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Canadian Heritage

# Building Communities Through Arts and Heritage

Component I — Local Festivals  
Guide



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# ***Building Communities Through Arts and Heritage —*** **Introduction**

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Every year, all across Canada, numerous communities<sup>1</sup> organize arts and heritage activities such as festivals and commemorative events that enrich local community life and give Canadians an opportunity to engage in their community.

The Government of Canada's *Building Communities Through Arts and Heritage* program supports activities and projects that celebrate local historical heritage, as well as local artists and artisans, and are intended for and accessible to the general public.

## **PROGRAM OBJECTIVE**

To engage citizens in their communities through performing and visual arts, as well as through the expression, celebration, and preservation of local historical heritage.

## **EXPECTED RESULTS**

- increased citizen participation in local festivals, anniversaries, and commemorative projects
- increased opportunities for local artists and artisans to engage with their communities
- increased exposure to local historical heritage

## **PROGRAM COMPONENTS**

The *Building Communities Through Arts and Heritage* program delivers its funding through three separate components. These components are administered independently and have separate guidelines and application forms.

### **Component I — *Local Festivals***

This component provides funding of up to 100 percent of eligible expenses to a maximum of \$200,000 for **recurring** festivals and related activities that:

- present the work of local artists, artisans, or historical performers
- are organized locally
- actively involve members of the local community
- are intended for and accessible to the general public

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<sup>1</sup> Terms that are underlined are defined in the Glossary.

## **Component II — *Community Anniversaries***

This component provides funding of up to 100 percent of eligible expenses to a maximum of \$200,000 for **non-recurring** events, related activities and capital projects that:

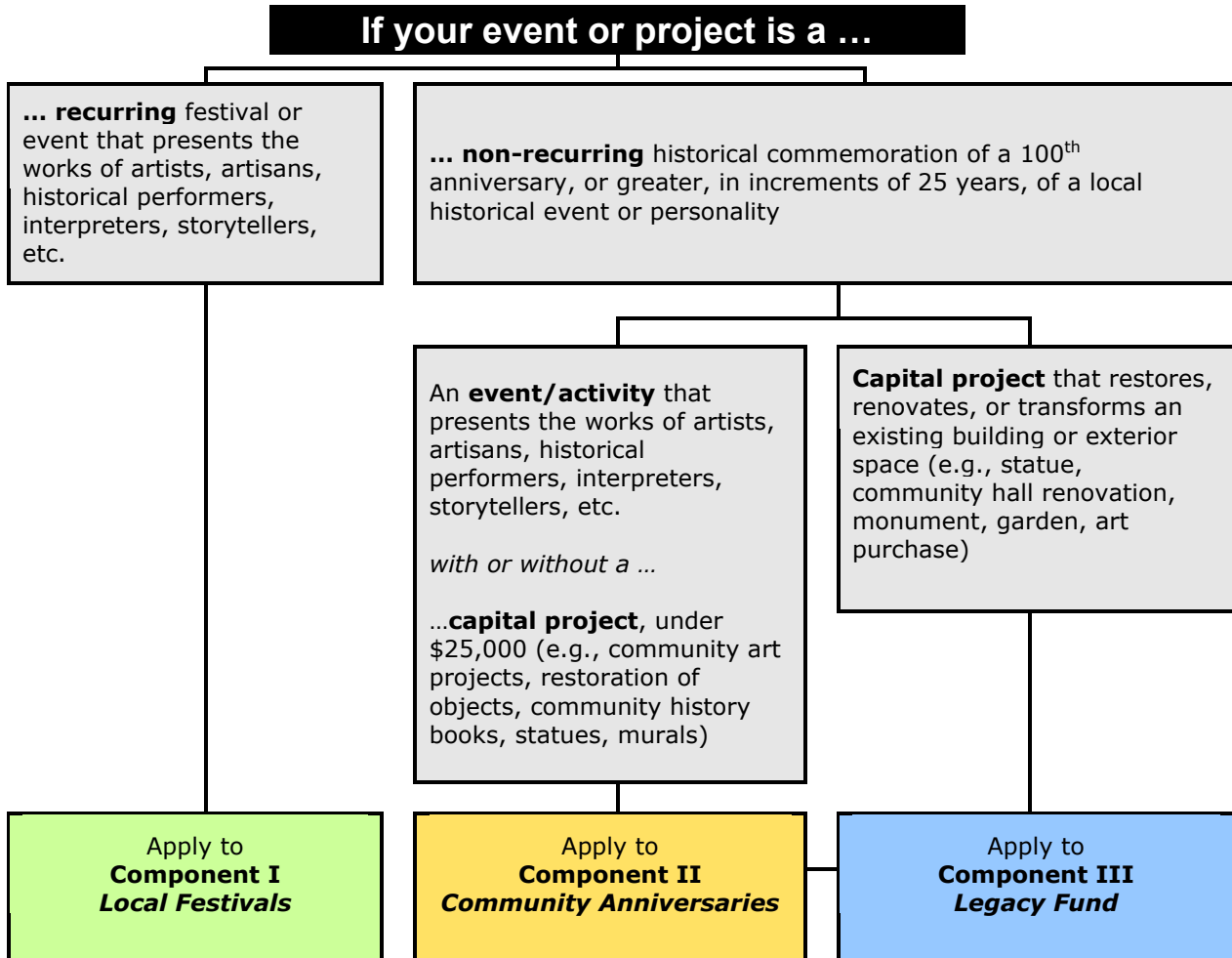
- commemorate a local historical event or pay tribute to a local historical personality
- mark a 100<sup>th</sup> anniversary or greater, in increments of 25 years (e.g., 125<sup>th</sup>, 150<sup>th</sup>)
- present the work of local artists, artisans, or historical performers
- are organized locally
- actively involve members of the local community
- are intended for and accessible to the general public

## **Component III — *Legacy Fund***

This component provides funding of up to 50 percent of eligible expenses to a maximum of \$500,000 for community **capital projects** that:

- commemorate a local historical event or pay tribute to a local historical personality
- mark a 100<sup>th</sup> anniversary or greater, in increments of 25 years (e.g., 125<sup>th</sup>, 150<sup>th</sup>)
- transform existing buildings or exterior spaces
- actively involve members of the local community
- are intended for and accessible to the general public
- encourage arts or heritage

## TO WHICH PROGRAM COMPONENT SHOULD YOU APPLY?



## Guidelines for Component I — *Local Festivals*

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The *Local Festivals* component provides funding to local groups for recurring festivals and related activities that present the work of local artists, artisans, or historical performers.

Successful applicants may receive up to 100percent of eligible expenses to a **maximum of \$200,000**.

Submit applications by **April 30, 2010** for festivals taking place between September 1, 2010 and March 31, 2011. Submit applications by **September 30, 2010** for festivals taking place between April 1, 2011 and August 31, 2011.

### WHO CAN APPLY?

To be **eligible** for funding from the *Local Festivals* component, your group must be one of the following:

- a local incorporated non-profit group
- a local unincorporated non-profit group
- a local band council, local tribal council or other local Aboriginal government (First Nation, Inuit, or Métis) or equivalent authority

In addition, your group must:

- encourage local community engagement through activities that promote, celebrate, and preserve local arts or local historical heritage
- have successfully organized, during the last two years, a prior edition of the festival that met all the eligibility requirements listed in the section *What are the eligibility requirements?*

The following are **not eligible**:

- individuals
- for-profit entities
- governments (federal, provincial/territorial, or municipal administrations)
- public and parapublic groups or organizations (e.g., schools, universities, school boards, public libraries)
- groups with an exclusively provincial/territorial, national, or international mandate
- groups with outstanding final reports for festivals, events, or projects previously funded by *Building Communities Through Arts and Heritage*

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## WHAT ARE THE ELIGIBILITY REQUIREMENTS?

To be eligible for funding from the *Local Festivals* component, your festival must meet all of the following eligibility requirements:

- present local artists, artisans and/or performers of local historical heritage
- actively encourage community engagement of citizens (e.g., through assistance with festival planning, volunteering at the festival, evaluating the festival)
- have the written support of your municipal administration or equivalent authority, in the form of cash and/or in-kind support
- present BCAH-eligible activities for more than one calendar day and within a period of 28 consecutive days. If your activities are part of a larger festival, this festival must also occur within a period of 28 consecutive days.
- be intended for and accessible to the general public

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## WHAT FESTIVALS OR ACTIVITIES ARE NOT ELIGIBLE?

- festivals that forecast a deficit
- festivals or activities whose primary purpose is fundraising or competition
- festivals and activities that receive financial support under the Canada Arts Presentation Fund, Celebrate Canada or other programs of the Celebration and Commemoration Program of the Department of Canadian Heritage
- activities celebrating Canada Day (July 1), National Aboriginal Day (June 21), Saint-Jean-Baptiste Day (June 24), or Canadian Multiculturalism Day (June 27)
- activities celebrating the national days, historical events or personalities of other countries
- festivals that are primarily intended for sports or recreation
- any activities presented by arts or heritage groups or organizations (e.g., theatre or music organizations, museums, art galleries) that are assessed to be part of, or an extension of their regular, ongoing performance or exhibition program
- festivals and activities of a primarily religious, political, or commercial nature, including food sales, art and craft sales, or book fairs
- projects that are assessed by the Department to be illegal or demeaning
- conferences, workshops, and other activities that are not intended for the general public

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## WHAT EXPENSES ARE ELIGIBLE?

All eligible expenses must be incurred after the application deadline and must be directly linked to the festival that supports the expected results of the Program. Some examples include:

- fees and expenses for local artists, artisans, and performers of local historical heritage activities
- costs of recruiting, training, and supporting local volunteers (e.g., child care expenses, food, non-alcoholic beverages, distinctive clothing)
- fees and expenses related to the exhibition of artwork by local artists and artisans
- costs of publicity aimed at the local population
- production expenses, including equipment rental costs (e.g., rental of costumes, lighting, sound equipment, tents)
- logistical expenses (e.g., traffic barriers, portable toilets, garbage bins)
- venue rental and set-up costs
- cost of insurance for eligible activities
- costs incurred in conducting project audits for requests over \$50,000

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.

**NOTE:** If your festival is eligible under the *Local Festivals* component, you may request financial support for all or part of your festival's activities.

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## WHAT EXPENSES ARE NOT ELIGIBLE?

- operating expenses of your group (e.g., salaries, travel, office equipment or furniture, vehicles)
- fees and expenses for non-local artists, artisans, or performers of historical heritage
- commissioned or purchased artworks or crafts
- costs related to repairing or restoring artworks or crafts
- creation costs for a performance (e.g., writing, artistic direction, rehearsals) or artwork, or an exhibition, or any activity that produces a tangible result (e.g., commemorative plaques, costumes, showcases, parade floats)
- creation expenses and/or commission of non-tangible works of art including theatre, music, and dance works
- expenses related to competitions (e.g., purchase of prizes, expenses of jury members)
- food and beverages, other than those described for volunteers



- purchase of equipment and capital expenses (e.g., computers, stage equipment, risers, lighting, sound equipment)
- costs related to the research, planning and production of books and exhibitions
- security or paramedic services
- fireworks

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## HOW ARE APPLICATIONS EVALUATED?

The Department of Canadian Heritage will assess your application based on the following three categories:

1. Community involvement
2. Impact on local arts and heritage in the community
3. Management capacity including a reasonable project budget

Some of the specific factors to be considered include:

- the number of volunteers involved in your festival
- the contribution of volunteers and other members of your community to the planning, implementation, and evaluation of your festival
- the level of cash and/or in-kind support from your municipal administration or equivalent authority
- the number of community partners involved in your festival (e.g., community associations, historical societies, service clubs, local businesses)
- the level of cash and/or in-kind support from your community partners
- the number of local artists, artisans, and performers of local historical heritage involved in your festival
- the reasonableness of your budget and your ability to manage the festival
- the degree to which the objectives of previously funded *Building Communities Through Arts and Heritage* projects were met

The assessment of applications is a competitive process and the *Local Festivals* component has limited resources. Funding decisions are based on the number and quality of requests received for each deadline and the amount of funding available. While your group and festival may be eligible, you are not guaranteed funding from the Program. If your application is successful, the funding may not correspond to the amount requested.

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## HOW ARE FESTIVALS FUNDED?

The maximum amount available from the *Local Festivals* component for any one festival is \$200,000. Total expenses include only those eligible expenses incurred from the application deadline through to the completion of the project.

Funding amounts of \$50,000 or more are disbursed through a contribution agreement. For funding amounts less than \$50,000, the Department of Canadian Heritage will determine if the funding will be disbursed as a grant or as a contribution.

Some eligible expenses under the *Local Festivals* component may receive funding from other government sources (federal, provincial/territorial and/or municipal administrations). The combination of financial assistance received from the *Local Festivals* component and other government sources cannot exceed 100 percent of the total eligible expenses of the festival.

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## APPLICATION PROCESSING TIME

The Department of Canadian Heritage will send you a letter of acknowledgment within two weeks of receipt of your application.

Successful applicants will be notified no later than six months after all required documents are submitted and deemed complete or the application deadline, whichever date is later. Processing time will vary depending on the overall demand for funding, as well as the nature and complexity of each proposal. All applicants will be notified in writing about the results of their application.

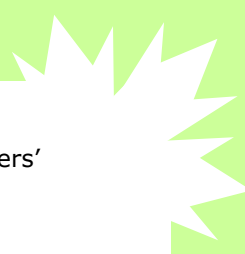
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## IF YOU RECEIVE FUNDING

If your application is approved for a grant, your initial payment will be processed within 28 days of the Department's receipt of the signed Liability Waiver, by which you indemnify the crown and all its employees from the results of the undertaking of your group.

If your application is approved for a contribution, your initial payment will be processed within 28 days of the Department's receipt of the signed contribution agreement and a request for payment. Please note that in the case of a contribution, a liability waiver is included in the contribution agreement.

The historical accuracy and content of the project are solely the responsibility of the recipient.



Recipients are strongly encouraged to obtain insurance to cover their own and their volunteers' activities within the context of the event.

Recipients may be required to provide a revised budget and a monthly cash flow for the duration of the project.

All recipients must acknowledge funding from the Department of Canadian Heritage in promotional materials in a manner consistent with the guidelines found at the following address:

<http://www.pch.gc.ca/pc-ch/peaf-pafa/index-eng.cfm> or consult your Regional Office of the Department Canadian Heritage for advice.

All recipients are required to submit a final report to the Department of Canadian Heritage. The report template is available on the Department website. Recipients of a contribution must submit a final financial report, as described in their contribution agreement. Contributions greater than \$50,000.00 are normally required to submit audited financial statements of their project.

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## HOW TO APPLY

### Using the interactive forms

Both the Application Form in Microsoft Word and the Budget in Microsoft Excel are available on the Department website at <http://pch.gc.ca/communities/>. When you open these forms on your computer, you will be prompted to "Enable Macros". Enabling macros will allow you to access additional guidance by double-clicking the icons that appear as " ? " (question marks). Should you wish to disable the macros, you can still complete and submit the form, but you will not have access to this assistance.

### Using paper forms

If you wish to apply in writing, you can obtain a complete application package, by contacting your Regional Office of the Department of Canadian Heritage. The Contact List is published in this Guide and on the website at <http://pch.gc.ca/communities/>.

### Step 1 - Complete the forms

Complete and provide signatures as required:

- the *Application Form* (signature required)
- the *Local Festivals Budget*
- the *Confirmation of Support from Municipal Administration or Equivalent Authority* form (signature required)
- the *Unincorporated Applicant Acceptance of Liability* form (if applicable with signatures required)

## Step 2 – Assemble the application package

Using the Document Checklist included in Application Form as a guide, assemble the application package. Be sure to include the Document Checklist itself in the application package. In addition to the forms completed in Step 1, include the following documents, **if applicable, as per the**

### **Document Checklist:**

- a copy of your organization's letters patent and documents of incorporation
- a copy of your organization's bylaws
- a copy of your group's or organization's two most recent financial statements (audited if available)
- for Quebec only, a list of your Board of Directors
- a copy of your articles of association
- brochures, programs and reports from your last festival (if available)

## Step 3 – Submit the application to the Department

Once completed, the Application Form and Budget may be transmitted **electronically** by email to the Regional Office of the Department of Canadian Heritage no later than the application deadline. If you submit your application by e-mail, you must also submit the Application Form with an original signature by mail.

Submit all required documentation listed on the Document Checklist **by mail** to the Regional Office of the Department of Canadian Heritage no later than the application deadline.

For documents submitted by more than one delivery method, please ensure the content of the versions is identical. Emailed versions of the application must be received no later than the application deadline. Mailed applications must be postmarked no later than the application deadline.

For any assistance you may require, please contact your Regional Office of the Department of Canadian Heritage. The Contact List is published in the Guide and on the Department website.

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## GLOSSARY

For the purposes of the *Local Festivals* component, the following definitions apply:

**Cash flow:** A presentation of all anticipated revenue and planned expenses that will occur over the length of your project. At the beginning of your project, your cash flow presentation will forecast revenue and expenses to help you manage your funds. Over time your cash flow presentation will need to be updated to reflect the actual revenue and expenses.

**Community:** The persons residing in and sharing a common geographic area that is smaller than a province or territory (Quebec only, smaller than an administrative area).

**Community engagement:** The participation of the members of a community in activities such as festivals, events or projects. This participation can take various forms including donations of time, money, goods, services, etc.

**Competition:** A contest in which participants are evaluated or judged. The Program will not fund any activities that rank or grade participants, give prizes or ribbons (e.g., music/dance competitions, dog-sled racing, agricultural competitions).

**Contribution:** A payment issued by the Department of Canadian Heritage to an organization or group for a specific purpose, as outlined in a contribution agreement signed by the Department and the recipient. Recipients of a contribution are required to submit activity reports and revenue and expense reports.

**Festival:** Local artistic and/or historical heritage events or activities that are held in a particular locality.

**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 revenue and expense reports, but must submit a final report to the Department upon project completion.

**In-kind support:** Donated goods or services (by a third party or by the applicant) without expectation of compensation or remuneration. In-kind support is considered to be a real contribution to the total planned expenses, but is not reimbursable by the *Building Communities Through Arts and Heritage* program. Donated goods or services may be eligible if they:

- are essential to the festival's success, are eligible under the program guidelines, and would otherwise be purchased by the recipient
- can be assessed at fair market value (i.e., in relation to the purchase of similar materials and services)
- are recorded in the budget at fair market value such that total in-kind expenses equal total in-kind revenue

**Local:** Pertaining to a geographic area that is smaller than a province or territory (Quebec only, smaller than an administrative area), with a population characterized by a common culture, economic activity, or historical heritage, etc.; and by extension:

- **Local artist or artisan:** an artist or artisan born in, residing in, or having a significant connection to the locality identified by the applicant.
- **Local group or organization:** a group or organization that, through its mandate, objectives and activities, clearly demonstrates that its principal focus concerns the locality in which it operates.
- **Local historical heritage:** historical events or personalities directly linked to the history of the locality identified by the applicant.
- **Local historical event:** an occurrence in the past that contributed to shaping the locality identified by the applicant.
- **Local historical personality:** a person who was born in, resided in, or had a significant connection to the locality identified by the applicant.

**Parapublic:** A group or organization that, through its governance structure, is partially accountable to a federal, provincial, territorial government, a municipal administration, or equivalent authority. Some Business Improvement Areas (BIAs) and Economic Development Agencies are eligible to apply, provided that they are not accountable to a government.

**Unincorporated non-profit group:** A group of at least three individuals who come together to conceive and carry out planned activities, operate on a cost recovery basis, and do not in any manner, distribute any income in excess of expenses to their members. Such a group is not a legal entity, nor is it necessarily permanent.

**Venue:** The place or site where activities occur (e.g., local theatre, park, school gymnasium, library, soccer stadium, farmer's field).

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## CONTACT LIST

### Atlantic Region

#### **New Brunswick**

1045 Main Street, Third Floor, Unit 106

Moncton, New Brunswick E1C 1H1

Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)

Telephone: 506-851-7066

Toll-free: 1-866-811-0055

#### **Nova Scotia**

1869 Upper Water Street

Old Red Store, Second Floor, Suite 200

Halifax, Nova Scotia B3J 1S9

Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)

Telephone: 902-426-2244

Toll-free: 1-866-811-0055

#### **Prince Edward Island**

Jean Canfield Government of Canada Building

191 University Avenue, Second Floor

Charlottetown, Prince Edward Island C1A 4L2

Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)

Telephone: 902-566-7188

Toll-free: 1-866-811-0055

#### **Newfoundland and Labrador**

John Cabot Building

10 Barters Hill, Fifth Floor

PO Box 5879

St. John's, Newfoundland and Labrador A1C

5X4

Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)

Telephone: 709-772-5364

Toll-free: 1-866-811-0055

### Quebec Region

#### **Montreal**

Guy-Favreau Complex

200 René Lévesque Boulevard West

West Tower, Sixth Floor

Montreal, Quebec H2Z 1X4

Email: [pch-qc@pch.gc.ca](mailto:pch-qc@pch.gc.ca)

Telephone: 514-496-4344

Toll-free: 1-877-222-2397

### Ontario Region

#### **Toronto**

150 John Street, Suite 400

Toronto, Ontario M5V 3T6

Email: [pch-ontario@pch.gc.ca](mailto:pch-ontario@pch.gc.ca)

Telephone: 416-954-0395

Toll-free: 1-800-749-7061

## Prairies and Northern Region

### **Nunavut and Northwest Territories**

Government of Canada Building  
5101 - 50th Avenue, Third Floor, Wing B  
P.O. Box 460  
Yellowknife, Northwest Territories X1A 2N4  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
Telephone: 867-776-8485  
Toll-free: 1-800-661-0585

## Saskatchewan

### **Saskatoon**

101 - 22nd Street East, Suite 311  
Saskatoon, Saskatchewan S7K 0E1  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
Telephone: 306-975-5505  
Toll-free: 1-800-661-0585

### **Regina**

1975 Scarth Street, Suite 400  
Regina, Saskatchewan S4P 2H1  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
Telephone: 306-780-7287  
Toll-free: 1-800-661-0585

### **Manitoba**

240 Graham Avenue, Suite 510  
PO Box 2160  
Winnipeg, Manitoba R3C 3R5  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
Telephone: 204-983-3601  
Toll-free: 1-800-661-0585

## Western Region

## Alberta

### **Calgary**

700 6th Avenue SW, Suite 320  
Calgary, Alberta T2P 0T8  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 403-292-5541  
Toll-free: 1-866-811-0055

### **Edmonton**

Canada Place  
9700 Jasper Avenue, Suite 1630  
Edmonton, Alberta T5J 4C3  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 780-495-3350  
Toll-free: 1-866-811-0055

## British Columbia

### **Vancouver**

300 West Georgia Street, Suite 400  
Vancouver, British Columbia V6B 6C6  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 604-666-0176  
Toll-free: 1-800-663-5812

### **Victoria**

428-1230 Government Street  
Victoria, British Columbia V8W 1Y3  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 250-363-3514  
Toll-free: 1-800-663-5812



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