



Instructions for Stage 1 Application

Application Process

All applicants will receive written notice, by mail or e-mail, confirming receipt of their stage 1 application.

If your organization's stage 1 application demonstrates basic project qualifications consistent with Ontario Cultural Attractions Fund (OCAF) objectives, you will be invited to complete a detailed stage 2 applications.

Stage 2 applications will not be considered unless a stage 1 application has been reviewed and, in the opinion of the Ontario Cultural Attractions Fund, qualifies for consideration for OCAF funding.

The invitation to submit a stage 2 application, and the submission of a stage 2 application form does not guarantee that a project will receive OCAF funding. Funding approval is subject to consideration by staff and the Ontario Cultural Attractions Fund. Each applicant approved for OCAF funding will be required to execute a legal agreement with the Ontario Cultural Attractions Fund that sets out repayment requirements.

Eligibility

In order to be considered for OCAF funding, an organization must be an Ontario-based, not-for-profit arts, heritage or cultural organization. It must have been in operation for at least one year, and its primary purpose must be the presentation of arts, heritage or other cultural programming, or the preservation and presentation of arts and heritage resources in Ontario.

Organizations can receive OCAF funding only once in a three-year period. Clients in good standing *may* apply a second time after only two years have elapsed. Please refer to the Program Guide for more detail.

Form Instructions

Applications may be mailed, e-mailed or faxed. Original signatures are required for the file. Multiple copies are not required.

Section 2. Project Description:

1. Project description. Please include key information including goals of the project, key participants, programming and general marketing approach.
2. Project distinctiveness. Eligible projects must be distinctive from regular programming. Differences may include target audience, audience size, duration or timing of project. In the case where a project is replacing ongoing regular programming, only the incremental increase in audience size, revenues/expenses and other values will be considered for evaluation.
3. Target market. The OCAF mandate is to support cultural activity that has the potential to attract new visitors to a community. Applications targeting out of province and/or international visitors will be assigned a higher priority in the assessment process.

Section 3. Budget:

1. The sum of lines A plus B (earned revenue plus private sector support and/or private sector sponsorship) must represent **at least 60%** of total project revenues.
2. Line A (earned revenue) must represent at least 50% of total project revenues.
3. Line B (private support and/or private sector sponsorship) must represent at least 10% of total project revenues. The majority of this line item must be cash with the balance made up of in kind support that is quantifiable and reasonably valued.
4. Line E (request for OCAF investment) must correspond to page 5 of the Guidelines.
5. Line H (net project income) should enable the organization to repay a portion of the OCAF investment and generate net income for the organization.

Organizations receiving OCAF support are required to contribute **15% of project earned revenues** back into the OCAF, up to the maximums noted on page 6 of the Guidelines. Applications projecting OCAF repayments near the maximum targets will be assigned a higher priority in the assessment process.



The Cultural Attractions Fund is a program of the Government of Ontario through
the Ministry of Culture



Stage 1 Application Form

Please read the Cultural Attractions Fund Program Guide and Stage 1 Instructions before completing this form.

1. Organizational Information

Organization name:

Street address:

City: Province: ON Postal code:

Telephone number: Fax number:

Email address:

Name and title of head of programming:

Name and title of head of organization:

Name and title of head of board:

Name and title of contact person:

Day-time telephone number:

Email address:

Is your organization incorporated as a not-for-profit corporation? YES NO

Incorporation number:

Jurisdiction of incorporation:

Annual operating expenses (last audited):

Most recent year accumulated surplus (deficit):

2. Project Description

Name of Project:

Dates:

Location:

Projected paid attendance: Projected free attendance:

Attach a separate sheet answering the following questions:

1. Briefly describe the proposed project.
2. Briefly describe how the project is distinct from your organization's regular programming.
3. Whom is the project intended to attract in your community i.e. what is the target market?

3. Budget

A. Earned project revenue* (e.g., admissions, merchandising, food and beverage sales):	\$
B. Private support and/or private sector sponsorship* (must include a majority of cash; in-kind must be reasonably valued):	\$
C. Support from other government (e.g., federal/municipal)	\$
D. Contribution from host organization(s) if applicable:	\$
E. Request for CAF investment:	\$
F. Gross revenues (A+B+C+D+E):	\$
G. Total expenses (including production and marketing):	\$
H. ESTIMATED NET INCOME (F - G):	\$

REPAYMENT CAPACITY:

I. Estimated earned project revenue (line A multiplied by 15%):	\$	
J. Estimated OCAF repayment capacity (line I divided by line E):		%

* Must total required amounts. Please see Stage 1 Instructions for further information.

4. Program Requirements

Please answer 'Yes' or 'No' to each of the following questions.
A 'Yes' answer in every case indicates that your project is eligible for consideration

Is the amount entered in line A greater than, or equal to, the sum of lines B, C, D and E?	YES	NO
Is the amount in line J approximately equal to the target repayment requirements on page 6 of the program guide?	YES	NO
Does this project constitutes the largest new programming initiative for your organization this year?	YES	NO
Is this a one-time project with planned opening and closing dates?	YES	NO
Will new visitors come to your community for the primary purpose of experiencing this cultural attraction?	YES	NO

Signature of Authorized Signing Officer	Name (Print)	Date
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Please send completed form to:
 Mathieu Maslard, Associate Director
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