

Department of Canadian Heritage

Canada Arts Presentation Fund

2011-2012

Programming Component Guidelines

Presenter Support Organizations

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1 Introduction

1.1 CAPF objective

The objective of the Canada Arts Presentation Fund (CAPF) is to give Canadians access to a variety of professional artistic experiences in their communities. The CAPF recognizes that arts presenters are key partners in achieving this objective by providing financial assistance to organizations that professionally present arts festivals or performing arts series, as well as to their support organizations.

1.2 CAPF expected results

- Arts presenters offer a variety of professional artistic experiences to Canadians;
- Canadians in all regions of the country engage and participate in a variety of professional artistic experiences;
- Arts presenters and presenter support organizations undertake professional development opportunities to strengthen the practices of the CAPF presenting community;
- Arts presenters undertake their activities within a healthy Canadian presenting environment.

Ultimately, the long-term results of the CAPF will allow Canadians to experience and value professional artistic experiences.

1.3 CAPF components

The Canada Arts Presentation Fund delivers its funding through two components:

- Programming Component – to support existing:
 - Professional Arts Festivals and Performing Arts Series Presenters; and
 - Presenter Support Organizations.
- Development Component – to support the emergence of arts presenters and presenter support organizations for under-served communities or artistic practices. (Please contact your regional office of the Department of Canadian Heritage for further details on the Development Component application).

Your organization cannot apply to both components in the same year for your programming activities.

Please refer to the *Glossary* on page 6 for further explanation of any terminology used through out this document.

Presenter Support Organizations:

The activities and services provided by presenter support organizations represent the foundation of a healthy Canadian presenting environment. The CAPF provides strategic and focussed support to these organizations so that

arts presenters (professional arts festivals and performing arts series presenters) are better prepared to meet the CAPF objective and continue to evolve professionally in their field.

2 Who may apply to CAPF?

2.1 Legal status

Your organization must be one of the following:

- An incorporated non-profit organization incorporated under Part II of the *Canada Corporations Act* (or under corresponding provincial or territorial legislation).
- A provincial, territorial or municipal institution or agency (including public educational institutions that organize presentation activities for the public)
- An Aboriginal peoples institution or organization (Aboriginal peoples include Inuit, Métis, Status and Non-Status people).

2.2 What are the eligibility requirements for Presenter Support Organizations?

All eligible organizations must:

- have been in existence for at least one year and have as their core focus the strengthening of arts presentation in Canada.
- offer activities and services that meet the following goals:
 1. Provide arts presenters with access to a variety of artistic choices;
 2. Provide artists' access to arts presenters (specialized and multidisciplinary);
 3. Reinforce the Canadian arts presentation circuits;
 4. Further practical arts presentation knowledge.

2.3 What activities are eligible?

- contact events
- presenter conferences
- workshops
- block-booking/marketing activities
- tool development related to reinforcing Canadian performing arts circuits.

2.4 What expenses are eligible?

- Direct costs incurred by an organization in carrying out eligible activities, e.g.: presenter fees, per diem, accommodation and travel costs, administration costs, promotion, marketing, hall and venue rentals, workshop facilitation, registration and material costs, coordination, mentorship expenses, consultant fees and research costs.
- Donated materials or services may be eligible as an in-kind contribution if they are essential to a project's success; would otherwise be purchased and paid for by the recipient; can be measured at fair market value at the date of contribution (i.e. fair value could be determined in relation to the purchase of similar materials and services). A detailed list must be provided with the application form. CAPF will recognize only rendered services that are professional in nature and will not reimburse these services within the financial

contribution allocation. The budget must show equal in-kind revenue and their value in expenses.

2.5 What activities and expenses are not eligible?

- Book fairs, galas and competitions
- Self-presentation activities (contact the Canada Council for the Arts)
- Creation or production activities (contact the Canada Council for the Arts)
- Tours within or outside Canada (contact the Canada Council for the Arts)
- Feasibility studies (see the Canada Cultural Spaces Fund)
- Purchase of specialized equipment (see the Canada Cultural Spaces Fund)

- Infrastructure projects (see the Canada Cultural Spaces Fund)
- Activities exclusively celebrating Canada Day, July 1, National Aboriginal Day, June 21, Saint-Jean- Baptiste Day, June 24 or Canadian Multiculturalism Day, June 27 (see the Celebrate Canada! program).
- Festivals and activities that receive financial support under the Building Communities through Arts and Heritage program of the Department of Canadian Heritage
 - Deficit repayment
 - Receptions and hospitality
 - Literary reading series
 - Film, Video and Media Arts series

3 Assessment Process and Criteria

3.1 How are applications assessed?

Applications are received by the regional offices of the Department of Canadian Heritage and analyzed for eligibility. All eligible applications are assessed using national standard criteria which take into account the CAPF objective and the past performance of the organization. Site visits may be undertaken by the program staff.

The program uses the following information to assess applications:

- the applicant's answers to the questions in the CAPF application form
- completed *Schedule A: Proposed Activities/services and Projected Results*
- completed *Schedule B: Completed Activities/services and Actual Results (last year completed)*

- completed *CAPF Budget Template*
- publicity and promotional materials
- the financial statements (audited or non audited)
- the final report of the last completed year

Applications are compared with other applications from the same region and prioritized in relation to the funds available. Each region takes into consideration the variety and amount of professional artistic activity available within the region when prioritizing applications.

3.2 Assessment Criteria

A. Relevance of Programming (30%)

- Clear alignment between the organization's mandate, the proposed activities and services and the CAPF objective

- Relevance of activities and services offered to improve presenters' access to a variety of artistic choices, to increase artists' access to Canadian presenters, to reinforce the Canadian presenting circuits, and to deepen practical knowledge

B. Impact of activities and services on presenters (40%)

- Capacity to gather knowledge and efficiently deliver relevant activities and services based on presenter/stakeholder needs
- Impact of activities and services on presenters

- Contribution to the local, regional and, if applicable, national and international ecology of presenter support organizations as demonstrated through previous activities and services

C. Management and Financial Health (30%)

- Appropriate resources (financial, human) and expertise (volunteer, board, staff) to undertake the proposed activities
- Realistic and balanced budget with diversified public and private sector funding sources and a sound financial performance record

4 CAPF Requirements

4.1 Maximum Contribution or Grant

The financial assistance provided by the CAPF may take the form of either a contribution or a grant (see glossary). The choice of the form of funding will be made by the Department of Canadian Heritage, taking into account the amount awarded, any previous funding to your organization, and its past performance. The release of funds is conditional on your organization meeting the requirements outlined in the Contribution Agreement or Grant Letter.

Presenter Support Organizations: CAPF can support up to 25% of eligible expenses, or a maximum of \$50,000 in the case of grants and \$200,000 in the case of contributions.

Please note, however, that the presentation ecology varies considerably from region to region and the demands on the program are extensive; therefore, the average level of support ranges from 8% to 13%.

On rare occasions, a particular activity may be proposed in communities where residents' participation in cultural events faces unusual barriers that cannot be overcome without substantial assistance or in an artistic discipline that is under-served. In such cases and provided that the need is clearly demonstrated and validated by a program officer, the Department may choose to provide an amount exceeding 25% (but not exceeding 50%) of eligible expenses. Such cases must be discussed with your regional office of the Department of Canadian Heritage.

4.2 Multi-year funding conditions

The CAPF offers organizations multi-year funding agreements. Eligible organizations will be determined by the Department of Canadian Heritage and invited to submit a multi-year application. Organizations eligible for multi-year funding must, at a minimum:

- have obtained funding under the CAPF for at least two consecutive years;
- be up to date on all reporting requirements;
- not have an accumulated deficit exceeding 15% of the expenses from its last completed fiscal year;
- be able to provide a multi-year plan, together with realistic budget projections;
- have demonstrated organizational stability and sound governance structure.

Multi-year funding is conditional on the organization's ability to demonstrate continued sound governance and delivery of its organizational mandate.

Organizations receiving multi-year funding must provide an annual Final Activities Report.

4.3 Funding conditions

- The assessment process is competitive within a program with limited resources. An eligible organization that submits an application is not guaranteed funding from CAPF.
- An organization receiving CAPF financial support may receive an amount that is less than its original request.
- An organization receiving financial support in a given year is not guaranteed funding for subsequent years by the Department of Canadian Heritage.

4.4 Submitting an application

Organizations that wish to submit an application for the first time must contact the regional office of Canadian Heritage to verify whether they and their activities are eligible. Application forms are available at regional offices or can be downloaded from the Department's website:

<http://www.pch.gc.ca/pgm/pac-apc/index-eng.cfm>

4.5 Deadline

The application deadline for Presenter Support Organizations is **April 30**, for activities which will occur after April 1 of the following year.

Your application must be sent to the regional office of the Department of Canadian Heritage. Complete applications must be post-marked by the deadline date. When a submission deadline falls on a weekend or statutory holiday, it is extended to the following working day. The postmark provides proof of the date sent. To be considered, applications must be duly completed and signed, and accompanied by all required attachments. Any application submitted is subject to the *Access to Information Act* and the *Privacy Act*. The Department may solicit additional information. The applicant has five business days to submit this information. Any application submitted is subject to the *Access to Information Act* and the *Privacy Act*.

The CAPF program can receive applications before the deadline. Applications postmarked after the deadline as well as incomplete applications will not be accepted.

4.6 Application Processing Time

Acknowledgement of application: Our goal is to acknowledge receipt of your application form within 15 calendar days.

Decision: Our goal is to issue official written notification of the funding decision within 26 weeks of the program's deadline date of April 30.

The Department of Canadian Heritage takes no responsibility for contractual commitments entered into before confirmation of support from the Department. If you enter into such commitments, you do so at your own risk. Any project expenses incurred before your application is received by the Department are not reimbursable.

4.7 Receiving funding

Recipients of funding from the Department of Canadian Heritage are required to acknowledge the support of the Department in all promotional documents related to the activities supported. The conditions for such acknowledgements are specified in the Contribution Agreements or Grant Letters.

- The CAPF reserves the right to target the contribution amount to specific activities.
- Recipient organizations must complete the activity for which they received funding. You must contact the regional office of the

Department of Canadian Heritage if you wish to make substantial changes to the activity.

- If your organization cancels or significantly scales down the activity for which it received funding from the Department, you must reimburse all or part of the amount received at the request of the Department.
- Organizations receiving financial support from the Department, either in the form of a contribution or a grant, must submit a final report. The requirements for a final report are specified in your contribution agreement or grant letter.
- Organizations that receive a contribution must submit a financial statement.
- Organizations that receive a contribution of \$100,000 or more must submit an audited financial statement.
- The decision by the Department of Canadian Heritage to provide or refuse funding to your organization under the CAPF is not subject to an appeal.

5 GLOSSARY

The following definitions are specific to CAPF.

Admission Fee

An amount paid by audience members in exchange for access to an arts presentation. Exceptions to this admission fee may be made when the event occurs within communities facing specific barriers to participation. If exception applies to the applicant, they must contact a program officer to discuss their situation prior to sending an application.

Artistic Discipline

An identified and recognizable area of artistic activity, known as a discipline that involves its own artistic process, vocabulary, aesthetic and history. These disciplines are known as theatre, dance, music, literary, visual and media arts, circus, others. Each of these distinct disciplines encompasses genres that further define the specificities of the artistic practice and its appreciation.

Artistic Experience

Contact with artists or work in an environment that may include traditional encounters (e.g. performances) or non-traditional encounters with the artist(s) (e.g. talks, presentations of excerpts from performances in the community - at shopping malls, in parks, etc.).

Artistic Vision

For a presenter organization, artistic vision lies in the presenter's perception of what could be offered in the community in order to allow both qualitative and quantitative audience development, as well as diversification of the artistic experiences available in that community.

Artistic vision assumes a capacity to imagine, develop and implement a range of programs, dynamically combining the potential of the audience and of the artistic milieu. This vision is based on:

- knowledge of the audience, its tastes, interests and development potential;
- knowledge of the local community and other artistic experiences available;
- knowledge of the artistic milieu and the various disciplines, traditions, contemporary trends, individual creators, the circumstances and conditions for carrying out activities, and the available programming opportunities.

Arts Festivals

Events that focus principally on presentation of the arts and the development of audiences for the arts lasting a minimum of three days (*minimum*) to four weeks (*generally*) and include the presentation of a minimum of three distinct professional works. The programming is guided by a clearly articulated artistic vision.

Audience Development/Outreach

Audience Development/Outreach is a process that may involve two stages. The first consists of identifying, informing, researching, reaching and engaging a new audience through specific

promotional activities, market research, audience profiling and establishing contacts in particular sectors of the community. Once the audience has been identified and engaged, the second stage consists of building knowledge and reinforcing appreciation of specific artistic disciplines or forms, presenting new artists or disciplines, and then growing audiences for such presentations. This is achieved through public discussions/lectures, pre- or post-show panel discussions, round table presentations, workshops open to the public, demonstrations, residencies, seminars, public rehearsals and other forms of contact with the community by professional artists programmed by the presenter in the community. All audience development/outreach activities must be directed to the general public.

Balanced Budget

The organization must show that revenues equal expenses with a zero balance for the purposes of the proposed activities as presented in the *CAPF Budget Template*.

Competition

A contest in which participants are evaluated or judged. Note that competitions are ineligible to this program.

Contribution

A conditional payment to an individual or an organization for a specified purpose as outlined in a contribution agreement. A contribution agreement defines the objectives and expected results of the project and identifies conditions for payment. A contribution may be subject to an independent project audit by the Department.

Creation/Production

Artistic work, research and production of a new, revised or repertoire artwork (e.g., play, dance, score, script, sculpture, video or installation).

Culturally Diverse

Culturally diverse expression refers to Canadian artists of African, Asian, Middle Eastern, Latin American or mixed racial heritage, and their artistic practices.

Demographics

Demographics refer to selected population characteristics. This is understood to be in a specific geographical area, community and /or audience reach. Commonly-used demographics include ethnicity, age, income, disabilities, educational attainment and location.

Donation (Monetary)

A sum of money that is usually given either by an individual, a company or an organization. The receiver must have a legal charitable number and acknowledge this donation through a tax receipt.

Fair Ticketing Policy

A ticketing policy stipulates the grounds on which the organization sets ticket prices. It can take into consideration the cost of tickets for other events, the economic situation in the region, a particular audience, charges for similar activities, etc. A presenter may also seek sponsors in order to offer an activity free of charge. A healthy presenting ecology requires fair ticketing policies and this will be considered in funding decisions.

Financial Statement

A record of a business' financial flows (revenues/expenses) and levels (assets/liabilities). The main statements are: the balance sheet which describes a company's assets, liabilities and net equity at both a specific point of time and at the beginning of the period of time; income statement which describes a company's income, expenses and net income/loss over a period of time; and cash flow statement which describes how much cash was used in corporate operating, investment, and financing activities over a period of time.

Grant

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

Guaranteed Fee

The negotiated amount a presenter agrees to pay the professional artist or artistic organization for a performance, regardless of the number of tickets sold. This fee may include artists' fee, per diem, accommodation and travel. The presenter may also offer an additional fee in addition to the guaranteed fee.

In-kind

In-kind contributions are materials or services that are donated to a project by either a third party or by the applicant. An in-kind contribution is considered a real contribution to the total cost of the proposed activities of the project but it is not reimbursable, as no money has changed hands.

Media Arts

Arts that make use of film processes, video and audio techniques, new media, or a combination of any of these.

Official-language minority community

The official-language minority communities are the Anglophone communities residing in Quebec and the Francophone communities residing outside of Quebec.

Partnerships

Partnerships usually support programming or audience development goals. They are considered strategic alliances made with other presenters, not-for-profit arts and community organizations and/or educational institutions in which resources, material, and/ or labour, are shared to realize organizational presenting goals. Partners may include peer

organizations that have access to different markets or may be interested in merging programs to increase and widen audience reach and share expenses.

Performing Arts

Includes the entire range of genres (traditional, contemporary, avant-garde, classical, street, etc) associated with all the live art disciplines: dance, theatre, music, performance art, spoken word, circus, comedy.

Performing Arts Series

A series of at least three performing arts presentations grouping performances over a season. A season may focus on a single artistic discipline or may cover a number of them. Choices are guided by a clearly defined artistic vision.

Presenter Support Organization

Organization that organizes activities and offers services to its members and directly furthers the interests of presenters, artists and other artistic organizations, through activities associated with the delivery of professional services.

Professional Artist

Artist who has specialized training in the field (not necessarily in academic institutions), who is recognized by his or her peers (artists working in the same artistic tradition), who is committed to devoting more time to the artistic activity, if financially feasible, and who has a history of public presentation.

Professional Arts Presenter

For the purposes of the CAPF, professional arts presenters select the artistic programming for public presentation in their community based on an artistic vision. They purchase performances and other artistic activities created by professional artists, groups and companies; and they are responsible for paying a guaranteed fee to the producer for each presentation. They provide the venue and supply the technical and promotional support. Presenters may also organize audience development and/or outreach in support of their artistic programming. They have a thorough knowledge of the audiences in their communities, of the professional arts community and of the various networks that support both the artists and the presenters

Retention

Ability of the presenter to keep the interest of past audiences by the continued effort of offering them quality programming.

Self-Presentation

Assumption by professional artists or artistic organizations of the financial risks related to presentation of their own programs, with ticket revenues going to them. The artist/organization usually takes responsibility for administrative, technical and promotional aspects.

Sponsorship

To sponsor something is to support an event, activity, person or organization by providing money or other resources in exchange for access to an audience.

Volunteer

An individual working on behalf of others without receiving financial or material gain.