic or national holidays and municipal anniversaries, including the national days of other countries or nations)
- One-time-only events.

One Application per Event

The Ministry of Tourism, Culture and Sport (the ministry) will consider only one application per event through the Celebrate Ontario 2019 program.

A Maximum of Two Applications per Organization

The ministry will consider a maximum of two applications per organization through the Celebrate Ontario 2019 program.

Program Definitions

For the purposes of the Celebrate Ontario program, the ministry defines:

The Government of Ontario's **Fiscal Year** as from April 1 to March 31, inclusive.

An **Event** as an event, festival or series of public activities organized annually or biennially within a set period of time, with specific programming developed for, marketed to, and attracting tourists.

An **Existing Event** as an annual or biennial event that has occurred in Ontario at least once in the last two years.

A **New Event** as an event that:

- Will be holding its inaugural edition, or
- Is an existing event that has not occurred in Ontario before, or
- Is an existing event that has occurred in Ontario before, but not within the past two years

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

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

Programming Improvements:

- for existing events as improvements to existing interactive, participatory, exhibit-based or experiential programming, or the addition to an event of new programming, responding directly to visitor interest
- for new events as interactive, participatory, exhibit-based or experiential programming

A **Celebrate Ontario Project** as a project with programming improvements that enhance the tourist experience for an existing event. A Celebrate Ontario project is designed to increase tourism attendance, tourist expenditures, overnight stays and community economic development.

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

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

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

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

All other event locations should be identified as "Rural" in the Target Sector section of the Application Form.

An **In-kind Contribution** as materials or services that are donated to an event or Celebrate Ontario project by either a third party or by the applicant.

An **Audited Financial Statement** as a set of financial statements consisting of five components: an Income Statement, a Statement of Changes in Financial position, a Balance Sheet, a Statement of Cash Flows, and Notes to Financial Statements; prepared using Generally Accepted Accounting Principles (GAAP) by a Licensed Public Accountant who expresses an opinion on the financial statements in an accompanying Auditor's Report.

A **Review Engagement** (Reviewed Financial Statement) as a set of financial statements consisting of five components: an Income Statement, a Statement of Changes in Financial position, a Balance Sheet, a Statement of Cash Flows, and Notes to Financial Statements; prepared using Generally Accepted Accounting Principles (GAAP) by a Chartered Professional Accountant (CPA) who expresses some assurance that the financial statements are free of material misstatements in an accompanying Review and Engagement Report.

A **Board-Endorsed Financial Statement** as an income statement and balance sheet that report on a year's worth of financial activity (e.g., revenues, gains, expenses, losses, net income, assets, liabilities and other totals). The statement must be accompanied by a Board motion that verifies the accuracy and approval of the document and is signed and dated by the Board Chair.

A **Treasurer-Certified Financial Statement** as an income statement and balance sheet that report on a year's worth of financial activity (e.g., revenues, gains, expenses, losses, net income, assets, liabilities and other totals). The statement must be accompanied by a note that verifies the accuracy and approval of the document and is signed and dated by the Chief Financial Officer.

A **Tourism Package** as the linking of individual products/services into a single saleable and marketable item, with a set price, and for a set period of time. Packages include items from multiple providers.

Funding Formula and Maximum Funding

Funds can only be applied to eligible programming and marketing expenses and the funding request cannot exceed \$250,000.

Existing Events

Existing events are eligible for Celebrate Ontario project support of the lesser of the following:

- 50% of Celebrate Ontario project cash operating expenses
- or**
- 15% of the cash operating expenses of the most recently held event, as supported by an audited, Board-endorsed or Treasurer-certified financial statement, as provided with your Celebrate Ontario application.

New Events

New events are eligible for Celebrate Ontario support of the lesser of the following:

- 50% of event programming and marketing expenses for media buys to tourists
- or**
- 15% of event projected cash operating expenses

Funding of Eligible Marketing Expenses

The above noted funding maximum is inclusive of marketing expenses.

Budgets and Eligible and Ineligible Expenses

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

- Increase community economic development and business partnerships
- Increase tourist attendance and expenditures
- Meet visitor demand and interests by creating engaging experiences
- Attract overnight stays and out-of-province tourists
- Improve the event's appeal to tourists.

Applicants who apply for marketing funding only will not be considered.

Celebrate Ontario Project Budget

For existing events, the Celebrate Ontario project budget must include only those cash expenses related to the presentation and promotion of the improved programming. Project budgets may include contract staffing, administrative, site or logistic costs specifically related to the improved programming. The project budget must not include costs that would have otherwise been incurred for the existing event or the organization (e.g., operational costs). Celebrate Ontario funding will only cover eligible expenses as outlined in the **Eligible Expenses** section of this guide.

New Event Budget

Applicants with new events must detail their proposed inaugural event cash expenses, which would include all expenses associated with the event (e.g., programming, staffing, administrative, site or logistics). The new event budget should not include core administrative and overhead expenses (e.g., rent, telephone, and communications) that are related to the applicant organization's ongoing activities. Celebrate Ontario funding will only cover eligible expenses as outlined in the **Eligible Expenses** section of this guide.

Expenses

Expense items must be clearly defined, including their eligibility, tourism rationale and relevance to the Celebrate Ontario project or new event or they will be deemed ineligible for funding. Applicants will not be contacted during the evaluation phase to clarify expenses.

Marketing funding will only be considered for media buys that promote the Celebrate Ontario project or new event to tourists making overnight stays who are:

- In-province visitors from at least 40 kilometres of the event location
- Out-of-province tourists.

The total of the Celebrate Ontario project or new event funding request, including the marketing funding request, must not exceed the funding maximum calculated in the budget section of the application.

If you have questions about the eligibility of an expense not listed below, please contact your [Tourism Advisor](#) prior to submitting your application.

Eligible Expenses

Funding requests may only be applied to cash costs for the Celebrate Ontario project or new event programming improvements or related marketing. 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, accommodation and booking costs
- Fees paid for new programming, including interactive, participatory, exhibit-based or experiential programming

- Fees paid for production and presentation costs, including audio and visual support, technical and stage crews
- Accessibility improvements (AODA compliant) directly associated with the programming for the Celebrate Ontario project or new event
- Marketing buys to attract tourists from 40 kilometres or beyond
- Placement of targeted paid advertising (e.g., broadcast, digital, print)
- Purchase of out-of-home advertising space (e.g., billboard, transit shelter space purchase)
- Geo-targeted digital and social media advertising buys
- Media distribution costs for printed materials (printing costs are ineligible).

Ineligible Expenses

Expenses that are ineligible for funding are those not directly related to the programming improvements of the Celebrate Ontario project or new event, including, but not limited to the following:

- Any expense item for which the eligibility, tourism rationale or relevance to the Celebrate Ontario project or new event programming improvements are not clearly demonstrated in the application
- Core administrative and overhead costs (e.g., rent, telephone and communication lines/services, insurance, computers, utilities, maintenance costs, and any operational expenses related to an organization's ongoing activities)
- Permanent staff salaries and travel costs
- Consulting services
- Costs related to visitor and site services (e.g., security, shuttle buses, sanitation, fencing).
- Capital costs (e.g., construction materials, motorized vehicles, land acquisition, purchase of equipment, stages, fixed or portable seating, computers/notebooks, depreciable assets)
- Printing of publications, production of television programming, digital assets, videos, DVDs, USB keys
- Mobile application development
- Website development used to create and maintain an online presence
- Translation costs
- Competition prizes, prize money and monies paid to competition participants
- Alcohol or cannabis-related products
- Audience surveys, research or economic impact studies
- Harmonized Sales Tax or refundable expenses (e.g., security deposits)
- Legal, audit or interest fee.
- Budget deficits
- Any costs incurred for events held outside Ontario
- In-kind contributions
- Media buy costs targeting tourists who are in-province (Ontario) audiences living less than 40 kilometres from the event
- Advertising creative, staff or consulting costs
- Website costs, promotion-based activities, booking and packaging expenses
- Media familiarization tours, hosting/payment to travel writers/blogger
- Any costs related to transactions by organizations directly affiliated with the applicant or between enterprises under common ownership or control.

Evaluation Process and Assessment Criteria

The decision to fund all or part of a funding request will depend on its fit with Celebrate Ontario 2019 program funding priorities, eligibility, mandatory and technical requirements, as well as the overall demand for funds in the program. Applications that meet the eligibility and mandatory requirements will be scored in accordance with the criteria set out below:

Assessment Criteria	Scoring Weight
Current financial position and organizational capacity	20%
Project information and rationale	25%
Performance measurement, impact and marketing	25%
Tourism/community economic development partnerships	20%
Event budget and Celebrate Ontario project budget	10%
Total	100%

The ministry cannot guarantee funding to all applicants, nor can it ensure that the total amount requested by successful applicants will be granted. Past funding does not guarantee program funding.

There is no appeal process for unsuccessful applicants to the Celebrate Ontario program. Unsuccessful applicants are encouraged to reach out to their [Tourism Advisor](#) for feedback.

Program Timelines

Item	Time Frame	Note
Application Period	November 20, 2018 to January 9, 2019 (5:00 p.m. Eastern Standard Time)	<ul style="list-style-type: none"> New applicants must obtain a ONE-key ID This may take up to five business days. Please plan accordingly to meet the program's deadline
Evaluation Period	January 9, 2019 to Spring 2019	<ul style="list-style-type: none"> Applicants will not be contacted for additional information
Program Announcements	Spring 2019	<ul style="list-style-type: none"> Successful and unsuccessful applicants will be notified by email Please ensure that your organization's contacts are up-to-date in your Grants Ontario user profile
Successful Applications	Post-program announcements	<ul style="list-style-type: none"> Successful applicants will be contacted by a Tourism Advisor or ministry staff regarding next steps Successful applicants will be required to complete a Confirmation of Expenses document, sign a transfer payment agreement and provide an appropriate Certificate of Insurance.
Reporting	90 days after the event end date	<ul style="list-style-type: none"> Successful applicants will be required to complete a Celebrate Ontario final report providing details of the Celebrate Ontario project or new event, achievement of performance metrics, financial reporting and Government of Ontario acknowledgements Your event's final financial statements must be provided at that time

Part 3 – How to Apply?

Grants Ontario is your source for grants provided by a number of Government of Ontario ministries. Grants Ontario provides one-window access to information about grants that are available to you. Through Grants Ontario, you can apply for grants and follow the status of your applications.

Step 1: Access the Grants Ontario System

Accessing Grants Ontario is easy if you already have a [ONE-key](#) account and your organization is registered in the [Transfer Payment Common Registration](#) (TPCR) system:

1. Log into ONE-key.
2. Under My Services, click on Transfer Payment Account.
3. From the TPCR Main Menu, click on Grants Ontario.
4. Click the name of your organization listed under My Organization(s) Registered with Grants Ontario Access to get to the Grants Ontario home page.

Accessing Grants Ontario for the first time is a three-step process, detailed below:

1. Create a ONE-key account and ID

- ONE-key is used for secure access to the Government of Ontario online programs and services. Please record your account recovery information in case you forget your log-in information.
- Navigate to the [Grants Ontario website](#) and click Login.
- Select the ONE-key service. Create your ONE-key account and ID.

2. Register Your Organization in TPCR

- Registering in TPCR is a requirement for all organizations receiving transfer payments from the Ontario government.
- If you provided an email address when you registered for ONE-key, you will receive a confirmation email. This will direct you to a page listing all services. Select Transfer Payment Account, click on Request Enrolment Number, provide your account information and submit. Your enrolment number and PIN will be sent to you in separate emails.
- Enter your enrolment number and PIN one at a time on the Enrolment for Transfer Payment Account page. This will take you to My Services.
- On the My Services page, click on Transfer Payment Account.
- From the main menu in TPCR, create a new registration. (Alternatively, if someone else from your organization has already registered, request access to the registration.) You will need your organization's CRA-BN if applicable.

3. Request Access to Grants Ontario

- Once registered in TPCR, you will see a link to Request Access to Grants Ontario on the main menu.
- Click on the link, click Add Access Type and request Standard Access.
- Once access to Grants Ontario has been granted, there will be a link to Grants Ontario on the TPCR Main Menu.
- Please keep in mind that it can take up to five business days for your access request to be processed

Step 2: Download the Mandatory Application Form

- Ensure that your pop-up blocker is disabled. Otherwise, you may not be able to download the Application Form.
- In your Grants Ontario profile, select Apply for Grant.
- Locate Celebrate Ontario 2019 and click the New Application link.

- Click on Complete Application Form, and click Download to download the form. Save the downloaded file to your computer.
- Make a note of your Grants Ontario Application Form's case number (i.e., 2018-xx-x-xxxxxxxxxx) for future reference.

Step 3: Complete the Mandatory Application Form

- Open the saved file in Adobe Reader. Complete the Application Form, using this guide as a reference.
- Allow sufficient time to work through the Application Form to maximize your potential for success.
- Some of the information in the first few sections of the Grants Ontario Application Form (e.g., address, contact information) will be pre-populated using data from the registration process. Ensure that these data are up-to-date.
- Once an Application Form is started online in the Grants Ontario System, it may be saved at any point and returned to later (refer to the [Grants Ontario System Reference Guide for Applicants](#) for instructions on how to save and submit).
- Click the Validate button in the form to verify that all mandatory fields have been correctly filled out.
- All information provided in the Application Form and the related attachments must be true, correct and complete (as verified by an authorized official of the organization).

Step 4: Submit Your Completed Application Form

- Upload the Application Form into the Grants Ontario System. Be sure to upload the form into the case with the same case number.
- For Supporting Documents, attach a copy of your organization's most recent financial statement (if your last year's financial statement is not finalized, provide your previous year's statement), per the **Submission Checklist** section of this guide.
- To Confirm Submission, click Submit. If you don't complete this step, your application will remain in draft form.

Note: The Grants Ontario web portal will not allow you to submit a completed application if you do not attach a financial statement.

Step 5: Application Confirmation

- Once an application is uploaded and submitted electronically through the Grants Ontario System, an email confirming receipt will be sent to the main contact listed in the application.
- It is your responsibility to ensure that your application has been successfully submitted.
- If you have not received a confirmation notice, please contact Grants Ontario customer service (see the **Contacts** section of this guide).

Celebrate Ontario 2019 Program Application

All answer fields have a limited character count, including spaces and punctuation. For the purpose of planning your answers, refer to the character counts in the Application Form.

Do not include websites for reference purposes in responses. Websites will not be reviewed as part of the evaluation process.

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

Project Financial Information

Instructions

Note: The information below refers to Section J in the application form.

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

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

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

Refer to the **Definitions** and **Funding Formula and Maximum Funding** sections of this Guide before completing the tables.

Expenses for which Celebrate Ontario funding is requested must be clearly defined. Items will be deemed ineligible if the funding request is unclear, does not meet with the eligibility criteria or does not clearly relate to the Celebrate Ontario project or new event's anticipated tourism results and objectives.

Celebrate Ontario funding requests can only be made against eligible expenses. Please refer to the **Budget and Eligible and Ineligible Expenses** section of this guide, or contact your [Tourism Advisor](#) if you have questions around the eligibility of an expense.

Applicants who apply for marketing funding only will not be considered.

The following instructions and example budgets have been prepared to assist you in filling out the tables for your Celebrate Ontario project or new event funding request.

Existing Events

Budget Table 1 – Cash Operating Expenses

1. Calculate your maximum allowable grant request by entering your previous year's event cash operating expenses (supported by your financial statements) in Section 1 of the maximum grant calculator. For Example #1 following, the Lakeside Music Festival's 2018 cash operating expenses are \$340,000 and 15% of \$340,000 is auto calculated to be \$51,000.
2. Enter your upcoming event's anticipated cash operating expenses in Columns A and B. The expenses have been divided into categories to assist you. Column A should include all the expense items associated with your regular event programming and operations. Column B should include only those expenses related to carrying out your Celebrate Ontario project.
3. Enter the total from Column B in Section 2 of the maximum grant calculator. For Example #1 following, the Lakeside Music Festival's total Celebrate Ontario project cash operating expenses are \$122,000 and 50% of \$122,000 is auto calculated to be \$61,000.
4. Your grant request cannot exceed the lesser of the two auto calculated totals in the maximum grant calculator. For Example #1 following, the Lakeside Music Festival, the maximum grant request is \$51,000 (the lesser of the auto calculations indicated in bullet 1 (\$51,000) and bullet 3 (\$61,000) above).
5. In Column C, certain cells are automatically unfillable because they are ineligible for Celebrate Ontario funding. Using the **Expenses** section of this guide as a reference, indicate Y (Yes) or N (No) next to all the remaining Celebrate Ontario project cash operating expenses to indicate eligibility.
Note: In Budget Table 1, if you indicate Yes in column C (eligible expense), you must enter an amount (includes 0) in column E.
6. In Column E, allocate your maximum allowable funding request against eligible expenses as indicated by columns B and C. The total in Column E cannot exceed your maximum allowable grant request as calculated by the maximum grant calculator.

Budget Table 2 – Cash Revenues

1. In Column A, enter the anticipated cash revenue for your event without the Celebrate Ontario project. Do not include in-kind revenues, as these should be captured in sections L and L2 of your application.
2. In Column B, enter the anticipated cash revenues attributable to your Celebrate Ontario project, including your grant request. Do not include in-kind revenues, as these should be captured in sections L and L2 of your application.

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

Example #1 – Existing Event

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

Maximum Grant Calculator – Cannot exceed \$250,000

Section 1 Existing Events: Enter previous year's event cash operating expenses per income statement attached with this application. New Events: Enter projected cash operating expenses. \$340,000	(15% auto calculation) \$51,000
Section 2 Existing Events: Enter total Celebrate Ontario project cash operating expenses (Total of Column B in Table 1 below). New Events: Enter total eligible expenses. \$122,000	(50% auto calculation) \$61,000

Your grant request cannot exceed the lesser of the two totals above.

Budget Table 1 – Cash Operating Expenses

Expense (In column A, projected cash operating expenses for Existing Events should not include expenses listed in column B)	A. - Projected Cash Operating Expenses	B. Celebrate Ontario Project Cash Operating Expenses	C. Eligible Expense (Y/N)	D. Total Event Cash Operating Expenses Columns A+B	E. Celebrate Ontario Funding Request
Programming					
Artists Fees	\$100,000	\$40,000	Y	\$140,000	\$20,000
Staging	\$10,000	\$10,000	Y	\$20,000	\$5,000
Lights and Sound	\$25,000	\$15,000	Y	\$40,000	\$7,500
Interactive music activities	\$30,000	\$15,000	Y	\$45,000	\$9,500
Artist travel and accommodations	\$4,000	\$2,000	Y	\$6,000	\$0
Ramping for accessibility	\$0	\$3,000	Y	\$3,000	\$1,500

Marketing					
Creative	\$10,000	\$0	N	\$10,000	\$0
Print, production	\$10,000	\$0	N	\$10,000	\$0
Media Buys < 40 km	\$15,000	\$0	N	\$15,000	\$0
Media Buys > 40 km or out-of-province	\$0	\$15,000	Y	\$15,000	\$7,500
Event Staffing and Administration					
Wages and Benefits	\$50,000	\$10,000	N	\$60,000	\$0
Insurance, Legal, Audit	\$10,000	\$0	N	\$10,000	\$0
Office expenses	\$4,000	\$0	N	\$4,000	\$0
Rent	\$12,000	\$0	N	\$12,000	\$0
Site/Event Logistics					
Tenting	\$5,000	\$2,000	N	\$7,000	\$0
Security	\$10,000	\$5,000	N	\$15,000	\$0
Sanitation	\$10,000	\$2,000	N	\$12,000	\$0
Wristbands	\$4,000	\$0	N	\$4,000	\$0
Cost of goods	\$15,000	\$3,000	N	\$18,000	\$0
Visitor survey costs	\$6,000	\$0	N	\$6,000	\$0
Total	\$330,000	\$122,000		\$452,000	\$51,000

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

Revenue (In column A, projected cash revenues for Existing Events should not include revenues listed in column B)	A. - Projected Cash Revenues	B. Celebrate Ontario Project Cash Revenues	C. Total Event Cash Revenues
Grant Request	\$0	\$51,000	\$51,000
Admission Revenues	\$230,000	\$60,000	\$290,000
Sponsors	\$70,000	\$15,000	\$85,000
Municipal funding	\$30,000	\$0	\$30,000
Vendor Fees	\$5,000	\$6,000	\$11,000
Sale of goods	\$10,000	\$0	\$10,000
Total	\$345,000	\$132,000	\$477,000

New Events

Budget Table 1 – Cash Operating Expenses

1. In Column A of Budget Table 1, enter your projected cash operating expenses for your upcoming event. Please note that the expenses have been divided into categories to assist you. In Example #2 following, the Festival of Sorcerers and Wizardry’s projected cash operating expenses are \$250,000.
2. Enter the total from the bottom of Column A in Section 1 of the maximum grant calculator to calculate your maximum allowable grant request. In Example #2 following, the Festival of Sorcerers and Wizardry’s 2019 projected cash operating expenses are \$250,000 and 15% of \$250,000 is auto calculated to be \$37,500.
3. Enter the value 0 in all rows of Column B.
4. In Column C, certain cells are automatically unfillable because they are ineligible for Celebrate Ontario funding. Using the Expenses section of this guide, indicate Y (Yes) or N (No) next to all the remaining expenses listed in Column A to indicate eligibility.
5. Manually calculate the total of your eligible expenses, and enter that value in Section 2 of the maximum grant calculator to calculate your maximum allowable grant request. For Example #2 following, the Festival of Sorcerers and Wizardry, there is a total of \$130,000 in eligible expenses and 50% of \$130,000 is auto calculated to be \$65,000.
6. Your grant request cannot exceed the lesser of the two auto calculated totals in the maximum grant calculator. For Example #2 following, the Festival of Sorcerers and Wizardry, the maximum grant request is \$37,500 (the lesser of the auto calculations indicated in bullet 2 (\$37,500) and bullet 5 (\$65,000) above).
7. In Column E, allocate your maximum allowable funding request against eligible expenses as indicated in column C. The total in Column E cannot exceed your maximum allowable grant request as calculated in the maximum grant calculator.

Budget Table 2 – Cash Revenues

1. In Column A, enter your anticipated cash revenues the new event, including your grant request. Do not include in-kind revenues, as these should be entered in sections L and L2 of your application.

Note: Clearly define your anticipated sources of revenue.

Example #2 – New Event

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

Maximum Grant Calculator – Cannot exceed \$250,000

<p>Section 1 Existing Events: Enter previous year's event cash operating expenses as per income statement attached with this application. New Events: Enter projected cash expenses. \$250,000</p>	<p>(15% auto calculation)</p> <p style="text-align: right;">\$37,500</p>
<p>Section 2 Existing Events: Enter total Celebrate Ontario project cash operating expenses (Total of Column B in Table 1 below) New Events: Enter total of eligible expenses. \$130,000</p>	<p>(50% auto calculation)</p> <p style="text-align: right;">\$65,000</p>

Your grant request cannot exceed the lesser of the two totals above.

Budget Table 1 – Cash Operating Expenses

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

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

Revenue (In column A, projected cash revenues for Existing Events should not include revenues listed in column B)	A. - Projected Cash Revenues	B. Celebrate Ontario Project Cash Revenues	C. Total Event Cash Revenues
Grant Request	\$37,500	\$0	\$37,500
Ticketed Shows	\$100,000	\$0	\$100,000
Sponsors	\$60,000	\$0	\$60,000
Vendors	\$30,000	\$0	\$30,000
Merchandise sales	\$25,000	\$0	\$25,000
Fundraising	\$8,500	\$0	\$8,500
Total	\$261,000	\$0	\$261,000

Part 4 – 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 Celebrate Ontario application may be subject to disclosure in accordance with that Act. Applicants are advised that the names and addresses of organizations receiving grants, the amount of the grant awards, and the purpose for which grants are awarded is information made available to the public.

If Your Application is Successful

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

- Sign a Transfer Payment Agreement (TPA) with the ministry outlining the terms and conditions for receiving funding
- Carry at least \$2 million commercial general liability insurance coverage for the 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** section of this guide for an example
- Report back to the ministry within 90 days following the event on the use of funds, service deliverables and outcomes achieved. Applicants must use the ministry's Celebrate Ontario program final report form (available on the [Grants Ontario web portal](#)) 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 the purpose(s) intended
- Agree that if the funds were not used, or will not be used for the intended purpose(s), if specified services were not delivered, or if the intended outcomes were not achieved, the Province has the right at a future date to recover parts or all of the funds transferred
- Obtain prior written consent from the ministry for any change to the Celebrate Ontario project or new event once funding is approved
- Acknowledge Ontario's support in electronic and print media as part of a visibility campaign, and in a form and manner directed by the Province

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

Reporting Requirements and Accounting

In addition to completing the Celebrate Ontario program final report form, successful applicants will be expected to provide the following additional materials as part of the mandatory post-event reporting process:

- A Confirmation of Expenses document (a template will be provided by the ministry)
- A summary of all invoices for funded costs associated with your Celebrate Ontario project or new event, including funded marketing expenses. The summary should include date, amount, payee and description of expenses.
- Reports and publications produced as part of your event that support actual performance metrics/ measures as reported in your final report. (e.g., economic impact studies and visitor surveys).
- Reports and publications produced as part of your event that support actual performance metrics/ measures as reported in your final report. (e.g., economic impact studies and visitor surveys).

- Financial Statements as follows:

In the case of a recipient receiving funding of less than \$75,000:

- a Board-endorsed or Treasurer-certified financial statement that accounts for total event cash revenues and expenses as well as Celebrate Ontario project cash revenue and expenses
- a representation letter from the recipient's Chief Financial Officer or most senior official confirming that funding was used only for eligible expenses.

In the case of a recipient receiving funding of \$75,000 or more:

- An audited financial statement that accounts for total event cash revenues and expenses as well as Celebrate Ontario project revenue and expenses if audited statements are normally prepared by the recipient **or**, a review engagement report that accounts for total event cash revenues and expenses as well as Celebrate Ontario project revenue and expenses, prepared by an accredited accountant external to the recipient; and
- An auditor's opinion confirming the Celebrate Ontario funded expenses and providing an opinion on the eligibility of the expenses.
- Any other details that may be requested by the Province, including qualitative and quantitative measures of how the project supports improvements in the following performance measures — attendance [local (within 40 kilometres), other parts of Ontario, other parts of Canada, the United States, other international] and visitor expenditure

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.

Example – Certificate of Insurance

- All successful applicants are required to carry at least \$2 million commercial general liability insurance coverage before the legal grant agreement can be executed.
- It is mandatory that “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” is 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 date of coverage (e.g., the dates start on the TPA’s effective date and end on the TPA’s expiration date)
3. Identify the Ministry of Tourism, Culture and Sport as an additional insured, represented in the following language, “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees”. This phrase should appear on the certificate face under a memo heading or special note box
4. Identify the type (a) and amount (b) of coverage (Commercial General Liability insurance is listed and is on an occurrence basis for \$2 million). The policy must include:
 - 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 mailing address in this section of the policy

Name and address to whom issued Ontario Ministry of Tourism, Culture and Sport Tourism Division Investment and Development Office ⑦ 400 University Avenue, 5th Floor Toronto ON M5G 1S7	Name and address of Insured ①
--	--------------------------------------

Type of Insurance ④ ^a	Insurer	Policy Number	Expiration Date	Coverages	Limits of Liability
Commercial General Liability Including: <ul style="list-style-type: none"> • Non-Owned *Automobile • Blanket Contractual Liability • Products and Completed Operations • Cross Liability and Severability of interests clause • Personal Injury • Employers Liability or WSIB Clearance 	Insurance Company of Canada		October 1, 2019 ②	Inclusive Limits Bodily Injury and Property Damage Liability	Each occurrence or Accident: \$2,000,000 General Aggregate: \$2,000,000 ④ ^b
Automobile	Company of Canada		October 1, 2019	Inclusive Limits Bodily Injury and Property Damage Liability	Each accident: \$2,000,000 <ul style="list-style-type: none"> • Accident Benefits • Self Insured for Physical Damage
Errors & Omissions	Company of Canada		December 2, 2019	Wrongful Acts committed in the performance of or failure to perform	\$2,000,000 per claim and Aggregate Claims Made

③ **Additional Insured:** Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees. Subject to the Terms, Conditions and Exclusions of the above Noted Policies

⑤ ****Evidence of Insurance only**Cancellation:** Should any the policies described herein be cancelled before the expiration date thereof, the insurer(s) affording coverage will endeavour to mail 30-days written notice to the Certificate Holder named herein, but failure to mail such notice shall impose no obligation or liability of any kind upon either the Insurer(s) affording coverage, its agents or representatives.

Issued at: Toronto, Ontario

Date: February 10, 2019

⑥ **Signature**
