Deadline to submit application:
Friday, December 18, 2020 at 5:00 p.m.
# Table of contents

1. Program description ...........................................................................................................................4
2. General program objectives ..............................................................................................................4
3. Eligibility conditions ...........................................................................................................................5
   • Eligible Organizations ......................................................................................................................5
   • Ineligible Projects ............................................................................................................................5
4. Project evaluation criteria ..................................................................................................................6
5. Type of financial aid ...........................................................................................................................7
6. Documents to be submitted ..............................................................................................................7
7. Deadline ...........................................................................................................................................8
8. Decision process and announcement of results ...............................................................................8
9. Report on use of financial aid ............................................................................................................8
10. Information ...................................................................................................................................9
    • Virtual public information meetings ...............................................................................................9
    • Service de la culture .......................................................................................................................9
11. Visibility protocol ...........................................................................................................................10
1. Program description

The aim of the Support Program for Diversity of Cultural Expressions (PSDEC) is to support events and festivals that encourage the sharing and exchange of expressions of Montréal’s cultural diversity in order to promote intercultural relationships.

For the purposes of this Program, festivals and events are time-limited activities that are held over a period of one to thirty days (a maximum of ten days in public spaces) in Montréal’s city limits.

The Program falls under the municipal 2017-2022 Cultural Development Policy which seeks to combine creativity and the citizen cultural experience in the age of digital technology and diversity, by "encouraging a cross-sector approach that emphasizes the power of culture to leverage development."¹ It promotes citizen cultural participation, social cohesion and the development of cultural quarters, as well as inclusion, equity and diversity of public groups through innovative artistic proposals.

The aim of the 2021 support program is to support events that bring together all Montrealers of diverse backgrounds.

2. General program objectives

The aims of the Program are to:

- Because of the COVID-19 public health crisis which started in March 2020, it may be difficult to prepare for a project to be held several months from now, which will have to comply with the sanitary measures of that time. We ask you to be as realistic as possible, in compliance with your mission, and present your project as it could be realized as of now. An update will be requested if financial support from the City is confirmed;
- Increase Montréal’s excellence as a city that fosters diversity of cultural expressions and interculturalism;
- Support festivals and events promoting the bringing together of Montréal’s different cultural communities;
- Encourage projects that promote and encourage dialogue, the forging of links and the blending of expressions among various cultural communities through cultural events or festivals which bring peoples together;
- Provide citizens with greater accessibility to these events and festivals;
- Encourage environmentally responsible events.

¹ ville.montreal.qc.ca/culture/politique-de-developpement-culturel-2017-2022
3. Eligibility conditions

Eligible Organizations

To be eligible, the organization must:
• have been a non-profit corporation for at least one year;
• have its head office located within the Montréal city limits;
• carry out its activities primarily in the field of culture, social or community development, recreation or ethnocultural diversity;
• hold the festival or event in a virtual, in-person, or hybrid format within Montréal city limits in 2021;
• submit an application that is complete and conforms to Program objectives;
• declare all partnerships and financial support agreements with the Ville de Montréal (centre-city departments, boroughs, Maisons de la culture and other dissemination venues), and with provincial and federal agencies;
• have respected its commitments related to previously received financial support and be in good standing with all Ville de Montréal departments;
• ensure that if it receives annual support from the Ville de Montréal, the total is less than $150,000.

Ineligible Projects

• Applications for support of the organization’s general operations;
• Events held as part of Week-ends du monde;
• Salons, galas, trade fairs; projects that consist solely of the presentation of shows or films; marketplaces, and contests;
• An event classified primarily as a symposium, seminar or convention;
• Events that are essentially religious, political or commercial in nature;
• Events whose main purpose is to raise funds;
• Projects related to National Holidays.

Applications that do not meet the eligibility criteria will be automatically rejected.
4. Project evaluation criteria

The Service de la culture de la Ville de Montréal will establish an evaluation committee comprised of municipal representatives and representatives of the cultural and artistic communities. Particular attention will be placed on diversity among members of this committee.

Here are the project evaluation criteria:

- **Submission of a complete and comprehensive application**
  The jury must be able to understand the project goals, which must be related to the objectives of the municipal cultural policy and program;

- **General situation of the organization**
  The organization demonstrates the capacity to efficiently manage and maintain a stable financial situation. Financial statements must be presented as a Notice to Reader or on a form provided by the Program manager;

- **The organization’s expertise in organizing events or festivals**
  The organization must present the jury with previous completed projects or its guidelines. The organization must also demonstrate the impact of its actions on sustainable development (give examples of actions aimed at an eco-responsible event);

- **The quality of programming and manner in which it enhances the mixture of cultural expressions as well as sharing among cultural communities.**
  In accordance with the municipal policy on childhood (Politique de l’enfance de la Ville de Montréal), the jury will look at efforts made to involve Montréal’s young people and have them participate. In addition, in light of the desire for reconciliation with Indigenous peoples, it will look at efforts for the integration and participation of the Indigenous community. The jury will be sensitive to the relevance of the event with regard to the blending and mixing of cultural expression;

- **Communications plan to reach out to the target clientele and promote the participation of cultural communities**
  The file will have to be part of efforts to be made to invite all cultural communities making up the Montréal population to participate in the event. The event must be open to all, including people of reduced mobility, families, and seniors;

- **Presentation of a balanced budget for the event or festival**
  Taking into account financial and technical support by the municipal administration. Since the Program cannot be the sole support for an event, the organization must demonstrate that it benefits from other sources of financial support;

- **Partners**
  Involvement of partner organizations in the project (support letters) is an asset;

- **Potentially: previous version, results and respect of obligations**
  If applicable, the jury will take into account the results of the event held previously, as well as respect by the organization of Program obligations, including the submittal of an evaluation.

Note that if several organizations wish to hold events that are similar in nature during the year, the Ville de Montréal reserves the right to arbitrate.

Because of the COVID-19 public health crisis which started in March 2020, the jury will be open and understanding about the achievement of objectives listed below, in particular with regard to the analysis of results and budgets from the previous year.
5. Type of financial aid

In the case of festivals and events with a budget of:

- $300,001 or more, the maximum financial contribution is $25,000
- $300,000 or less, the maximum financial contribution is $10,000

- For events for which a request for financial support is being made for a first edition (no matter the budget), the maximum contribution is $5000;
- Payments are made in two parts. The final payment, representing 10% of the amount granted, shall be done at the time the submittal of the report on activities and the financial statement.

6. Documents to be submitted

The duly completed form, together with all requested documentation, must be submitted on-line: ville.montreal.qc.ca/culture/soutien-aux-festivals-etaux-evenements-culturels-2021 (in French)

English version to help you fill out the form: ville.montreal.qc.ca/culture/en/cultural-diversity-festivals-and-events (for reference only)

Administrative documents:
- Charter and letters patent of the organization;
- List of members of the Board of Directors, their functions and the duration of their involvement;
- A resolution from the Board of Directors of the organization authorizing the representative to sign and submit the application;
- Most recent annual financial statement.

Please note that:
- Files must only be filled in on-line;
- Requested information can only be input on the form (no attached document will be given to the evaluation committee). Consequently, all information must fit within the spaces provided on the form.
- Applications that are incomplete, not signed or do not respond to the eligibility criteria will be automatically rejected;
- No document will be accepted after the submittal deadline.

Only the acknowledgement of receipt that will be sent to you is proof your file has been received. Make sure you have received it during the week following the Program deadline.
7. Deadline

Completed and signed forms as well as the mandatory documents must be received no later than December 18, 2020, at 5:00 p.m.

8. Decision process and announcement of results

Applications will be examined by an evaluation committee, and the projects retained will be submitted to the Ville de Montréal executive committee. Allow approximately three months from the submission deadline date for announcement of the decision to organizations.

9. Report on use of financial aid

Organizations benefiting from financial aid under the Support Program for Diversity of Cultural Expressions agree to:

- Inform the Ville de Montréal representative of any changes made to the project during its implementation, and report on progress and challenges faced according to the indicators and objectives;
- Produce a final report on the project, signed by the organization’s authorized representative, and submit four photographs (royalty-free) in electronic format. The final report must be made on the designated form, which can be found via: ville.montreal.qc.ca/culture/en/cultural-diversity-festivals-and-events;

- The deadline to submit the final report for all organizations supported by the Support Program for Diversity of Cultural Expressions is three months after the event is held;
- Final payment of the subsidy (10% of the support) will be issued to the organization after approval of the results report by the municipal representative;
- The responsibilities and obligations of organizations receiving support are listed in the form signed by the organization’s authorized representative. This form establishes the agreement protocol.
10. Information

Virtual public information meetings

Two virtual public information meetings about the Support Program for Diversity of Cultural Expressions will be held online:

• First virtual meeting: Tuesday, November 17, at 6 p.m
• Second virtual meeting: Tuesday, November 24, at 10 a.m

Please register online by clicking here: ville.montreal.qc.ca/culture/soutien-aux-festivals-etaux-evenements-culturels-2021

Service de la culture

Division festivals et événements

Nathalie Goudreau
Cultural development agent
psdec@ville.montreal.qc.ca
Telephone: 514 774-4100

Reference:
In French: ville.montreal.qc.ca/culture/diversite-des-expressions-culturelles-festivals-et-evenements
In English: ville.montreal.qc.ca/culture/en/cultural-diversity-festivals-and-events

To consult the complete list of programs offered by the Service de la culture:
ville.montreal.qc.ca/culture/programmes-daide-financiere
11. Visibility protocol

This visibility protocol specifies the communication principles and methods to guide the subsidized organization in implementing the previously agreed to memorandum of understanding.

1. Obligations of the subsidized organization

Your project or event has received a subsidy from the Ville de Montréal. In exchange, your organization agrees to respect the visibility protocol according to the following principles:

1.1. Develop, present, obtain approval for, and implement a communications strategy or actions responding to the requirements of this protocol;

1.2. If applicable, respect the visibility clause linking the Ville de Montréal and the Québec provincial government ministry according to the signed Framework Agreement;

1.3. Obtain approval from the Ville de Montréal for a protocol to be respected for the sharing of visibility when a ministry or major partners are involved;

1.4. Ensure that all subcontractors hired by your organization respect obligations with regard to communications and visibility standards, as well as the Charter of the French language, as provided for in the protocol.

2. Communications

Your organization agrees to implement and respect the following principles:

2.1. Recognize the contribution from the Ville de Montréal

• Acknowledge Montréal’s contribution in all indications related to the project or activity;

• Include the municipal logo on all your printed and electronic communication tools, including posters, pamphlets, newspapers, Internet sites, Internet banners, newsletters, press release;

• Should insertion of the graphic signature be impossible, your partnership with the Ville de Montréal must be mentioned. Use the following text: Fier partenaire de la Ville de Montréal.

• Submit for approval all texts underlying the contribution of the Ville de Montréal 10 days prior to their distribution.

2.2. Public relations and media

• Ensure media accreditation of representatives from the Ville de Montréal (including bloggers and camera operators) and manage artists’ copyright with regard to photos, videos and other content broadcast on Ville de Montréal platforms, for strictly promotional and non-commercial purposes;

• With regard to media relations, obtain prior approval from the Ville de Montréal for communications activities, scenario development, and the content of communiqués relating to the project or activity.

2.3. Graphic and linguistic standards

• Respect the standards and rules of use for the municipal logo. (Reference: Cahier de normes graphiques - ville.montreal.qc.ca/pls/portal/docs/page/lib_fr/media/documents/normes_graphique_villmontreal_abreve.pdf);

• Respect the agreed-upon order for positioning the signatures of the Ville – Ministère and other partners on all communication tools (communiqués, letters, banners, billboards, etc.);

• Respect applicable Québec laws and regulations, including provisions of the Charter of the French Language (C.Q.L.R. c. C-11).
2.4. Publicity and promotion

- Agree upon and submit official photographs and videos to the Ville de Montréal, royalty-free; which can be used to promote Montréal, on the Internet or any other media platform;
- And a hyperlink to the Ville de Montréal website on the project or event website;
- Obtain approval of promotional and publicity tools prior to their printing and distribution;
- Provide a 1/2-page ad space in the program (paper format);
- Advertisement to be provided by the Ville de Montréal.

2.5. Public event

- Invite the Ville de Montréal (and the ministry in the case of a Framework Agreement) to participate in public events organized as part of the project;
- Advise the Office of the Mayor (and the ministry in the case of a Framework Agreement) 20 work days prior to the holding of these events;
- Transmit as early as possible the event program scenario and the deadlines for the Message from the Mayor (and from the ministry in the case of a Framework Agreement);
- Coordinate and follow up with the Office of the Mayor (and the ministry in the case of a Framework Agreement);
- Respect official protocol rules with regard to public events;
- Offer to include an official message from the mayor and the ministry in the case of a Framework Agreement) in the event guide. The request must be made at least 20 workdays in advance.

2.6. Submit the report on the visibility provided to the Ville de Montréal and to the ministry in the case of a Framework Agreement), including an electronic copy of all communication tools developed for advertising and public information about the project activities or event.

In order to respond to the requirements of the visibility protocol, please contact the person responsible for the Program within the Division festivals et événements of the Service de la culture.