



CAPE BRETON
REGIONAL MUNICIPALITY

MUNICIPAL GRANTS PROGRAM
FESTIVAL & EVENT FUNDING GUIDE &
APPLICATION FORM

PLEASE NOTE

All applications are subject to availability of funds.

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1) What is the Municipal Grants Program?

The Municipal Grants Program is a municipal fund used to invest in local non-profit groups & organizations throughout the region. The aim of the fund is to support local non-profit groups and organizations toward self-sufficiency, while ensuring public accountability for the expenditure of public money, and outcomes of benefit to the general public.

2) Determining Eligibility for CBRM Festival & Events Funding

This guide outlines information and details as they relate to the **CBRM Festival and Events Funding Category**. It does not address the application requirements for the other three Municipal Grant Fund categories (Capital Grants, Operating or Tax Concession).

There are two funding options under the Festival and Events Category:

1. **Applications under \$1,000**
2. **Applications over \$1,000 but under \$50,000**

The General Eligibility Criteria for the Festival and Events Funding Category are:

- The applicant shall be a registered Canadian Charity or non-profit society registered with the Nova Scotia Registry of Joint Stocks. Registration must be current: **defaulted, expired or revoked status is ineligible for further consideration**
- Funding is **not** awarded to individuals, commerce, business, industry or sole proprietorships.
- The festival or event will occur within geographic boundary of the Cape Breton Regional Municipality.
- The applicant shall respect the Canadian Charter of Human Rights and promote equal access and opportunity for all persons.
- The municipality is non-partisan and does **not** provide financial support to religious or political doctrine.

- Grant applicants are not required to match funds; however, they should be able to demonstrate active fundraising efforts to support the continuation of a program, project or service.
- The Municipal Grants Program does not provide grants for fundraising events.

Funding Option Eligibility Breakdown:

- 1) **Applications under \$1,000** which meet general eligibility requirements listed above, and awarded to programs, events or services who demonstrate that they serve to broaden recreation opportunities in the CBRM.

Eligible Activities include:

- Community event support for supplies
- Assistance for promotions or marketing of your event

Ineligible Activities include:

- Travel, uniforms or individual registrations for sports teams, private businesses, individual applicants, and fundraising campaigns

- 2) **Applications over \$1,000** which meet the general eligibility requirements listed above, and which produce events that occur over a three-day period or events under 3 days that have great economic benefits. Special event applications can include hosting venues for regional, national, or international events, open competition or events for non-members, festivals and community events over \$1,000.

All applications requesting assistance over \$5,000 are required to provide a statement setting out the estimated economic impact to the community. **This statement should be included in Section D of the Funding application.** These applications are evaluated by the Municipal Grants Committee.

3) Completing your Sustainability Worksheet

As the goal of the Municipal Grants Fund is to assist local non-profit groups and organizations to achieve self-sufficiency, it is required that all applications include a completed sustainability worksheet. The purpose of the worksheet is to provide a document that records the efforts of applicant groups and organizations toward self-sufficiency. The worksheet will serve as a mechanism of measurement and a point of reference in future application submissions.

4) How to complete your application

It is very important that you complete all required sections and documents for your application. Incomplete applications will be denied.

- a) **Applicant Information:** This information should reflect the official registered name of the group applying for grant funds. It must be accurate as it provides the points of contact for all correspondence concerning the application. Ensure to include the amount being requested.
- b) **Application Checklist:** Found in Section B of the application, the checklist enables both applicants and the application intake officer to confirm the applicant has completed and attached all required supplemental documentation and information.
- c) **Required Documentation:** All applicants must complete a Festival & Event Funding application form. Requests for donations or funding requests through email or letters will not be accommodated.

Requests Under \$1,000: The applicant must complete Section A; Lines 1, 2, 3, 4 of Section B; Section C; Section D; Section E; and Section F.

Requests Over \$1,000 and under \$50,000: The applicant must complete all sections and provide supporting documentation including the sustainability worksheet and upon approval, a completion report.

The Sustainability Worksheet: The purpose of the worksheet is to provide a document that records the progression of the applicant group and organization's activities and strategies toward obtaining self-sufficiency.

The Completion Report: Upon approval, groups and organizations under this category must also submit a completion report 60 days after the end date of their event. Failure to complete will impact any future applications.

- d) **Event Details:** All applications over \$1,000 must provide details as to location, date, attendance, target attendance, and whether or not you are currently supported by community partners, corporate sponsors, other governmental funding, and if you conduct fundraising activities as a means of revenue generation for your event. Refer to Section C of the application.
- e) **Event Description:** Is the space where groups should put in their own words what their event or festival is about. This is also the area where economic benefit statements should be made for applications over \$5,000. Refer to Section D of the application.
- f) **Event Budget Sheet:** There are two sections within the budget sheet that must be completed. The first is the outline of the estimated event or festival funding requirements. The second is the estimate of event or festival expenses. These two sections are imperative in determining need. Refer to Section E

g) **Consent to Audit** is a legal requirement under the *Nova Scotia Municipal Government Act*. It serves to ensure public accountability for the expenditure of public money. Refer to Sections F & G

5) How to submit your application

All Applications must be submitted in person to:
Cape Breton Regional Municipality Citizen Service Centre
320 Esplanade, 1st Floor
Sydney, NS B1P 7B9
Monday to Friday 9:00 am to 4:00 pm

6) Notification

Notification will be received within 6 weeks of the application deadline. It is mandatory to complete the application in full. Be sure to check the application against the checklist on page one (1) of the Municipal Grants Application. Declined applicants may request feedback from the Municipal Grants Committee.

7) Application Process

Annual application deadline is March 31.

Every year, the Municipal Grants Committee receives more requests than it can fund. The Committee tries to balance on-going needs with considerations to new applications. The aim is to share resources throughout the municipality.

8) Ethical Guidelines

The CBRM Staff and Council adhere to a strict code of ethics as defined in the CBRM Ethical Conduct Policy. The policy can be located at: www.cbrm.ns.ca/policies.html

9) Recreation Department Support Services

CBRM Recreation Program Coordinators and their summer staff provide support to local festivals and events. Program Coordinators can advise and provide suggestions to aid you in the creation of fun, safe and successful events. Upon approval, new applicants or returning applicants must schedule an appointment with one of the six (6) Program Coordinators to discuss site layout logistics and in-kind services.

10) List of CBRM In-Kind Services

CBRM Recreation provides several in-kind services to festivals and events. These services and items are valuable and are a major contribution to festivals and events. Traditionally, in-kind services have included sound equipment and staging. Staff make every opportunity to accommodate every request; however, staff are limited by resource availability.

11) Completion Report Form

This is a mandatory post festival or event document. Upon approval, groups and organizations under this category must also submit a completion report 60 days after the end date of their event. Failure to complete will impact any future applications.

12) FAQ

1. What is the deadline for application?

Deadline for Festival & Events Funding Application is March 31.

2. When will I know about the outcome of my application?

Six (6) weeks from submission of application.

3. How will I be notified?

Successful or unsuccessful notifications are sent to applicants in letter form. Successful applicants are issued a cheque. Declined applicants may request feedback from the committee

4. Do we automatically receive what we were granted last year?

No, applications are evaluated on a yearly basis. In keeping with the mission of the fund, we seek to support self-efficiency. As such, we anticipate groups will require different amounts year to year.

5. What is the Municipal Grants Committee?

Applications are evaluated by the Municipal Grants Committee. The committee is comprised of members of CBRM's leadership team who bring expertise with respect to finance, recreation, event management and community projects.

6. Can I appeal a committee decision?

Yes, groups can appeal the decision. If a group has requested feedback from the Municipal Grants Committee and remains unsatisfied with the outcome, a presentation is required to be made by the group or organization to the CAO (Chief Administrative Officer) of the CBRM, who will make the final decision.

FESTIVAL & EVENT FUNDING APPLICATION

INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED

SECTION A APPLICANT INFORMATION

Name of Event:		<small>Internal Use Only</small>	
		Project #	
Organization name		Amount Requested	\$
Event Date:			
Contact Person		Joint Stock Number	#
Phone			
E-mail			
Mailing address		New Event:	<input type="checkbox"/>
		Longstanding Event:	<input type="checkbox"/>

SECTION B APPLICATION CHECKLIST

<input type="checkbox"/> Certificate of Incorporation attached
<input type="checkbox"/> Copy of resolution to apply for funding from your minutes attached
<input type="checkbox"/> Copy of most recent annual financial statement
<input type="checkbox"/> Consent of Audit has been signed by two (2) of your organization signatories
<input type="checkbox"/> Sustainability Worksheet

SECTION C EVENT DETAILS

1. LOCATION (DISTRICT #) 1-12		COMMUNITY PARTNERS	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. DATES		CORPORATE SPONSORS	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. ANTICIPATED ATTENDANCE		ADDITIONAL GOVERNEMENT FUNDING	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. TARGET AUDIENCE		FUNDRAISING EVENTS	<input type="checkbox"/> Yes <input type="checkbox"/> No

IF YOU INDICATED YES TO POSSESSING COMMUNITY PARTNERS PROVIDE DETAILS BELOW

COMMUNITY PARTNER NAME	1)
	2)
	3)

IF YOU HAVE INDICATED YES TO CORPORATE SPONSORS PROVIDE DETAILS BELOW

CORPORATE SPONSORSHIP	1)
	2)
	3)

IF YOU HAVE INDICATED YES TO FUNDRAISING ACTIVITIES LIST THE FUNDRAISING ACTIVITIES UTILIZED

FUNDRAISING ACTIVITY	1)
	2)
	3)

SECTION D**EVENT DESCRIPTION****INCLUDED IN YOUR FESTIVAL & EVENT DESCRIPTION**

- Who will be involved in the event
- Date/s of event
- Location/venue for event
- Target audiences
- Marketing Strategy
- Objective of Festival or Event
- Discuss the economic benefits of the event on the community

In your own words tell us about your festival or event:

SECTION F

CONSTENT TO AUDIT

This section is a legal requirement and must be completed.

We confirm that any funds received as a result of this application will be used only for the purpose and quotes for which they were approved and that we will send copies of all invoices and bank statements proving they have been paid. We will return any money we do not spend to the Cape Breton Regional Municipality.

We agree to use the funds by March 31st of year receiving them unless written approval to exceed the time limit is received from the CBRM Sustainability Committee.

We acknowledge that The Cape Breton Regional Municipality may audit or inspect our organization’s books, accounts and data systems. We agree to provide The Cape Breton Regional Municipality with relevant proof of expenditures to satisfy the audit requirements.

We agree that in the event of any audit irregularity, breach of condition or sponsorship/financial arrangement with CBRM being discovered, we will immediately return part or all of the grant as required by CBRM at its absolute discretion (at our expense).

We declare that the information provided in this application is true and correct to the best of our knowledge and that we have the authority to make this application on behalf of our organization.

By submitting this application, you authorize CBRM Recreation to make inquiries into the banking and business/trade references that you have supplied.

SECTION G

SIGNATURES

Signature		Signature	
Name and Title		Name and Title	
Date		Date	

**ALL APPLICATIONS MUST BE SUBMITTED IN PERSON TO:
CAPE BRETON REGIONAL MUNICIPALITY CITIZEN SERVICE CENTRE
320 ESPLANADE, 1ST FLOOR
SYDNEY, NS B1P 7B9
MONDAY TO FRIDAY 9:00 AM TO 4:00 PM**

Submission Date: _____ Submitted by: _____

Received On: _____ Received by: _____

A Festival or Event is sustainable when it continues to deliver community activities to the community and/or other constituencies for an extended period after the governmental financial assistance has been concluded or reduced.

SUSTAINABILITY WORK SHEET

Name of Event:	Date:
Contact Person:	Contact Phone :

Financial Sustainability is obtained mainly through **Diversity of Income, Own Revenue Creation, Creation & Maintaining Quality Community Partnerships, Responsible Money Management and Strategic Planning.**

Under each of the three categories please answer the questions as they relate to your Festival or Event Sustainability Plan.

DIVERSITY OF INCOME

Diversity of Income or having more than one funding source.

In addition to CBRM Sustainability Fund list the funding sources your committee or group currently access:

Funding Sources		
Name of Funding Source (Grant or Program)	Confirmed	
1.	Yes	No
2.	Yes	No
3.	Yes	No
4.	Yes	No

OWN REVENUE CREATION

Own Revenue Creation meaning income generated from sale of goods or services

Provide an outline and timeline of your fundraising efforts (this includes concession revenue during events, ticket sales, registration fees or cost recovery strategies)

Type of Fundraising Effort	Time and Duration of Fundraising Campaign
<i>Ex: Chase the Ace</i>	<i>Twice a year in June and March</i>
1.	
2.	
3.	

CREATION & MAINTAINING QUALITY COMMUNITY PARTNERSHIPS

A **Community Partnership** can include a local business or sponsor who participates during the festival or event by donating time, money, resources or organizing a festival insert event

Name of Current Community Partner	Length of Relationship	Monetary	In-Kind
<i>Ex: Cape Breton Beverages</i>	<i>2 years</i>	<i>\$100.00</i>	<i>5 cases of pop</i>
1.			

2.			
3.			

RESPONSIBLE MONEY MANAGEMENT

1. As an organization or committee do you have a designated money manager?	Yes	No
2. As an organization or committee do you have a set Festival or Event Budget	Yes	No
3. As an organization or committee do you have a reserve fund to counter any instability	Yes	No
4. As an organization or committee do you produce an annual Financial Report	Yes	No
5. As an organization or committee are all your accounts in good standing?	Yes	No

STRATEGIC PLANNING

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. This includes financial management, board/ committee development including training or succession plans.

Please name any new or sustainability goal related activity you planned to undertake in the upcoming year.

CATEGORY	GOAL ACTIVITY FOR UPCOMING YEAR
DIVERSITY OF INCOME	Ex: Seek out new funding programs and apply
OWN REVENUE CREATION	Ex: Host a new fundraising event
COMMUNITY PARTNERSHIP	Ex: Invite Local Business owner XYZ to join our planning committee
RESPONSIBLE MONEY MANAGEMENT	Ex: Obtaining multiple quotes for supplies
SUCCESSION PLANNING	Ex: Cross train committee members/ continuous recruitment strategy
COMMITTEE DEVELOPMENT & TRAINING	Ex: Complete Training (Budget Planning for Non Profit groups) Community Sector Council of Nova Scotia http://csc-ns.ca/staff/

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CAPE BRETON REGIONAL MUNICIPALITY CITIZEN SERVICE CENTRE

320 ESPLANADE, 1ST FLOOR

SYDNEY, NS B1P 7B9

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