



**CANADA 150
AD HOC COMMITTEE
MEETING AGENDA**

MONDAY, APRIL 4, 2016

6 P.M.

**TANNERY ROOM
AURORA TOWN HALL**



**TOWN OF AURORA
CANADA 150 AD HOC COMMITTEE
MEETING AGENDA**

DATE: Monday, April 4, 2016

TIME AND LOCATION: 6 p.m., Tannery Room, Aurora Town Hall

1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

2. APPROVAL OF THE AGENDA

RECOMMENDED:

THAT the agenda as circulated by Legal and Legislative Services be approved.

3. RECEIPT OF THE MINUTES

Canada 150 Ad Hoc Committee Meeting Minutes of March 16, 2016 pg. 1

RECOMMENDED:

THAT the Canada 150 Ad Hoc Committee meeting minutes of March 16, 2016, be received for information.

4. DELEGATIONS

5. MATTERS FOR CONSIDERATION

6. INFORMATIONAL ITEMS

- 1. Memorandum from Cash Flow & Investment Co-ordinator/
Financial Analyst** pg. 5
Re: Additional Information Requested for Canada 150 Fund (Events)

RECOMMENDED

THAT the memorandum regarding Additional Information Requested for Canada 150 Fund (Events) be received for information.

7. NEW BUSINESS

8. ADJOURNMENT



**TOWN OF AURORA
CANADA 150 AD HOC COMMITTEE
MEETING MINUTES**

Date: Wednesday, March 16, 2016

Time and Location: 6 p.m., Leksand Room, Aurora Town Hall

Committee Members: Mayor Geoffrey Dawe (Chair), Art Hagopian, Kelly Mathews (arrived 6:07 p.m.), Natalia Sidlar, and Ken Turriff

Member(s) Absent: Damian D'Aguiar

Other Attendees: Laura Sheardown, Cash Flow & Investment Co-ordinator/
Financial Analyst, Shelley Ware, Supervisor, Special Events,
and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 6:03 p.m.

1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

2. APPROVAL OF THE AGENDA

**Moved by Natalia Sidlar
Seconded by Art Hagopian**

THAT the agenda as circulated by Legal and Legislative Services, ***with the following additions***, be approved:

- Delegation (a) Nancy Black, Aurora Sports Hall of Fame; Re: Sport Legacy Project
- Delegation (b) Shelley Ware, Supervisor, Special Events; Re: SESQUI, A Canada 150 Signature Initiative
- Delegation (c) Laura Sheardown, Cash Flow & Investment Co-ordinator/Financial Analyst; Re: Canada 150 Fund Grant Application

CARRIED AS AMENDED

3. RECEIPT OF THE MINUTES

Canada 150 Ad Hoc Committee Meeting Minutes of February 11, 2016

**Moved by Natalia Sidlar
Seconded by Ken Turriff**

THAT the Canada 150 Ad Hoc Committee meeting minutes of February 11, 2016, be received for information.

CARRIED

4. DELEGATIONS

**(a) Nancy Black, Project Manager, Aurora Sports Hall of Fame
Re: Sport Legacy Project**

(Added Item)

Ms. Black provided background regarding the Aurora Sports Hall of Fame and aspects of the Sport Legacy Project as it would relate to the Canada 150 celebrations. She advised that the mandate of the Project is to research, publish, and exhibit Aurora's sport history timeline, including basic information on how each sport started in Canada and in Aurora. Ms. Black noted that help would be needed in the research, sharing, and promotion of this information toward preservation of Aurora's history and the inspiration of future generations, and agreed to provide the Committee with additional information.

**Moved by Art Hagopian
Seconded by Ken Turriff**

THAT the comments of the delegation by Nancy Black be received for information.

CARRIED

**(b) Shelley Ware, Supervisor, Special Events
Re: SESQUI, A Canada 150 Signature Initiative**

(Added Item)

Ms. Ware gave a brief overview of the national plans for celebrating Canada's 150th anniversary of Confederation in 2017, to include fifteen Canada 150 Fund Signature Initiatives, and presented two short videos, "Dream Together" and "What is SESQUI?" She advised that the SESQUI initiative would

engage Canadians through three mobile dome villages that will tour across Canada during 2017. Ms. Ware noted that further information is available at www.sesqui.ca, and that there is an opportunity for the Town to apply to be one of the 175 locations to be included in the SESQUI tour.

**Moved by Ken Turriff
Seconded by Kelly Mathews**

THAT the comments of the delegation by Shelley Ware be received; and

THAT staff be directed to prepare an application package toward the Town's participation as a SESQUI site.

CARRIED

**(c) Laura Sheardown, Cash Flow & Investment Co-ordinator/Financial Analyst
Re: Canada 150 Fund Grant Application**

(Added Item)

Ms. Sheardown provided a brief overview of the grant process and requirements, and requested direction from the Committee in order to develop the application. She suggested that the Committee could build on existing Town events and offered ideas for legacy projects.

**Moved by Kelly Mathews
Seconded by Natalia Sidlar**

THAT the comments of the delegation by Laura Sheardown be received; and

THAT staff be directed to begin preparing the Canada 150 Fund grant application based on the enhancement of a minimum of four current Town events and the addition of a legacy project.

CARRIED

5. MATTERS FOR CONSIDERATION

1. Canada 150 Ad Hoc Committee Next Steps Round Table Discussion

The Committee discussed various ways in which the Town could celebrate Canada's 150th anniversary, including options for events, legacy projects, and branding and promotion of the SESQUI logo. Staff agreed to provide a draft of the application for the Committee's review at the next meeting.

6. INFORMATIONAL ITEMS

**2. Correspondence from Communities in Bloom Ontario
Re: Celebrate Canada's 150th Anniversary**

**Moved by Ken Turriff
Seconded by Art Hagopian**

THAT the correspondence regarding Celebrate Canada's 150th Anniversary be received for information.

CARRIED

7. NEW BUSINESS

None

8. ADJOURNMENT

**Moved by Ken Turriff
Seconded by Art Hagopian**

THAT the meeting be adjourned at 7:10 p.m.

CARRIED

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.



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www.aurora.ca

Town of Aurora
Corporate & Financial Services

MEMORANDUM

DATE: April 4, 2016
TO: Canada 150 Ad Hoc Committee
FROM: Laura Sheardown, Cash Flow & Investment Co-ordinator/ Financial Analyst
RE: **Additional Information Requested for Canada 150 Fund (Events)**

RECOMMENDATIONS

THAT the memorandum regarding Additional Information Requested for Canada 150 Fund (Events) be received for information.

COMMENTS

As part of the Canada 150 Committee meeting on March 16, 2016, direction was provided with regards to the areas that the Committee was interested in exploring further, including associated costs. The following areas of interest were identified:

- Enhancement of existing Town events
- Installation of a legacy feature
- Commissioning of public art

Enhancement of Existing Town Events

The enhancement of existing Town events is recommended to cover five events that will take place throughout 2017. Beginning with Arctic Adventure on Family Day; continuing through the summer with both Concerts in the Park and Movies in the Park; celebrating Thanksgiving with Colours of Fall and closing the year-long Sesquicentennial celebrations with Family First Night 2017. Enhancement of the various events would be different with each event but each will provide the residents of Aurora with opportunities to actively participate and celebrate together, promoting and building a deeper understanding of Canada, its people and what it means to be Canadian.

Arctic Adventure –A family focused outdoor event in Town Park celebrated on Family Day that includes an ice carving competition and various outdoor activities. Enhancements could perhaps include an ice maze and a maple syrup celebration complete with the creation of maple syrup popsicles.

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Canada 150 Fund (Events)

Concerts in the Park – Take place on Wednesdays throughout July and August, also within Town Park. Enhancements to this event could be the incorporation of a ‘Canadiana’ theme for bands, including tribute bands, growing as the summer continues, ending with a well-recognized headliner Canadian band.

Movies in the Park – This event takes place in various parks within Aurora on Thursdays during the month of August concluding by the end of the summer holidays. Enhancements could be the inclusion of historical vignettes prior to the screening of the feature film.

Colours of Fall – Celebrated the Thursday before Thanksgiving, this includes one last outdoor concert for the season, in Town Park, as well as pumpkin carving. Enhancement of this event could include a straw maze, a free authentic corn roast as well as exploring our historical roots.

Family First Night – Ringing in the New Year, this event takes place at the Aurora Family Leisure Complex with indoor activities for the entire family. Enhancement of this event could include a one-time fireworks show as the finale to Aurora’s year-long celebration of Canada’s 150.

To assist with the promotion of the Canada 150 celebrations, branding of the Town with the Canada 150 celebration logo would be part of the enhancements including road banners, advertising, flags and in-ice logos within the facilities. The Committee would work with the Special Events Supervisor to determine the actual enhancements at each event.

The cost for enhancing existing Town events, including advertising and branding is estimated to be \$75,000.

Installation of a Legacy Feature

Through discussions with Park staff a couple of options are possible for the creation of a legacy feature located within Aurora.

Naming of a Park – There are a couple of parks that will be developed in 2017, of which one could become a ‘Canada 150’ park. The park design could include a plaque and monument plus a fountain or water feature. The Committee would work with Parks staff to determine the park and the actual design of the legacy monument. The cost for the monument, plaque and water feature is estimated to be \$25,000.

Memorial Garden – To provide a lasting memorial to the Canada 150 celebrations, the development of a bulb garden, consisting of 150,000 bulbs plus signage to explain the significance is possible. The garden could be located in front of the Chamber of Commerce on Yonge Street. The cost for the garden and associated signage is estimated to be \$15,000.

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Canada 150 Fund (Events)

Trail Dedication – Although the Town does not have any significant trails coming online in 2017, the creation of an entry feature into the trailhead that leads into the Wildlife Park is possible. The entry would be located close to the Stronach Aurora Recreation Complex and include a cairn, with plaque and natural stone walls declaring the section of trail as the ‘Canada 150 Trail’. The cost for the trail dedication is estimated to be \$50,000.

Community Planting (Spring 2017) – This event would provide residents with the opportunity to give back to Canada in a lasting way that leaves a legacy for the future. The Committee would work with Parks staff to determine the locations of the planting and funding would cover the purchase of plant materials and supplies. The cost for a community planting is estimated to be \$10,000.

Commissioning of Public Art

The commissioning and installation of public art is quite a long process that would need to be started immediately. Costs for the art vary greatly depending on the artist, material, size and installation location. It can be done one of two ways: choosing a site and designing the art for that location or designing the art and determining the location based on the final art product. The cost of commissioning public art, including installation could range from \$50,000 to \$75,000.

Another suggestion for the committee to consider is working with the Farmers Market to provide Canada 150 themed events over the course of the summer. The cost of this partnership is estimated to be \$15,000.

The information provided above is for consideration by the Committee with regards to the submission of the Canada 150 grant.

ATTACHMENTS

Attachment 1 – Canada 150 Fund Applicant’s Guide



Canada 150 Fund

Applicant's Guide Program Guidelines and Application Form



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How to Use this Guide

If you wish to apply for funding from the Department of Canadian Heritage's *Canada 150 Fund*, please read the Applicant's Guide carefully. It is divided into two main sections.

Section 1, the Program Guidelines, includes everything you need to know about the *Canada 150 Fund* before deciding to apply for funding. This guide applies to both Community-driven projects as well as to Signature Initiatives. This section will help you answer fundamental questions, such as the following:

- What is the *Canada 150 Fund*?
- Who can apply to the *Canada 150 Fund*?
- What types of projects can I propose?
- How do I submit a funding application?
- What date do I have to submit it by?
- What happens to my application after it is submitted?

Once you have read the Guidelines and established that you wish to apply for funding from the *Canada 150 Fund*, go to Section 2 where you will find instructions on how to complete the Application Form that you must use.

Projects of National Scope

A **limited number** of high impact, large-scale projects that are national in scope will be supported through the *Canada 150 Fund* as **Signature Initiatives**.

Projects may be considered as candidates to be Canada 150 Signature Initiatives, if they are:

- specifically designed to celebrate Canada 150;
- national in scope and reach;
- unique and innovative; and
- participation-oriented.

Applicants and/or their partners will be required to contribute a minimum of 25% of the total project cost (cash and/or in-kind) to be funded as a Canada 150 Signature Initiative.

If you think your project may qualify as a Signature Initiative you must speak with a project officer before applying (see **Contact Us** section).

Contact Us

Before completing a funding application, it is important to contact a Canadian Heritage program officer to discuss your project idea.

The program officer will be able to help you by:

- Providing guidance with respect to the *Canada 150 Fund* funding criteria;
- Clarifying the application process and timelines;
- Providing you with helpful tips and tools to develop your funding application; and
- Orienting you toward other programs that offer funding opportunities for projects related to the celebration of Canada's 150th.

Contact Information

If you are deaf, hard of hearing, or speech-impaired, please call our toll-free TTY line. Use this line for all enquiries, regardless of whether your project is national or local, regional, provincial in scope: 1-888-997-3123.

The toll-free lines (1-800 or 1-866) have agents available to answer your questions, Monday to Friday, 8:30 a.m. to 5:00 p.m. Eastern Time.

For projects that are **local, regional, or provincial in scope**, please contact the Canadian Heritage Regional Office in your province or territory.

| BRITISH COLUMBIA AND YUKON | ALBERTA |
|--|--|
| Canadian Heritage Library Square Canada 150 Fund 351 Abbott Street, Suite 205 Vancouver, British Columbia V6B 0G6 Email: wr-ro@pch.gc.ca Tel: 604-666-7591 or 1-800-663-5812 Fax: 604-666-3508 | Canadian Heritage Canada Place Canada 150 Fund 9700 Jasper Avenue, Suite 1132 Edmonton, Alberta T5J 4C3 Email: wr-ro@pch.gc.ca Tel: 780-495-3350 or 1-866-811-0055 Fax: 780-495-4873 |
| NORTHWEST TERRITORIES | SASKATCHEWAN |
| Canadian Heritage Canada 150 Fund 5101 50th Avenue, Suite 323 P.O. Box 460 Yellowknife, Northwest Territories X1A 2N4 Email: pnr.rpn@pch.gc.ca Tel: 867-766-8480 or 1-866-811-0055 Fax: 867-766-8489 | Canadian Heritage Canada 150 Fund 1975 Scarth Street, Suite 400 Regina, Saskatchewan S4P 2H1 Email: pnr.rpn@pch.gc.ca Tel: 306-780-7287 or 1-866-811-0055 Fax: 306 780-6630 |

| | |
|--|---|
| MANITOBA AND NUNAVUT | ONTARIO |
| Canadian Heritage Canada 150 Fund 240 Graham Avenue, Suite 510 P.O. Box 2160 Winnipeg, Manitoba R3C 3R5 Email: pnr.rpn@pch.gc.ca Tel: 204-983-3601 or 1-866-811-0055 Fax: 204-984-6996 | Canadian Heritage Canada 150 Fund 150 John Street, Suite 400 Toronto, Ontario M5V 3T6 Email: pch-ontario@pch.gc.ca Tel: 416-973-1990 or 1-800-749-7061 Fax: 416-954-4515 |
| QUÉBEC | NEW BRUNSWICK |
| Canadian Heritage Dominique Ducharme Building Canada 150 Fund 105 rue McGill St., Suite 200 Montréal, Quebec H2Y 2E7 Email: pch-qc@pch.gc.ca Tel: 514-283-7926 or 1-866-811-0055 Fax: 514-283-3126 | Canadian Heritage Canada 150 Fund 1045 Main Street Moncton, New Brunswick E1C 1H1 Email: pch-atlan@pch.gc.ca Tel: 506-851-7066 or 1-866-811-0055 Fax: 506-851-7079 |
| NOVA SCOTIA | PRINCE EDWARD ISLAND |
| Canadian Heritage Old Red Store, Historic Properties Canada 150 Fund 1875 Upper Water Street, Suite 200 Halifax, Nova Scotia B3J 1S9 Email: pch-atlan@pch.gc.ca Tel: 902-426-2244 or 1-866-811-0055 Fax: 902-426-5428 | Canadian Heritage Jean Canfield Government of Canada Bld. Canada 150 Fund 191 University Avenue, 2nd Floor Charlottetown, Prince Edward Island C1A 4L2 Email: pch-atlan@pch.gc.ca Tel: 902-566-7188 or 1-866-811-0055 Fax: 902-566-7186 |
| NEWFOUNDLAND AND LABRADOR | |
| Canadian Heritage Canada 150 Fund 10 Barters Hill, 3 rd floor P.O. Box 5879 St. John's, Newfoundland and Labrador A1C 5X4 Email: pch-atlan@pch.gc.ca Tel: 709-772-5364 or 1-866-811-0055 Fax: 709-772-2940 | |

For projects that are **national in scope**, please contact:

Department of Canadian Heritage - *Canada 150 Fund*
25 Eddy Street, 11th Floor
Mailstop 25-11-R
Gatineau, Quebec
K1A 0M5
E-mail: info@Canada150.gc.ca
Telephone: 819-997-0055 or 1-866-811-0055
Fax: 1-819-956-3645

**Section 1:
Program Guidelines**

1.1 Introduction

Canada's 150th anniversary of Confederation in 2017 is a pivotal milestone for our country that allows us to connect with our past, celebrate who we are, honour our exceptional achievements, and build a legacy for tomorrow. Since 2012, the Government of Canada has been actively planning for Canada 150 by inviting Canadians to celebrate historic nation-building events on the Road to 2017.

Canada 150 belongs to us all and we are called to give something back to our communities and our nation.

The overarching theme for Canada 150 is **Strong, Proud, and Free** – three words that define and characterize present-day Canada. A Canada that is a strong leader in the world with one of the most robust economies. A Canada that is proud of its identity and achievements as well as its natural beauty and resources. A Canada that is free with an open, diverse, and pluralistic society. This theme connects us with our past, embraces the present, and builds towards the future.

1.2 Goal and Objectives of the Fund

The Department of Canadian Heritage (PCH) is the lead department for the celebrations of Canada 150 and has created the *Canada 150 Fund*; a funding initiative that aims to promote Canadian values, culture and history, generate national pride and bring citizens together to celebrate Canada 150.

Funding is available in the form of grants or contributions for projects that support the objectives below and meet the criteria described in the following pages of this guide.

Goal

The goal of the *Canada 150 Fund* is to create opportunities for Canadians to participate in activities that contribute to building a sense of pride and attachment to Canada.

Objectives

The Canada 150 Fund will support activities that:

- Encourage participants to give back to Canada through gifts of time and energy, in ways that leave a legacy for the future;
- Provide Canadians with opportunities to actively participate and/or celebrate together, promoting and building a deeper understanding of Canada, its people and what it means to be Canadian; and
- Recognize and promote exceptional Canadian people, places, achievements and events that continue to shape our country.

1.3 Eligible Funding Applicants

Eligible funding applicants under the *Canada 150 Fund* include the following types:

- Canadian not-for-profit organizations, including corporations, trusts, cooperatives, and unincorporated associations;
- Canadian business corporations, including partnerships, trusts and joint ventures where projects are non-commercial in nature;
- Canadian schools; and
- Canadian municipal governments and their institutions.

Federal departments, agencies and institutions, Provincial and Territorial governments and their institutions, private individuals and political parties are not eligible under the *Canada 150 Fund*.

Note:

- Organizations can apply either individually or as partners in a joint project. In the case of partnerships, one organization must assume the lead role and responsibility for the project.
- When circumstances justify it, the *Canada 150 Fund* could consider third party delivery where a primary funding recipient distributes payments to ultimate recipients in accordance with the terms of a contribution agreement. When third party delivery organizations are involved, the primary recipient identified in the contribution agreement for the project must:
 - ensure that ultimate funding recipients meet the eligibility criteria established for the *Canada 150 Fund*; and
 - assume responsibility for the reporting requirements identified in the contribution agreement.

1.4 Eligible Projects

Eligible Projects

In order to be eligible for funding under the *Canada 150 Fund*, proposed projects must:

- Contribute to the achievement of the objectives of the *Canada 150 Fund* outlined in Section 1.2.; and
- Not be identified as ineligible under the **Ineligible Projects** section below.

Examples of eligible projects under the *Canada 150 Fund* include:

- Celebratory or commemorative activities and events;
- Community building activities and events;
- Sport and active-living activities and events;
- Exhibits;
- Plaques, monuments and permanent installations;
- Ceremonies for site dedications;
- Interpretive programming and tours;
- Documentary films;
- Learning materials and activities;
- Theatrical or musical performances;
- Large-scale artwork projects;
- New Canada 150 fairs and festivals; and
- Specific Canada 150 programming added to regular or recurrent fairs and festivals.

Ineligible Projects

The following projects will not be eligible for funding under the *Canada 150 Fund*:

- Lobbying or advocacy activities;
- Major infrastructure projects such as the building of roads and buildings;
- Ongoing activities such as the publication of regular issues of newsletters, magazines and periodicals;
- Projects that are designed for fundraising purposes, or that generate advantage or profit; and
- Any activity taking place outside Canada.

Important: Please contact a *Canada 150 Fund* program officer to discuss the nature of your project before completing a funding application.

Note:

- The fact that a project meets the eligibility criteria does not guarantee that it will be funded. All eligible projects are subject to a comprehensive assessment process, which may or may not result in a positive funding decision.
- For projects involving a plaque, monument or permanent installation, the applicant must provide written evidence that a site has been legally appropriated for the purpose being considered for funding. The applicant must also demonstrate that proper arrangements will be made for ongoing ownership and maintenance of the site, or installation beyond the duration of the proposed project.
- For projects involving activities that require funding beyond the project end date to achieve the approved objectives stipulated in the application, applicants will be required to provide confirmation of future funding to sustain these activities beyond the project end date. Financial assistance received under the *Canada 150 Fund* is not to be construed as a guarantee, express or implied, of acceptance by the Department to sustain any project activities beyond the project end date.

1.5 Eligible Project Expenses

Eligible Expenses

Eligible expenses under the *Canada 150 Fund* include relevant, reasonable and essential expenses required to accomplish an eligible project. Funding may be requested for projects spanning more than one year, provided that they do not exceed the duration of the *Canada 150 Fund*. Eligible expenses include, but are not limited to, the following:

- Materials and supplies, such as educational and learning materials, and materials for the creation of exhibits, DVDs, plaques and monuments;
- Promotional products and publicity expenses;
- Equipment rental;
- Reasonable salaries and benefits or professional fees related specifically to project activities, for example: project coordination and implementation, event management, production, translation, Web design, project-related research, design of plaques and monuments. Salaries, benefits and professional fees for general administration of the project such as accounting, bookkeeping and general management will be considered administrative costs (see below);
- Reasonable administrative costs required to complete project objectives, including salaries, benefits and professional fees for general

administration, bank charges and utilities. **The Department will not fund administrative costs in excess of 15% of its total contribution to the project;**

- Reasonable travel costs (transportation and accommodation) incurred in Canada when travel is required to achieve project objectives, in accordance with the Government of Canada's Travel Directive, (the Directive can be found at: http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp);
- Audit fees when necessary to meet *Canada 150 Fund* requirements with respect to a contribution agreement for the project (a program officer will provide instructions in this regard if applicable); and
- Some capital costs (see Glossary in Appendix A for definition) when expenditures are clearly linked to eligible projects and funding is provided through a contribution agreement (see Section 1.6). Please consult a Canadian Heritage program officer if you expect to request funding for capital costs.

Ineligible Expenses

Ineligible project expenses under the *Canada 150 Fund* include, but are not limited to:

- Expenses related to ineligible projects as described in Section 1.4.;
- Expenses that have already been incurred at the time of application; and
- Project expenses that have been previously funded by the Department or by another funder.

Note:

- The determination of eligible expenses rests with the Department.
- Expenses incurred prior to the project start date and after the project end date established by the Department will not be eligible for funding. Should your project be approved for funding, Department officials will contact you to establish the official project start and end dates for your project.
- Under no circumstance will the Department fund expenses incurred before the date it determines the *General Application Form* and *Project Proposal* to be complete.
- The Department takes no responsibility for expenses incurred by the applicant prior to confirmation of funding from the Department. Applicants who enter into contractual arrangements or incur expenses prior to confirmation of funding from the Department do so at their own risk.
- Costs for equipment rental of \$10,000 or more will only be funded through a contribution (see Section 1.6).
- Costs related to a plaque or a monument of \$10,000 or more will only be funded through a contribution (see Section 1.6).

1.6 Available Funding

The Department reserves the right to determine the amount of funding for each project. Even if your funding application is approved, you may not get the full amount requested from the Department. In determining funding amounts, the Department will take into consideration the impact on the overall budgetary envelope for the *Canada 150 Fund*.

While the *Canada 150 Fund* can support up to 100% of eligible expenses, applicants are strongly encouraged to secure other cash or in-kind sources of funding. The level of cash or in-kind support from other sources will be taken into consideration during the assessment process.

There is no set limit to the number of projects that can be funded for any one applicant.

Grants and Contributions – What is the Difference?

Financial assistance provided by the *Canada 150 Fund* may take the form of either a grant or a contribution, depending on the scope of the project, the amount awarded and the Department's risk assessment. You will find definitions of each funding instrument in the Glossary in Appendix A.

1.7 Applying for Funding

1.7.1 Application Deadline and Service Standards

Canadian Heritage officials will acknowledge receipt of all funding applications, generally **within 15 calendar days**.

There is no established deadline date to submit a funding application under the *Canada 150 Fund*. It is important to note, however, that the assessment of funding applications can take **up to 26 weeks** to be completed, and that up to **four more weeks** can be required to finalize a funding agreement and issue a payment.

Applicants should therefore submit their complete funding application at least **30 weeks** prior to the proposed project's desired start date. Please note that these timelines are highly dependent on the applicant providing all of the required documentation to the Department.

1.7.2 Application Process

After reading the Program Guidelines, follow the steps below to apply for funding from the *Canada 150 Fund*.

- 1) Complete, print, sign and date the *General Application Form and Project Proposal* which is attached to this Guide as instructed in Section 2.
- 2) Attach all of the documents requested in the *General Application Form and Project Proposal*. Please review the Checklist in Part J of the form to ensure that you have included all the required documents.
- 3) Email or mail a signed copy of the *General Application Form and Project Proposal* and all other required documents to the **Regional Office** (for projects that are local, regional, or provincial in scope) or to the **National Office** (for projects that are national in scope). See the **Contact Us** section for the appropriate addresses.

Note:

- Please make sure to discuss your project with a *Canada 150 Fund* program officer before completing a funding application.
- Your application will only be considered complete once all the required documents have been provided. **Incomplete applications will result in delays and could cause the application to be turned down.**

1.8 Assessment of Funding Applications

1.8.1 Assessment Process

All project proposals will go through an assessment process during which program officers will:

- 1) Confirm that the funding application is complete;
- 2) Confirm that the applicant and the proposed project are eligible for funding under the *Canada 150 Fund* (see Sections 1.3 through 1.5);
- 3) Assess all eligible project proposals against established criteria (see Section 1.8.2) and seek assistance and advice from experts and analysts if required; and

- 4) Finalize recommendations to the Minister of Canadian Heritage for approval.

Note:

- Canadian Heritage program officers cannot provide applicants with any information on funding recommendations until a decision has been issued.
- All funding decisions are final.

1.8.2 Assessment Criteria

Eligible projects will be assessed against the following essential criteria:

- The applicant has the capacity to deliver the project;
- The community has demonstrated its support for the project and, where relevant, key community stakeholders have been engaged;
- Where agreements for collaboration are required to ensure the successful delivery of the project, contributors have confirmed their participation;
- The extent to which the project will be inclusive of Aboriginal communities, official-language minority communities, ethno-cultural communities and youth;
- The project objectives are specific and realistic and clearly support the objectives of the *Canada 150 Fund*;
- The project is new and innovative and will not duplicate other initiatives;
- The proposed approach will allow for the successful and timely delivery of the project;
- The project will effectively reach the identified target audience(s) and produce results that represent good value for money; and
- The proposed budget is sufficiently detailed, reasonable and balanced.

1.9 Additional Project Requirements

1.9.1 Environmental Assessment

Projects funded by the Department are subject to the provisions of the *Canadian Environmental Assessment Act, 2012*. The applicant shall ensure that all activities comply with federal, provincial/territorial and municipal laws and regulations, and related laws or guidelines with respect to environmental matters.

Activities to be carried out on federal lands may require an evaluation of environmental effects under the *Canadian Environmental Assessment Act, 2012*, prior to the start of the proposed project. If your activities are to be carried out on federal lands, a program officer will contact you if additional information is required.

All costs related to environmental analyses or assessments are the responsibility of the applicant.

Note:

- Costs related to the evaluation of environmental effects are not eligible project expenses under the *Canada 150 Fund*.

1.9.2 Official Languages

English and French are the official languages of Canada. The Government of Canada is committed to enhancing the vitality and supporting the development of the English and French linguistic minority communities in Canada and to fostering the full recognition and use of both English and French in Canadian society

If you receive funding from the *Canada 150 Fund*, a program officer will discuss the official languages requirements for your project with you. These requirements will appear in your grant letter or contribution agreement.

1.9.3 Audit

For contributions, the Department reserves the right to audit or have audited the accounts and records of primary and, in the case of third party delivery, ultimate recipients to ensure compliance with the terms and conditions of the contribution agreement for the project. The audit will ensure that funds were used for their intended purpose. Recipients shall make available any records, documents and information that the auditors may require. The scope and timing of such audits shall be determined by the Department and, if conducted, may be carried out by employees of the Department or by its agent(s). Audit requirements will be specified in the contribution agreement for the project.

1.9.4 Acknowledgement of Government of Canada Funding

Organizations that will receive funding from the *Canada 150 Fund* must publicly acknowledge, in English and in French, the financial support received from the Government of Canada in all communication materials and promotional activities related to the funding agreement, such as advertising, promotional and program materials, public announcements, speeches, websites, social media, etc. The Department's requirements for public acknowledgement of financial assistance were updated in 2014 and are now part of the funding agreements. The Department's *Guide on the Public Acknowledgement of Financial Support* (<http://pch.gc.ca/pc-ch/peaf-pafa/index-eng.cfm>) is designed to assist funding recipients in complying with the requirements described in the funding agreement.

1.9.5. Final Activity Report

All funding recipients are required to submit a Final Activity Report once their project is complete.

**Section 2:
General Application Form and
Project Proposal**

2.1 About the General Application Form and Project Proposal

Once completed, the *General Application Form* and *Project Proposal*, along with the additional documents requested, will constitute your complete funding application.

Below you will find instructions and helpful tips to complete the *General Application Form* and *Project Proposal* which is attached at the end of this Guide. If you require further assistance, please contact a *Canada 150 Fund* program officer (see “Contact Us” for contact information).

Note:

- It is not recommended to complete the *General Application Form* and *Project Proposal* if you have not yet read Section 1 of the Applicant’s Guide and if you have not discussed your project with a *Canada 150 Fund* program officer.

PARTS A through D – The General Application Form:

- Complete all required fields, as well as all optional fields that may apply.
- In choosing a project title, please limit the title to 75 characters. If you have received funding from the Department of Canadian Heritage in the past, please avoid using the title used for the previous project(s).

PART E – Conditions:

- Please read the conditions outlined in Part E carefully. If you have any questions, contact a Canadian Heritage program officer.

PART F – Declaration:

- The *General Application Form* and *Project Proposal* must be signed by the same person identified in Part B who is authorized by the applicant organization to enter the organization into a legal agreement. You are required to provide confirmation of the organization’s authorization to submit an application and to be represented by the person signing the application (e.g., a motion from the Annual General Meeting, a Resolution of the Board

of Directors, etc.).

PART G – Project Proposal:

- The **Project Proposal** section of the form (Part G) is a key element of your funding application. This is where you will describe what your project will achieve, how it will achieve it, who it will benefit and why it is important. The merit and viability of the proposed project, as well as its contribution to the objectives of the *Canada 150 Fund* (see Section 1.2), must be made evident throughout the proposal. The proposal must also demonstrate that the Department’s contribution is necessary in order to carry out your project.
- Here are a few tips to help you complete Part G:
 - Be clear, specific and to the point. Avoid unnecessary repetitions;
 - Spell out acronyms the first time they are used;
 - After you have finished, review your proposal against the essential assessment criteria outlined in Section 1.8.2 to ensure that they have been addressed; and
 - Ask someone who is not involved in your project to read your proposal and confirm that they clearly understand what the project will achieve.
- Here is an example of how to complete the Project Activities & Performance Indicators (question 61):

| Project Activities & Performance Indicators | | | |
|--|---|---|---|
| 61. Activities | Timelines | Indicators | Promotion |
| List your project activities. | Approximate timelines/date of each activity | Indicate the expected number of participants and identify the expected results. | Indicate how you plan to promote your project to ensure that it is fully accessible and well attended |
| 1.) Create a mobile exhibit. | June –July 2017 | 2000 people will view the exhibit & learn about the 150 th anniversary exhibition. | Through local media such as newspapers, radio and television. |
| 2.) Produce & distribute learning materials. | April 2017 | 15,000 pamphlets will be distributed to local schools. | Distribute learning materials to local schools and school boards. |
| 3.) Host a community event. | July 25, 2017 | 5,000 people will | The event will be |

| | | | |
|--|--|--|--|
| | | attend the event and have an opportunity to become engaged in the celebrations of Canada's 150 th . | promoted through the use of a local advertising campaign and we hope to partner with local businesses that will assist with promotion. |
|--|--|--|--|

PART H – Official Languages:

- Please see Section 1.9.2 for information regarding official languages requirements.

PART I – Environmental Effects Evaluation

- Please see Section 1.9.1 for information regarding the evaluation.

PART J – Application Checklist:

- A number of documents must be attached to the *General Application Form* and *Project Proposal* in order for your funding application to be considered complete. Please review and complete the Checklist to ensure that all required documents are provided.

2.2 About Annex A (Cashflow Budget)

ANNEX A – Canada 150 Fund – Cashflow Budget:

- In preparing your project cashflow budget in Annex A, you must:
 - Complete a separate cashflow budget for each fiscal year for which you have revenues and expenditures;
 - Ensure that your budget is balanced (i.e., the projected total expenses are equal to the projected total cash and in-kind revenue);
 - Include only costs and revenues directly related to the project;
 - Ensure that it will be clearly indicated how each budget item has been calculated. **The costs should be easy to relate to the activities in the action plan.** Use the “Notes” column to provide the level of detail required, such as hourly or daily rates for wages and professional fees;
 - For each budget item, identify the amount that you are requesting from the *Canada 150 Fund* and the amount that will be contributed by other funding sources (details can be included in the notes column). Make sure to include in-kind contributions to the project. In-kind contributions can be made by an individual or organization in the form of materials,

goods, services or time. To be eligible, in-kind contributions must be of fair market value and essential to the project's success, and would otherwise have to be paid by the applicant;

- Ensure that you are only asking the *Canada 150 Fund* to fund eligible project expenses (see Section 1.5 for the list of expenses that are eligible under the *Canada 150 Fund*);
- Ensure that you do not include the taxes paid on goods and services for which you are entitled to a tax credit or reimbursement. The *Canada 150 Fund* will not fund these amounts; and
- Ensure that the information provided in the itemized cashflow budget table in Annex A corresponds to the amounts indicated in Part D of the *General Application Form* and *Project Proposal*.

Appendix A: Glossary

This Glossary provides definitions of important terms used in the *Canada 150 Fund* Applicant's Guide.

Administrative Costs: Administrative expenses, such as utilities, bank charges, bookkeeping and salaries or professional fees related to general administration. Only administration costs directly related to the project are eligible for funding under the *Canada 150 Fund* (to a maximum of 15% of the Department's contribution).

Benefits: The employer portion (net of payroll deductions from employees) related to:

- statutory benefits such as the Canada Pension Plan and the *Régie des rentes du Québec*, employment insurance, vacation pay, workers' compensation premiums and provincial health plans where applicable; and
- non-statutory benefits such as group insurance coverage for medical, dental, disability, life insurance and other items.

Capital Costs: Expenditures incurred to acquire a physical asset with a useful life that extends beyond the life of the project (e.g., property, equipment) or to add to the value of an existing physical asset.

Contribution: Funding provided to an organization for a specified purpose, the terms of which are governed by a contribution agreement that is signed by the funding recipient and the Department. Payments under a contribution agreement are conditional to the terms of the agreement being respected by the recipient. Contributions must be accounted for and are subject to being audited. Contributions are one of the two instruments used by the *Canada 150 Fund* to fund eligible projects, "grants" being the other (see related definition).

Fiscal Year: A 12-month period used by an organization as an accounting period. For example, the federal government's fiscal year runs from April 1 to March 31 of the following year.

Geographical Scope of Activity: your organization's principal geographical area of operation.

- Local - active in a community or neighbourhood

- Regional - active in at least two municipalities in a region
- Provincial/Territorial - active throughout a province or territory
- National - active across Canada

Goal: The primary purpose of a project. A goal is a statement of desired outcomes to be achieved over a specified period of time.

Grant: Funding subject to pre-established eligibility and other entitlement criteria. A grant is not subject to being accounted for by a recipient, nor normally subject to audit by the Department. The recipient is required to report on results achieved. Grants are one of the two instruments used by the *Canada 150 Fund* to fund eligible projects, "contributions" being the other (see related definition).

In-Kind Contribution: Goods or services donated to a project (by the recipient or by a third party) without expectation of compensation. In-kind contributions are considered real contributions to the cost of the proposed activities but are not reimbursable. Donated goods and services may be considered as in-kind contributions if they are essential to a project's success; if they would otherwise have to be purchased by the recipient; if they can be measured at fair market value (i.e., in relation to similar goods and services); and if they are balanced by an equal expense in the project budget.

Objective: For the purposes of a project, objectives are the specific targets that need to be achieved in order to attain the project goal. Objectives should be clear, concise, realistic and achievable within the timeframes and resources available.

Performance Assessment: For the purposes of a project, performance assessment is the systematic collection and analysis of data used to measure the project's success.

Professional Fees: Payments for services rendered by an individual who is not an employee of the organization, or by a firm that is separate from the organization. For example, this can include fees for services provided by writers, translators, accountants for auditing the project and project managers.

Project: A specific set of activities that contribute to the attainment of identified objectives. A project has a definite beginning and end and is separate from the activities normally carried out by an organization. A project may be presented in phases with each phase given consideration as an individual project.

Results: For the purposes of a project, results are the benefits, consequences or changes that are expected to occur as a result of the project. Results should

demonstrate what the present status of the issue or the gap is and indicate to what extent it will be improved or changed. Results can be identified as short-term, mid-term or long-term. Short-term and mid-term results should be specific and measurable (quantitatively or qualitatively) by the project's end or shortly after.

Stakeholders: All parties (individuals, communities, community-based organizations, public and private sector institutions and funding bodies) that have a vested interest in an issue.