



Celebrate 150

APPLICATION GUIDE 2019-2020

This guide provides an outline of the Celebrate 150 program, a one-time, event-based application for funding to support communities and community organizations across the province in commemorating and celebrating Manitoba's 150th anniversary in 2020.

Instructions on the program application process are detailed in this guide.

Deadline for Submission: Tuesday, November 12th, 2019

TABLE OF CONTENTS

Program Objectives	2
Eligibility Requirements	2
Expected Results and Performance Measures	4
Financial Reporting Requirements	4
Supporting Documents	5
Budget	5
Acknowledgement Requirements	5
Marketing and Social Media	6
Media and Communications	6
Funding Categories	6
Eligible Expenses	7
Ineligible Expenses	8
Evaluation Process	8
Evaluation Criteria % of Score	9
How to Apply	9
Application Deadline	10
Selection Timeline	10
Submission Format and Process	10
Checklist of Application Materials	11

Program Objectives

The Celebrate 150 program will share the costs with communities and community organizations across the province in delivering one-time, event-based initiatives commemorating and celebrating Manitoba's 150th anniversary in 2020.

Successful initiatives **must align** with one or more of the following Manitoba 150 guiding themes. These themes are intended to cultivate pride in our province and its people and foster a connection with our culture, while also reflecting Manitoba 150's brand promise, United in Celebration.

The Manitoba 150 guiding themes are:

- **Discover our Beauty** – Highlighting Manitoba at the centre of Canada - its heart, and its natural beauty connecting the country.
- **Meet our People** - Bringing Manitobans together to celebrate, reuniting old friends and making new ones.
- **Experience our Culture** - Sharing and celebrating the diversity of our province, engaging communities, learning about our roots and what unites us all. Sport, art, song, dance, food, and cultural festivals.
- **Explore our History** - Reflecting on the people and stories of the territory that is now called Manitoba.

The success of an application will depend on how clearly the proposed initiative aligns with the guiding themes.

Eligibility Requirements

In addition to alignment with one or more of the MB150 themes, the Celebrate 150 program initiative must meet all of the following requirements to be eligible for funding:

- Occur in the Province of Manitoba as a single activity or series of activities (in addition to the regular activities of an organization) in the 2020 calendar. Note: New Year's Eve 2020 (December 31, 2019) activities may be included.
- Have an applicant organization in existence for one year or longer in Manitoba as of January 1, 2020.
- Demonstrate a capacity and intention to engage communities and visitors.

- Be inclusive, diverse, and promote the involvement of all Manitobans, including youth, Indigenous, LGBTQ2+, older adults and seniors, persons with disabilities, Francophone, and multicultural communities.
- Be open and accessible to the public.
- Provides information in the application and related attachments that is true, correct, and complete.

Applications that fail to meet any of the above Eligibility Requirements will be deemed ineligible.

If any applicant proposes that funds received from the Celebrate 150 program will be used to cover day-to-day operating expenses, the applicant will be deemed ineligible.

Funding will be provided only to legal entities. Examples include those that are established by or under legislation; are federally or provincially incorporated; are band councils established under the Indian Act, Canada; or are other Indigenous organizations that are incorporated.

Eligible applicants include:

- Not-for-profit organizations
- Municipalities
- Indigenous communities & reserves

For-profit organizations, academic institutions, and chambers of commerce are not eligible to apply for funding; however, these organizations may partner with not-for-profit lead applicants.

Ineligible initiatives include:

- Events that seek to attract only a special interest audience or recruit new members (e.g., religious or political gatherings and workshops).
- Events of a primarily commercial nature (e.g., trade fairs, consumer shows, etc.).

NOTE: The Manitoba 150 Host Committee Inc. will consider **only one application per initiative** and a **maximum of two applications per organization**.

Expected Results and Performance Measures

Mandatory performance metrics that must be tracked and reported:

- # of attendees (participants and spectators)
- # of volunteers recruited
- # of diverse groups reached/engaged
- # of partnerships developed
- % of Manitoba talent/content involved
- Media coverage

Financial Reporting Requirements

Eligible applicants will need to demonstrate the organizational ability, technical capacity, and fiscal prudence to successfully host a Celebrate 150 program initiative.

Successful applicants will be required to:

- Sign a Manitoba 150 Funding Agreement outlining the terms and conditions for receiving funds.
- Carry at least \$2 million commercial general liability insurance coverage, and add Manitoba 150 Host Committee Inc. as an additional insured. A certificate of insurance evidencing such must be provided before the Manitoba 150 Funding Agreement can be signed.
- Submit a Final Report (form available on the Manitoba 150 website) within 60 business days of the initiative.
- Permit the Host Committee to verify/audit information submitted to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.
- Agree that if the funds are not used - or will not be used - for the intended purpose(s), specified services are not delivered, or intended outcomes are not achieved, all unused funds will be returned to the Host Committee immediately.
- Obtain the Manitoba 150 Host Committee's approval for any change to the proposed project (once funding is approved).
- Comply with all federal, provincial, and municipal laws and regulations (e.g. environmental approvals, zoning by-laws, human rights, animal rights).

Supporting Documents

Along with completing the program application form, all applicants must:

1. Provide a copy of your organization's most recent audited or Board-endorsed or Treasurer-certified financial statement as an attachment with their application.
2. Provide a complete copy of **one** of the following legal documents:
 - A Certificate of Status issued pursuant to *The Corporations Act* (Manitoba)
 - A Certificate of Status issued pursuant to the *Canada Business Corporations Act* (Canada)
 - Proof of registration with the Department of Indian Affairs and Northern Development pursuant to the *Indian Act* evidencing Band status OR copy of the Notice issued by the Minister of Crown-Indigenous Relations and Northern Affairs confirming the band has control of its own membership

The above supporting documents list shall not apply to those corporations or entities formed under special acts of incorporation by way of Federal or Provincial legislation.

These documents must show that the organization has been in existence for at least one year or longer as of January 1, 2020. Failure to include this with your application by the deadline date may prevent your submission from being considered.

Budget

Please submit a budget using the template provided by Manitoba 150.

Acknowledgement Requirements

In publicly acknowledging the financial support received from the Manitoba 150 Host Committee Inc., successful applicants must ensure they properly acknowledge this contribution in any marketing, social media, and communications.

Marketing and Social Media

- Refer to the Manitoba 150 Host Committee Inc. as “Manitoba 150 or MB150” in all communication and marketing materials related to the initiative.
- Integrate Manitoba 150 branding into all communications, marketing and promotional materials for the initiative. A digital toolkit with approved logos, other visual identifiers and detailed branding guidelines will be available to successful applicants.
- Provide logo and written recognition in all appropriate signage acknowledging Manitoba 150 as an event supporter, in line with the event’s specific sponsorship levels.
- Along with the Final Report, provide a description of all Manitoba 150 acknowledgements, including all materials that identify and describe the initiative.

Media and Communications

- Provide the Manitoba 150 Host Committee Inc. with announcement content for review at least two weeks prior to any public release of information related to the initiative.
- Unless otherwise indicated by the Manitoba 150 Host Committee Inc., provide an opportunity for Manitoba 150 representatives to speak at events relating to the initiative.
- Notify the Manitoba 150 Host Committee Inc. of media inquiries about your Celebrate 150 initiative/event by emailing our Director of Communications at warren@manitoba150.com.
- As part of the Final Report, include any media coverage listing the media outlet, reporter, date and time of the article.

Funding Categories

The maximum level of funding per application is as follows:

- For organizations with annual cash operating expenses of less than \$250,000, the funding threshold is \$10,000.
- For organizations with annual cash operating expenses of \$250,000 or more, but less than \$1 million, the funding threshold is \$25,000.

- For organizations with annual cash operating expenses in excess of \$1 million, the funding threshold is \$70,000.

Funding will be provided up to a maximum of 70% of the initiative's total eligible budget.

Distribution of funds will be as follows:

- 90% of approved funding will be provided upon signature of the Manitoba 150 Funding Agreement.
- 10% will be received upon successful completion of the Manitoba 150 Final Report.

Note: the operating expenses described must be for the initiative itself and not the operating expenses of the applicant organization.

The Manitoba 150 Host Committee Inc. cannot guarantee funding to all applicants, nor can the committee ensure that the total amount requested by successful applicants will be granted. The decision to fund all or part of an applicant's request will depend on its fit with Celebrate 150 program priorities and evaluation criteria, as well as the overall demand for funds in the program.

Eligible Expenses

Funding requested should be earmarked to cover expenses specifically related to the successful development and delivery of the proposed Celebrate 150 program initiative and must not include costs that would have otherwise been incurred by the applicant (e.g., regular operational costs).

In general, eligible costs include programming costs associated with activities, programs, or services needed to deliver the initiative. Applicants must clearly show how incurring the proposed expenses will lead to achieving the stated outcomes of their initiative.

Examples of eligible expenses include, but are not limited to the following:

- Fees paid to artists, musicians, performers, celebrities, special guests and speakers (may include travel and accommodation and entertainment agency fees)

- Fees paid for new programming
- Equipment rental, materials, and supplies
- Fees for audio visual support, technical and stage crews
- Marketing costs including advertising, promotion, and communications
- Translation costs
- Site services related to the initiative such as security, sanitation, and shuttle buses

Ineligible Expenses

The following expenses are ineligible for funding:

- Website maintenance
- Core administrative and overhead costs, such as rent, telephone and communication lines/services, computers, utilities, maintenance costs and any operational expenses related to an organization's ongoing activities
- Permanent staff salaries
- Legal, audit, or interest fees
- Management/Staff travel costs
- Any costs incurred for initiatives held outside Manitoba
- Budget deficits
- Capital costs related to permanent structures (e.g., materials, labour, vehicles, land acquisition, purchase of equipment for project construction, computers, etc.)
- Refundable Goods & Sales Tax (GST) or other refundable expenses (e.g., security deposits, etc.)
- Motorized vehicles
- Consulting or other services to support the development of a strategic or operational plan
- Value in-kind expenses
- Alcohol or cannabis products

Evaluation Process

The evaluation process begins after the application deadline. Submissions will be checked for completion. Incomplete applications will be deemed inadmissible and will not move forward for consideration.

In the event submission information is not clear, applicants may also be asked to provide clarification, information, and additional documents if deemed necessary.

The application evaluation process will include a fair and consistent evaluation of the submissions against the stated Eligibility Requirements to ensure that applications meet the program priorities.

Applications that fail to meet any of the Eligibility Requirements will not be considered. Those that do meet the requirements will be scored based on Program Objectives, Expected Results and Performance Measures and in accordance with the scoring system set out below.

Evaluation Criteria % of Score

1. 45% Alignment with Manitoba 150 guiding themes.
2. 30% Positive Impact of the initiative on the Community:
 - Specific, measurable, achievable, realistic, and time-bound goals and outcomes
3. 15% Strength of implementation plan:
 - An appropriate budget and sufficient staffing and partnerships to ensure success
4. 10% Performance measures, evaluation plan and sustainability of initiative.

TOTAL 100%

How to Apply

Celebrate 150 applications must be completed using the online form linked on Manitoba 150 Host Committee Inc. website at www.manitoba150.com.

Applications received in any other format will not be accepted.

If you experience difficulty with the technology, please send an email to celebrate@manitoba150.com.

Application Deadline

Celebrate 150 applications must be completed and submitted no later than **Tuesday, November 12th, 2019.**

Although it is not encouraged, some applicants may need to submit their application in hard copy form. If you need to apply by paper copy, please contact the Manitoba 150 Host Committee Inc. by email at celebrate@manitoba150.com to discuss your circumstances and to receive instructions on the submission process.

Selection Timeline

Deadline for Celebrate 150 Program Funding: Tuesday, November 12th, 2019

Successful candidates will be notified of funding decision no later than December 21st, 2019. If candidates require earlier notification, please indicate this on the application form with specific reason for advance notice.

Note: Notification dates subject to change.

Submission Format and Process

Applicants must use the Celebrate 150 application form and budget template available on the Manitoba 150 website at www.manitoba150.com.

Celebrate 150 applications received in any format other than the form available on the website will not be accepted.

All application forms and supporting documents should be attached to an email addressed to celebrate@manitoba150.com with the subject header "Celebrate 150 Program Application".

Application material will not be returned. All submissions become the property of the Manitoba 150 Host Committee Inc.

Checklist of Application Materials

- ✓ Program Application Form (available at www.manitoba150.com)
- ✓ Budget (template available at www.manitoba150.com)
- ✓ Certified financial statement
- ✓ One of three legal documents of support (if applicable)