



Cultural Capitals of Canada 2010 Guidelines

OUR OBJECTIVE, YOUR RESULTS

Our objective is to promote the *arts** and *culture* in Canadian municipalities, through recognition of excellence and support for the arts and culture. Designation as a Cultural Capital of Canada will enable your community to invest more in arts and culture, increase and improve your cultural services, and strengthen connections with other communities through shared cultural experiences.

WHO CAN APPLY?

Canadian *municipalities* can apply for an award, either individually or as partners in a joint project. For the purposes of this program a municipality is defined as a town, city, regional municipality or district with a duly constituted government, including First Nations, Métis, and Inuit equivalent governments (such as Band Councils). (Aboriginal associations, such as Friendship Centres, are **not** eligible to apply.)

WHAT IS IT?

Cultural Capitals of Canada Awards

Each year, Canadian municipalities compete to receive a *designation* under the Cultural Capitals of Canada Program. Up to five communities can receive this designation annually, which includes a contribution to support special projects that support the arts and culture sector and build a cultural legacy for the community by integrating arts and culture into overall community planning. The designated municipalities will also receive street banners, and a commemorative sign for outdoor display.

The annual Cultural Capital of Canada designations are awarded to single municipalities or groups of municipalities that submit a proposal to build a *legacy* for the arts and culture.

These are divided into three categories based on population.

Level 1	total population of over 125,000	1 per year	75 percent of total eligible costs up to a maximum of \$2,000,000
Level 2	total population of 50,000–125,000	1 per year	75 percent of total eligible costs up to a maximum of \$750,000
Level 3	total population of under 50,000	2 per year	75 percent of total eligible costs up to a maximum of \$500,000 each

The Cultural Capital of Canada designation will be awarded to the municipality in each category with a good track record of past achievements, coupled with the best and most ambitious (while still realistic) program of proposed activities for a community its size.

Recognition for Innovative Cultural Bridges

The Innovative Cultural Bridges Prize is given to a group of municipalities who, together, have developed a program of innovative *reciprocal cultural exchanges* and partnerships. These exchanges both celebrate the community identity of each partner, and help build a *legacy* for the arts and culture in each community. Each year, one prize can be given, in the form of a contribution, to a joint application from a group of two or more municipalities (in at least two provinces or territories) submitting a joint application. The contribution maximum is \$500,000 or 75% of total eligible costs whichever is less.

For **both** the Cultural Capitals of Canada Awards and the Innovative Cultural Bridges, municipalities must demonstrate their commitment to arts and culture through their past achievements, current and planned support, and proposal for which the award or recognition is given.

The amount of *funding* provided for individual awards can **be of any amount** as long as it does not exceed the award maximum. The municipality must also contribute funding from its own budget, and support from other funding sources must be demonstrated. Amounts contributed by the municipality must be for new or expanded activities (i.e. regular municipal budget amounts for ongoing cultural activities are not eligible under the program).

* See the Glossary for definitions of words in *italics*.



DEADLINE

For the 2010 awards, complete applications with all support material must be postmarked no later than December 1, 2007.

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Important: Please note that communities can be designated a Capital Cultural of Canada only once every five years. The award does not preclude participation in an Innovative Cultural Bridges Prize.

TO APPLY FOR AN AWARD

Application forms are included with these guidelines. They can also be obtained by:

- downloading from the Canadian Heritage web site (www.canadianheritage.gc.ca/ccg);
- calling (866) 811-0055 (toll-free);
- faxing a request to 819-994-6249; or
- writing to:

Cultural Capitals of Canada (15-3-K)
 Arts Policy Branch
 Department of Canadian Heritage
 15 Eddy, 3rd floor
 Gatineau, QC K1A 0M5

Please note: All submitted applications are subject to information requests under the *Access to Information Act* and the provisions of the *Privacy Act*, which are laws giving Canadians the right to access information held by the federal government.



ASSESSMENT PROCESS

All applications must be complete by deadline date to be considered.

First the Department of Canadian Heritage will screen for eligibility. To be eligible, the applicant must comply with the points noted in the **Eligibility Criteria** section.

An *independent advisory committee* will then evaluate the applications and make a recommendation to the Minister of Canadian Heritage for the final selection of winners. Applications will be assessed against (1) the applicant's ongoing commitment to culture and cultural development (Application parts E and G: 35%) and (2) the quality, scope, and artistic merit of the proposed project for which funding is sought, and the municipality's capacity to carry out the project (Application parts F, H, and I: 65%).

You are advised to fill out the application form carefully, provide complete and detailed responses to the questions in sections G and H, and provide a detailed and balanced budget (Part I).

If any question is not answered, your application may be declared ineligible. If you have difficulty answering any question, or to discuss your application in general, please contact the Program by calling (866) 811-0055.

The assessment process takes 4 – 6 months to complete.

ELIGIBILITY CRITERIA

Applicants must:

- affirm that they are a legally constituted Canadian *municipality* or equivalent: see definition - (Application part A);
- demonstrate an ongoing commitment to *arts* and *culture* - (Application parts E and G);
- Cultural Capitals of Canada**
propose to carry out a program of at least three types of special cultural activities during the year in which they seek designation. This must include at least **two celebratory projects** and at least **one legacy-building project** (Application question 18);
- Innovative Cultural Bridges**
reciprocal cultural exchanges among communities in at least two provinces or territories must form the main focus of the proposal; the proposal must also include at least one celebratory project and at least one legacy-building project (Application question 18);
- have the support of the municipal council (or equivalent, see definition of municipality), in the form of a motion authorizing the application and committing funding if successful (Application question 27);
- confirm that the municipal contribution set out in this application represents new funding and is not made up of regular municipal funding for ongoing cultural activities. Please complete and sign the form – Municipal Contribution (Application page A10);
- submit seven (7) copies of the complete application (parts A–I, questions 1–31) and two (2) copies of any additional support materials, postmarked by the deadline date.

For the Cultural Capitals of Canada awards the advisory committee will be instructed to take into consideration the relative achievement and capacity of municipalities of various sizes within each population category, in combination with the depth and ambition demonstrated in the proposed activities, to determine the award finalists.

Please note: Before applying for funding under this program municipalities shall agree to act in compliance with any provincial law regarding the acceptance of funding from the federal government.



ACTIVITIES ELIGIBLE FOR FUNDING

The following is a list of the types of special cultural activities that are eligible for funding:

Celebration, to spotlight the *arts* and *culture*, for example by:

- ❑ using cultural and *heritage* events to celebrate significant anniversaries or special occasions in the community;
- ❑ developing new or expanding existing cultural and heritage *festivals* and other projects that promote the community's unique heritage;
- ❑ developing *reciprocal cultural exchanges* with neighbouring or distant communities (this **must** be the main focus of applications for the **Innovative Cultural Bridges**, which must involve partner communities in at least two provinces or territories);
- ❑ incorporating the cultural diversity of the community, including *Aboriginal*, culturally diverse and official-language minority *professional artists* and their works;
- ❑ promoting the artistic achievements of young people and exposing local children and youth to the arts, culture, and the community's unique heritage.

Legacy-building, to integrate arts and culture into community planning, for example by:

- ❑ creating and/or expanding *public art* or *community art* programs;
- ❑ articulating a vision for cultural development and the means to achieve it through the development and implementation of *cultural policies* and action plans, or projects;
- ❑ developing strategies for cultural tourism, marketing, and promotion;
- ❑ identifying and implementing strategies for attracting private sector partners to support sustainable cultural development;
- ❑ developing close partnerships between *municipal cultural workers* and members of the arts and heritage communities;
- ❑ developing and carrying out programs for the preservation of cultural practices and *traditional knowledge* among Aboriginal populations;
- ❑ incorporating the diversity of the population;
- ❑ developing and implementing strategies to highlight, promote, and strengthen the capacity of Aboriginal, culturally diverse and official-language minority cultural organizations and professional artists.



ELIGIBLE EXPENSES FOR FUNDING

Eligible expenses are those that are incurred by the recipient to undertake eligible activities, which are directly related to the project's objectives. Expenses must be reasonable with respect to the scope of work undertaken by the project.

Eligible expenses may include:

- fees for consultants and/or contractors for event management, research, writing, editing, or translation;
- fees/costs of preparation and production of celebratory events or cultural tourism promotion;
- fees/costs for design and construction of web sites directly related to arts, culture and celebratory events;
- reasonable costs of holding meetings directly related to the project;
- reasonable travel costs directly related to the project;
- fees for the creation of public art to recognize the designation;
- fees/costs for performance of an audit for the purposes of submitting an audited financial statement, as per the requirements of the contribution agreement;
- fees for a project coordinator;
- fees for consultants/contactors to perform an evaluation of the project.

ACTIVITIES NOT ELIGIBLE FOR FUNDING

Activities that are **not** eligible to receive funding under this program include the following:

- capital projects* (such as the construction, transformation, or renovation of *permanent* spaces such as performance or exhibit spaces, parks, or grounds; the restoration of artifacts, artworks, or cultural venues; and the permanent acquisition, purchase or installation of specialized equipment, such as sound systems, lighting, display cases, tents, etc.);
- the creation or growth of *endowment funds* or *trust funds* by the municipality to provide grants for cultural activities over a multi-year period;
- libraries, amateur sport, and recreational activities;
- hospitality, fireworks, and Goods and Services Tax.

Temporary structures and activities, such as setting up a space or stage or preparing a park for a specific short-term activity or festival, are not considered capital projects and **are** eligible for funding (under \$10,000).

Exception: the preparation and construction of a permanent outdoor display space for the winning municipality's outdoor commemorative sign **is** eligible for funding. Up to \$10,000 of the proposal's total budget can be used for this purpose. Costs for the installation of the banners proclaiming a Cultural Capital of Canada are also eligible to a maximum of \$25,000 or 2.5% of the total budget, whichever is less, as are costs for the installation of public artwork, to a maximum of \$2,000 per artwork.



EXPECTED RESULTS

The long-term goal of the **Cultural Capitals of Canada** program is that Canadians participate in and benefit from access to activities provided through the long-term sustainability of Canadian arts and heritage organizations in communities that value their existence and support them.

The expected impact of **Cultural Capitals of Canada** will be demonstrated through:

- ❑ celebration of the designated municipalities' cultural accomplishments and commitments, leading to more arts and culture activities within the community; greater involvement of people in that community in the *arts* and *culture*, as well as increased participation of visitors; and increased community support for the arts and culture.
- ❑ increased recognition and promotion of *professional artists* from *Aboriginal*, culturally diverse and official-language minority communities, as well as young artists, leading to their increased participation in the cultural life of the community;
- ❑ the creation of a *legacy* for the arts and culture through attention to sustainable cultural planning, leading to better *cultural policies* and more investment in the arts and culture; and
- ❑ stronger relationships between local cultural organizations and municipal officials based on a recognition that arts and culture play a vital role in enhancing quality of life, and that they are important factors in fostering economic competitiveness, civic identity, pride, and citizen participation.

REPORTING ON RESULTS

All award recipients are required to present a final activity/results report with both quantitative and qualitative evaluations (for example, increase in number of activities, in number of citizens and visitors participating, in level of community financial support; greater recognition of the role arts and culture play in community development, greater ability at the municipal level to deliver arts and cultural activities and programming, stronger relationships between municipal officials and local cultural organizations). This report must consist of an evaluation of the outcomes (i.e. impacts on the community) of the project, including achieved project activities and results. The report should also clearly indicate the measurement mechanism by which the data was gathered and evaluated.

This report should include both quantitative and qualitative responses to questions such as:

- ❑ How the project has fostered/increased sustainable cultural activities within the community?
- ❑ How the project has encouraged the development of strategic partnerships and increased community support leading to an improved environment for the arts and culture at the local level?
- ❑ How the project has incited greater integration of the arts and culture into community planning?
- ❑ How the project has assisted in an increase of promotion and recognition for Aboriginal, culturally diverse, official-language minority, and youth artists and audiences?

Recipients must additionally provide an audited financial report which clearly states all the Recipient's revenues and expenditures with regard to the project funded, including the sources of revenue and expenditure items. Financial statements must be specifically for the project and outline all project costs; larger municipal budgets will not be accepted. Financial reports will be signed and certified by a person duly authorized by the Recipient. Projects receiving contributions of \$50,000 or greater must be audited by professional accountants who are independent of the organization and are active members in good standing of one of the following professional associations: CA, CMA, CGA.

Recipients are encouraged to capitalize on their award by fully promoting their designation as a Cultural Capital of Canada.

Award recipients will be provided with more detailed guidelines regarding the interim and final reports. Failure to submit all the necessary reporting requirements in a manner satisfactory to the department will result in a redistribution of funding.



CONDITIONS OF FUNDING

If you are selected to receive a **Cultural Capital of Canada** award or the **Innovative Cultural Bridges** prize, funding for your project is made under a detailed *contribution agreement*, signed by the authorized municipal representative(s) and by the Department of Canadian Heritage.

The contribution agreement specifies reporting requirements and the related payment installments. Installment payments are advances against and/or reimbursements of *eligible costs* and follow Treasury Board Policy on transfer payments.

Award winners are required to acknowledge the contribution from the Department of Canadian Heritage in all printed/published materials and signage (where applicable) and to acknowledge the essential role played by public funding of the arts.

Cultural Capitals of Canada provides *contributions* of up to a maximum of 75% of total *eligible costs* or the maximum contribution for the applicable award level, whichever is less (see page 1).

The Award winner through municipal funding, in-kind contributions, or funding received from third parties must cover eligible project costs in excess of the amount funded by Cultural Capitals of Canada.

Municipal funding indicated in the application must represent new funding, and **cannot** be made up of regular funding for ongoing cultural activities and programs.

The Cultural Capitals of Canada program does not provide funding for existing cultural activities. It only provides funding for new activities, or for those expanded (supplementary) portions of existing activities. Budgets submitted by award winners, which include expanded activities, must detail only those expenditures incurred for the expanded portions of those activities.

The Department does not fund projects retroactively. Costs assumed prior to the announcement of Award winners are assumed at your own risk. Award winners receiving CCC funding of \$50,000 or more will be required to provide an audited financial statement.

Winning communities do not automatically receive the award maximum. The project must be of sufficient quality and scope and have sufficient *eligible costs* to warrant funding at the maximum level.



INSTRUCTIONS FOR COMPLETING THE APPLICATION FORM

Your complete application should consist of:

- Funding Application General Information, parts A–C, signed and dated at the bottom of part C
- Detailed form, questions 1–18, completed **on the form** and supplementary pages with answers to questions 19–30 (maximum of 25 pages).
- Part I, question 31, summary and project budgets both of which must be detailed and balanced.

Please

- use a minimum 11-point Roman or 10-point Arial type;
- label the top of each page with the municipality's name and project name;
- number all pages;
- use one page per question.
- print on one side of page only

When answering questions 19–30, please precede each answer with the question number and repeat the question itself, to make it easier for the advisory committee to assess the answers.

Note that several of these questions require you to attach various documents as part of the application:

- Question 17** – A copy of the cultural policy or action plan.
- Question 19** – A copy of the page(s) of the most recent annual report showing spending on cultural activities and the total municipal budget.
- Question 24** – Completed timeline template. (Application page A9)
- Question 25** – A one-page chart showing the names and roles of key people involved in the project and the lines of accountability.
- Question 26** – A two-page summary CV of the project leader.
- Question 27** – A copy of a motion passed by the municipal council authorizing the application and committing funding if successful.
- Completed** Municipal Contribution Form. (Application page A10)
- Submit seven (7) copies** of the application with answers to all questions (parts A–I, questions 1–31) and **two (2) copies of any additional support materials** you may wish to enclose, such as brochures, pamphlets, letters of support, etc.

Please note: Applications where the answers to questions 21–24 and 28–30 are given by means of a video presentation, rather than in written form, may also be considered. Before taking this approach, you MUST contact the Program at (866) 811-0055, and receive authorization to do so.