

SUPPORT PROGRAM FOR CULTURAL INITIATIVES

Adopted by the council of the MRC
Avignon on July 6, 2022



Frédérique Caissy, territorial development officer – culture and heritage

MRC AVIGNON | 102 Nadeau street, Carleton-sur-Mer, Québec G0C 2Z0

Presentation

The MRC Avignon wishes to support the realization of cultural projects to achieve the objectives set out in its cultural policy. As part of its cultural development agreement with the Government of Quebec, an envelope is reserved for submitted projects aimed at cultural development.

Interpretation

The term “culture” includes the following fields: performing arts, visual arts, architecture, crafts, cinema and audiovisual, literature, media and multimedia, museology, history, heritage, and cultural leisure.

The notion of “project” implies the non-recurrence of the activity covered by the request for financial support.

You will find examples of projects in **annex 1**.

Goals

- Support projects that allow the development of regional identity and a sense of belonging;
- Promote access and participation of citizens in cultural life and contribute to the dynamism, vitality and influence of culture;
- Contribute to the cultural vitality of the community by supporting the realization of diversified and innovative cultural projects;
- Diversify and complete the cultural offer on the territory;
- Collaborate on inclusive programming in order to develop a variety of innovative and accessible activities, in partnership with the community;
- Develop innovative activities and cultural mediation for a wider public, particularly for groups of the population who rarely attend the activities of these sectors, in order to highlight the potential of cultural, educational and community environments;
- Initiate and implement the development of a partnership between cultural organizations in the territory and promote the pooling of resources;
- Highlight the cultural heritage of our three communities and raise public awareness of its importance;
- Promote the cultural offer, the richness of the three cultures (Aboriginal, Francophone and Anglophone) and those from immigrants in the territory.

Eligibility requirements

From the promoter:

Organizations, associations or incorporated non-profit clubs, legally constituted, carrying out their activities on the territory of the MRC Avignon

- Organizations offering cultural activities as part of their programming;
- The municipalities or municipal authorities of the territory;
- Band council of an Aboriginal community;
- Legally constituted non-profit cooperatives;
- Craftsman, professional artist or in the process of professionalization;
- A person residing on the territory of the MRC Avignon.

From the project:

- Be in line with the objectives of the support program;
- To be carried out by December 31st, 2023, on the territory of the MRC Avignon;
- Correspond to one-time (non-recurring) financial assistance.

Will be excluded:

- A project from private companies or serving the direct interest of individuals;
- A project or organization dedicated to a political cause;
- The current operations of a promoter;
- A project presented two (2) years in a row, provided that it demonstrates added value;
- A project aimed exclusively at holding a ceremonial event, fundraising activities, the awarding of individual scholarships and awards of excellence.

A promoter who has previously received financial assistance for a project must have submitted a compliant final report to be eligible again.

A promoter can submit more than one project per year. However, priority will then be given to promoters who have presented projects which, of equal quality, will not have received financial support within the framework of another project.

Eligible expenses

- Expenses related to the realization and promotion of the project;
- Research and documentation costs;
- Animation costs;
- Transportation costs;
- Professional fees;
- Acquisition or rental costs necessary for the realization of the project.

Non-eligible expenditures:

- Spending related to the sponsor's organization's day-to-day operations;
- Capital, infrastructure, restoration works and renovation spending;
- Acquisition of major or permanent equipment;
- Engaged prior to submitting the application;
- Related to debt financing or future redemptions.

Financial support and terms:

- Amounts will be granted on the basis of available funds, project quality and eligible expenditures;
- Financial aid cannot exceed the maximum limit of 5 000\$;
- Financial aid granted through the Cultural initiative support program cannot exceed 80% of total eligible expenditures, and stacking financial support from various governmental agencies cannot exceed 90% of total eligible expenditures.
- The sponsor must contribute 10% of more of total costs for the project, of which 5% are payable in cash while the residual amount may be recognized as services or own-source revenues.

Sponsor's obligations

Accountability:

- The sponsor agrees to complete any submitted project before December 31st, 2023
- The sponsor shall complete a results report (*using the form provided*), as well as a detailed financial report with supporting documentation related to total costs of the project. They shall also submit a picture of the event if applicable and possible. All documents shall be submitted within a maximum period of *2 months* following completion of the project.
- The sponsor must ensure all project modifications (budget, schedule or nature of the project) receive prior validation from MRC Avignon.
- In the event funds received by the sponsor are not sufficient to complete the project, the sponsor must present an updated budget for the completion of a modified version of the project, with prior approval from MRC Avignon.
- The sponsor must notify the MRC Avignon representative of any situation that may jeopardize the total or partial completion of the project, in order to set-up any necessary accommodation. Failing to do so will result in the sponsor's obligation to refund the total amount of funds received in financial support for the project.

Visibility:

- The promoter who receives a grant under this program undertakes to mention the contribution of the MRC Avignon as well as the contribution of the Government of Quebec, see the minimum visibility grid below. To download logos of the MRC Avignon, consult the press kit tab at mrcavignon.com.
- To this end, the partner provides banners or other promotional material, on request.

Minimum visibility grid:

Amount	Minimum visibility
0 \$ à 500 \$	<ul style="list-style-type: none">• Mention of the contribution of the MRC Avignon and the Government of Quebec
501 \$ à 2 000 \$	<ul style="list-style-type: none">• Mention of the contribution of the MRC Avignon and the Government of Quebec• Logos of the MRC Avignon and the logo of the Government of Quebec printed on the program or on any other item• Possibility of providing banners or other promotional material of the MRC Avignon (see contact details of the responsible person)
2 001 \$ à 5 000 \$	<ul style="list-style-type: none">• Same visibility as the previous level• Invitation of a representative of the MRC Avignon if the activity includes an event

Submission of the request:

- Organizations eligible and interested in submitting an application can do so at any time;
- The funding request must be submitted using the form provided by the MRC Avignon;
- The documents must be sent to the attention of (Frédérique Caissy, territorial development officer - culture and heritage), at the following email address frederique.caissy@mrcavignon.com
- A response will be sent to the promoters following the acceptance of the projects by the council of the MRC Avignon;
- For any information, please contact (Frédérique Caissy, territorial development officer - culture and heritage), at the following email address frederique.caissy@mrcavignon.com or by phone at **418 364-2000, ext. 129**

Document to included:

- Project presentation form duly completed and signed (see document provided);
- In the case of an organization, the resolution of the applicant's board of directors;
- Letters of commitment from other partners (if applicable);
- Any other document relevant to the analysis of the request.

Analysis of requests:

An evaluation committee, made up of representatives from the community and the MRC Avignon, will evaluate the projects deemed admissible and eligible, and then make an assessment based on the following prioritization criteria:

- Consistency with the cultural policy of the MRC Avignon;
- The project affects more than one objective of the call for projects;
- The project demonstrates community involvement and/or is the result of concerted action by community partners;
- Realism of the financial package;
- Originality of the project and impact on the diversification of the cultural offer;
- Expected benefits for the community (number of participants, free activities, degree of citizen participation, local artists involved, etc.)
- Benefits of the project beyond the limits of a municipality or locality;
- Involvement of the three communities in the project.

The evaluation committee will recommend the selected projects and the distribution of the amounts to the council of the MRC Avignon, which will make the final decision during its public meetings. To find out the dates of the public meetings, consult the citizen participation tab at mrcavignon.com.

Annex 1:

A project aimed at cultural development could be, for example, to:

- Pair artists and citizens for the co-creation of works and their installation in municipal parks;
- Perform outdoor tricultural theater performances for school-aged children;
- Conduct digital appropriation workshops for people of all ages;
- Design interactive installations (applications, terminals, etc.) aimed at raising awareness and disseminating local and regional heritage;
- Set up a series of intergenerational thematic activities for the transmission of living heritage (songs, stories, nursery rhymes);
- Develop ephemeral squares in such a way as to highlight the panoramas: viewpoints, rest areas, landscape, urban wastelands, etc.;
- Conduct Aboriginal cooking workshops by elders aimed at promoting the *Three Sisters* (squash, corn and beans) for families in the territory;
- Take dance lessons from various cultures at a festival in the region.