



Stage 1 Application Deadline: Thursday, March 24, 2016 at 4 pm EST
Only shortlisted projects will be invited to present to the jury at a later date.

ABOUT THE PROGRAM

The Ottawa 2017 Arts, Culture and Heritage Investment Program is a new, one time funding opportunity available to eligible groups in Ottawa's bilingual and culturally diverse arts, cultural and heritage sectors for projects in Ottawa during 2017 celebrating Canada's sesquicentennial. This program is possible thanks to our Lead Partner, CIBC and is stewarded by the AOE Arts Council, the Council of Heritage Organizations in Ottawa and the Ottawa Arts Council.

Funding available

- A total of \$250,000 in project funding is available;
- Projects will be funded at a minimum of \$5,000 and up to a maximum of \$25,000 each;
- Funds should cover up to a maximum of 75% of eligible project expenses.

Ottawa 2017 Arts, Culture and Heritage Investment Program Objectives

- To offer unique opportunities for local groups in the arts, cultural and heritage sectors to engage in the Ottawa 2017 celebrations and celebrate Canada's sesquicentennial;
- To create experiences aligned with the Ottawa 2017 mission and guiding principles;
- To showcase excellence and creativity in cultural fields;
- To foster Canadian pride;
- To be inclusive of a variety of cultures (respecting francophone, indigenous and ethnocultural communities);
- To demonstrate the diversity in cultural forms;
- To encourage cross experiences between arts, culture and heritage groups;
- To contribute to a vibrant image for Ottawa;
- To ensure that projects funded through the program occur throughout the year, are held across the city and have a wide reach.

Contact us:

Program Officer
programme@achpottawa2017.ca.



ABOUT OTTAWA 2017

In 2017, we will celebrate the 150th anniversary of Canada's Confederation and Ottawa will be THE epicentre of national celebrations! Residents and Canadians from all over Canada will experience Ottawa like never before and celebrate Canada's 150th like nowhere else.

Ottawa 2017 will deliver 12 months of bold events, immersive experiences and all-out celebrations, complementary to federal government plans and to recurring annual festivals, events and attractions in Canada's Capital. In addition to our BIG signature events, Ottawa will be animated by community celebrations organized at the local level across the city. We're gearing up for a fantastic year!

Guiding principles

These principles guide the development of the Ottawa 2017 strategy. All Ottawa 2017's experiences will embrace some of the following criteria:



For more information on Ottawa 2017, please visit ottawa2017.ca.

APPLICANTS ELIGIBILITY

Important: Applications limited to one per lead organization.

ELIGIBLE APPLICANTS	INELIGIBLE APPLICANTS
<p>Eligible applicants must be one or more of the following:</p> <ul style="list-style-type: none"> - An incorporated not-for-profit organization in the arts, culture or heritage sectors; - A non-incorporated cultural collective*, with an active steering committee**; - Organization’s headquarters must be located in the City of Ottawa; - Professional individuals working in the local arts, cultural and heritage sectors (can only apply if partnered with an eligible organization or member of a collective); - Federal, provincial and municipally operated government/crown corporation arts, culture and heritage organizations (can only be a supporting partner with a local group acting as the lead). <p>Note: Indigenous groups whose ancestral territory lies within the city limits of Ottawa are eligible.</p>	<ul style="list-style-type: none"> - Non-cultural organizations (organizations whose primary mandate is not arts, heritage or culturally related); - Festivals and fairs; - For-profit organizations and businesses; - Religious organizations; - School boards, colleges and universities; - Political parties; - Government bodies or crown corporations.

*Cultural Collective: A group of two or more professionals who are active in their discipline.

**Steering Committee: The core group of stakeholders who oversee and monitor all aspects of the project and/or activities within a cultural collective.

Other considerations

- Applicants do not have to be members of one of the stewarding organizations to be eligible;
- Professional individuals must reside within a 75km radius of the city of Ottawa in order to be eligible;
- The following groups are strongly encouraged to apply:
 - Indigenous groups;
 - Ethnocultural groups;
 - Amateur groups;
 - Youth groups.

PROJECT ELIGIBILITY

ELIGIBLE PROJECTS	INELIGIBLE PROJECTS
<p>Projects must satisfy all the following criteria:</p> <ul style="list-style-type: none"> - New or enhanced activity for 2017, themed with Ottawa 2017 mission and guiding principles; - All project activities must take place within the geographic boundaries of the city of Ottawa; - Projects must occur between January 1, 2017 and December 31, 2017; - Be open and accessible to the general public. <p>Priority/Consideration will be given to:</p> <ul style="list-style-type: none"> - Projects that are respectful, positive in nature and universally accessible; - Projects that promote diversity; - Collaborative projects that involve alliances with different groups in the arts, culture and heritage sectors. <p>Note: Projects may be either paid admission or free of charge.</p>	<ul style="list-style-type: none"> - Projects that occur outside the 2017 calendar year; - Projects taking place outside Ottawa's geographic boundaries; - Projects that will not be presented/open to the public ; - Projects that receive funding from other Ottawa 2017 funding programs; - Fundraising projects or initiatives; - Non-cultural events and activities (e.g. sporting events); - Creation and distribution or editions (e.g. music or print reproductions and sales); - For-profit ventures and/or projects that are created primarily for commercial purposes; - Art, artisan and craft commercial sales; - Competitions and contests; - Commemorative initiatives (ex. plaques); - Meetings, conventions or professional training/development; - Arts, cultural and heritage trade shows; - Recitals, final performances or final exhibitions of students from private or public schools; - Capital projects or purchases (e.g. purchase of land, equipment, facilities, etc.); - Projects that contain political, religious or discriminatory programming; - Projects that are part of the programming or are in partnership with AOE Arts Council, Council of Heritage Organizations in Ottawa and Ottawa Arts Council.

EXPENSES ELIGIBILITY

This program will fund a maximum of 75% of eligible project expenses. The remaining 25% can be funded from cash or in-kind sponsors, other revenue or from the applicant. Other sources of funding do not have to be confirmed at time of application.

ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none"> • Project related expenses; • Professional arts, heritage and cultural workers' fees; • Production and technical costs; • Photography and project documentation; • Venue rentals; • Supplemental insurance; • Volunteer expenses; • Translation; • A justifiable portion of staff time directly related to the project. 	<ul style="list-style-type: none"> • Applicants are responsible for their own promotional and marketing expenses; • Applicants are responsible for their own taxes; • No capital purchases; • No regular operational expenses.

APPLICATION PROCESS

Applicants are strongly encouraged to discuss their project, questions and eligibility with the Program Officer at programme@achpottawa2017.ca before applying.

The application process will be in two stages:

Stage 1:

- A) Application open to all via the Letter of intent, the Application form and the Project budget.
- B) A jury will then short-list the applicants based on the project alignment with the assessment criteria.

Stage 2:

- A) Short-listed applicants are invited to provide a detailed application package (see complete list of requirements in the table below).
- B) Applicants are invited to present to the jury.

Completed Stage 1 documents must be sent electronically, preferably in PDF format, on or before Thursday March 24, 2016 at 4pm EST to programme@achpottawa2017.ca . Receipt of applications will be acknowledged.

Incomplete or late applications will not be considered.



APPLICATION - REQUIRED DOCUMENTS

STAGE 1 (All candidates)

DEADLINE: Thursday March 24, 2016 at 4pm EST (sent electronically)

Stage 1 applications must include:

- **Application form:**
 - o Completed and signed by two authorizing officers;
 - o Please make sure it is originally signed and scanned.
- **Letter of intent** (2 pages maximum; in the case of a collaboration/partnership, only one letter of intent should be submitted by the Lead partner):
 - o Project description;
 - o Project scope;
 - o Project alignment with Ottawa 2017 program objectives;
 - o If the project is for enhanced programming, provide justification for request.
- **Project budget** (high-level version):
 - o Please use template provided;
 - o A balanced budget is required.

STAGE 2 (Short-listed applicants only)

STEP A – DETAILED APPLICATION PACKAGE

- **DEADLINE: May 2016** (Date to be confirmed to short-listed applicants; a minimum of 3 weeks will be provided)

Stage 2 applications must include:

- **Responses** to jury's questions following Stage 1 Application
- **Updated Application form**
- **Updated Project budget** (detailed version)
 - o Format to be provided to short-listed applicants.
- **Updated Project description**, also including:
 - o Project feasibility;
 - o Project timeline;
 - o Brief marketing plan overview;
 - o Estimated attendance, reach, results and legacy.
- **Official letter** indicating the designated signing authority for grant agreement
- **Applicant description** (2 pages maximum)
 - o Lead applicant's track record and mission;
 - o Bio of key projects leaders (max. of 250 words each);
 - o If project is enhanced programming, provide a copy of your most recent audited financial statement.
- **Partnership description** (1 page maximum)
 - o Each partner's track record, mission, bio of key leaders (max. of 250 words each);
 - o Please also describe why these organizations connected for this project and how it fulfills each applicant's missions.
- **Proof of authorization** to use essential sites and project services
- **Optional attachments** (max of 3 minutes total review time)
 - o Digital Photos, sound recordings, videos (eligible formats will be provided)

STEP B – LIVE PRESENTATION TO THE JURY

➤ **DEADLINE: May 2016**

Presentations must include:

- 10 minute Executive summary of the project description
 - Six (6) hard copies and one electronic copy of the presentation must be submitted to the jury;
 - If PowerPoint is used, please also provide one digital copy on USB stick.
 - In the case of a collaboration/partnership, the lead applicant is expected to present but may be accompanied by other parties.
- Applicants will be asked to respond to questions from the jury as they arise during the presentation.

ASSESSMENT PROCESS

A third-party consultant (the Program Officer) and a steering committee made up of two board members from each of the stewarding organizations and their executive directors (AOE Arts Council, Council of Heritage Organizations in Ottawa and Ottawa Arts Council) will convene a five-member jury with representation from the Ottawa arts, cultural and heritage communities, and one representative from the Ottawa 2017 Bureau.

Jury review is based on consensus and collective decision-making.

The jury and the Program Officer have the right to define any and all terms as they relate to project and applicant eligibility and the right to determine if applicants and projects adequately meet eligibility standards.

The jury members will have no direct conflict of interest with any of the applicants. To minimize indirect conflict of interest between evaluators and applicants, jury members are asked to declare any indirect conflict(s) of interest. If such a conflict has been declared, the assessor/evaluator then abstains from any discussion related to the application in question.

Jury members are required to treat both the contents of applications and the deliberations of the jury as confidential. As this is a one-time funding opportunity no feedback will be provided.

The jury will assess and rank the applications based on the assessment criteria below and on the availability of funds.

ASSESSMENT CRITERIA

Applicants must demonstrate:

- Professionalism, a proven track record of success and solid leadership skills;
- Financial and organizational capacity;
- The ability to secure appropriate resources to mount the project;
- Community support around the proposed project;
- Ownership of intellectual property, if applicable.

Projects must demonstrate:

- How they address the Ottawa 2017 Arts, Culture and Heritage Investment Program objectives:
 - To offer unique opportunities for local arts, cultural and heritage groups to engage in the Ottawa 2017 celebrations and celebrate Canada's sesquicentennial;
 - To create experiences aligned with the Ottawa 2017 mission and guiding principles;
 - To showcase excellence and creativity in cultural fields;
 - To foster Canadian pride;
 - To be inclusive of a variety of cultures (respecting francophone, indigenous and ethnocultural communities);
 - To demonstrate the diversity in cultural forms;
 - To encourage cross experiences between arts, culture and heritage;
 - To contribute to a vibrant image for Ottawa ;
 - To ensure that projects funded through the program occur throughout the year, are held across the city and have a wide reach.
- How they are enhancing regular programming (if the project is not a new initiative).

PROJECT SUPPORT FOR SUCCESSFUL APPLICANTS

- Funding;
- Recognition as an official Ottawa 2017 programming element;
- Promotional and translation support for content included on Ottawa 2017's platforms (ex. calendar of events, website, social media, etc.);
- Pageantry kit (Ottawa 2017's visibility);
- Potential for complimentary programming elements (ex. presence of the Ottawa 2017 pod).

GRANT REQUIREMENTS

Successful applicants must:

- Sign a funding agreement;
- Be responsible for their own promotional campaign and related expenses;
- Provide linguistic duality in promotional material, when applicable;
- Provide the Program Officer with information for the Ottawa 2017 Bureau to help promote the project, including but not limited to:
 - A 250-word description of the project;
 - High resolution photos, with appropriate use and copyrights ;
 - Project and/or organizations logos, if applicable;
 - Website link, social media usernames, etc.
- Co-insure Celebrations Ottawa Inc. and the City of Ottawa at a minimum level of \$5 million (general commercial liability insurance);
- Display of the Ottawa 2017 brand on site, including the pageantry kit to be provided by Ottawa 2017;
- Display the Ottawa 2017 logo (which includes the CIBC logo) on each project promotional tool (ex. ads, posters, websites, etc.);
- Display recognition for this funding program in printed programs, websites or other appropriate platforms which includes the Ottawa 2017 logo with CIBC and the logos of the AOE Arts Council, Council of Heritage Organizations in Ottawa and Ottawa Arts Council;
- Share the Ottawa 2017 Welcome message in both official languages (text to be provided by the Ottawa 2017 Bureau);
- If appropriate, provide Ottawa 2017 a booth presence during the event, and speaking or participation opportunities for Ottawa 2017's board members and/or representatives from AOE Arts Council, Council of Heritage Organizations in Ottawa and Ottawa Arts Council;
- Provide a mid-term status checkpoint report;
- Prepare a final report (including but not limited to an actual budget, project statistics, photos, proofs of program recognition during project, receipts and invoices).

Important Considerations:

- Ottawa 2017 will not support regular ongoing operations. All projects must be new, one-time or enhanced activities beyond the applicant's regular activities. Ottawa 2017 supports the contribution of existing groups to provide added value to the Ottawa 2017 program;
- Timing and location of activities should be coordinated with the Ottawa 2017 bureau for maximum benefits of all parties;
- Applications can be filled in French or in English;
- Live presentations can be performed in French or in English;
- The maximum amount awarded to a project will be \$25,000 (no taxes);
- 80% of funding will be made available in 2016 upon receipt of the signed funding agreement;
- The balance of 20% will be paid upon approval of the final report.