

PROJECT ASSISTANCE

PRESENTATION

February 2006

PURPOSE OF THE PROGRAM

The Project Assistance Program is designed to

- Increase the availability of activities, services, or goods capable of making a significant contribution to reaching MCC's objectives with regard to the consolidation and development of culture and communications
- Promote innovation, experimentation, and renewed creativity

The financial assistance awarded by MCC must be used to undertake defined actions over a set period of time and cannot be automatically renewed.

OBJECTIVES

The "Presentation" component of the MCC Project Financial Assistance Program has the following objectives:

- To improve the quality and availability of goods, activities, and services concerning culture or communications in MCC's various areas of activities throughout Québec
- To increase the number of people who benefit from the goods, activities, or services resulting from these projects

ELIGIBILITY

APPLICANT

Project reception is reserved either for

- **Corporations** whose headquarters and home office are located in Québec. Priority is given to nonprofit corporations (organizations or public authorities), or
- **Individuals** aged 18 or over who are Canadian citizens and permanent Québec residents

Applicants who have received a previous grant must have completely fulfilled their prior obligations to MCC.

To be eligible, applicants must belong to one of the categories listed for their type of project in the following Table.

Type of project	Eligible applicants
Reading and books	<ul style="list-style-type: none"> ✓ Public, school, or institutional library ✓ Regional public library service center (CRSBP) ✓ Association, organization, or research group or center concerned with reading or libraries ✓ Local or regional municipality
Heritage	<ul style="list-style-type: none"> ✓ Heritage organization ✓ Association or research group or center concerned with heritage or museology ✓ Cultural recreation organization ✓ Local or regional municipality ✓ Educational institution
Museology	<ul style="list-style-type: none"> ✓ Recognized museum institution (museum, exhibition center, or interpretation site) ✓ Association, organization, or research group or center concerned with museology or heritage ✓ Religious community ✓ Local or regional municipality ✓ Educational institution ✓ Cultural recreation organization
Performing arts	<ul style="list-style-type: none"> ✓ Multidisciplinary presenter of performing arts ✓ Arts training organization ✓ Educational institution ✓ Association, organization, or research group or center concerned with presenting performing arts ✓ Municipal or regional body
Media, telecommunications, and broadcasting	<ul style="list-style-type: none"> ✓ Community media (newspaper, radio, television) receiving operational assistance from MCC ✓ Association or nonprofit organization working in the media, broadcasting, or telecommunications sector ✓ Research center or group concerned with media, broadcasting, or telecommunications ✓ University educational institution ✓ Aboriginal communications corporation ✓ Aboriginal administrative structure mandated by the government to oversee community development
Multimedia	<ul style="list-style-type: none"> ✓ Association or nonprofit organization working in the multimedia sector ✓ Research center or group concerned with multimedia ✓ University educational institution ✓ Aboriginal administrative structure mandated by the government to oversee community development

Cinema and audiovisual		<ul style="list-style-type: none"> ✓ Association or nonprofit organization working in the cinema or audiovisual sector ✓ Association or research group concerned with cinema or audiovisual ✓ University educational institution ✓ Aboriginal administrative structure mandated by the government to oversee community development
All sectors for projects targeting	Education and training	<ul style="list-style-type: none"> ✓ Specialized arts training organization (preparatory and recreation) ✓ Advanced arts training organization ✓ Association, organization, or research group or center concerned with raising awareness about the arts or arts training ✓ Educational institution ✓ Local or regional municipality
All sectors for projects targeting	Young amateur artists and cultural recreation	<ul style="list-style-type: none"> ✓ Young amateur artist or cultural recreation organizations ✓ Association or research group or center concerned with young amateur artists or cultural recreation ✓ Unité régionale de loisir et de sport (URLS) ✓ Presenter of performing arts ✓ Educational institution ✓ Local or regional municipality
	International action	<ul style="list-style-type: none"> ✓ Individual associated with the field of culture or communications ✓ Business or organization associated with the field of culture or communications ✓ Local or regional municipality
	Regional and local action	<ul style="list-style-type: none"> ✓ Business or organization ✓ Local or regional municipality
	Cultural tourism	<ul style="list-style-type: none"> ✓ Business or organization ✓ Local or regional municipality

PROJECT

To be eligible, a project must

- Fall under one of the areas of activity listed in the table above
- Correspond to MCC objectives and priorities with regard to both area of activity and region (local, regional, interregional, national, or international). These objectives and priorities are set out in MCC's policies, frames of reference, regional action plans, and strategic plan.
- Be original, innovative, or sectorally or regionally structuring in nature

Exclusions

The following project types are ineligible:

- Projects eligible for other MCC assistance programs
- Projects eligible for other assistance programs by Conseil des arts et des lettres du Québec (CALQ), Société de développement des entreprises culturelles (SODEC), or Bibliothèque et Archives nationales du Québec (BAnQ)
- Projects by for-profit organizations in various fields of communications
- Projects that are part of the ongoing operations of an established organization already receiving operational assistance from MCC

APPLICATION SUBMISSION

Applications for financial assistance are normally submitted online using a form available at di@pason and automatically forwarded to the MCC division responsible for processing it. Upon request, they may also be submitted in writing and sent to the appropriate MCC division.

Financial assistance applications may be submitted at any time of the year.

Applicants must include on the application form or in enclosed documents all information needed to assess their projects, specifically

- A description of the project including the following:
 - ✓ Project objectives
 - ✓ Project content
 - ✓ The project's relevance and consistency with the applicant's mission
 - ✓ Project dates
 - ✓ Anticipated results and benefits
- Identification of the partners associated with the project and a description of their expected contributions
- A description of the project team, including their experience and skills
- A detailed project budget
- **For organizations:**
 - ✓ Most recent financial statements
 - ✓ The resolution by organization authorities to apply for financial assistance
- Any other relevant information in support of the application

Applicants must provide any additional information and documents required by MCC during analysis, including letters of commitment from confirmed partners.

In order to be considered, applications must be complete, clear, and based on accurate data. If not, applicants are responsible for correcting any problems by the deadline set by MCC.

APPLICATION ASSESSMENT

MCC conducts all application assessments, but may call upon outside specialists if needed.

Applications are assessed based on

- **Project relevance**, based notably on
 - ✓ Conformity with the applicant's main mission
 - ✓ Compliance with
 - MCC objectives as set out in its policies, frames of reference, and strategic plan
 - The MCC action plan for the region in question (regional, national, international)
 - ✓ Overlap or competition with existing activities or projects currently under way
- **Project quality**, based notably on
 - ✓ Its originality and innovative nature
 - ✓ The nature of the project completion plan
 - ✓ The experience and skills of the team responsible for the project
 - ✓ The quality of partners and the nature of their commitment
 - ✓ Appropriate use of resources
 - ✓ The realism of budget estimates
 - ✓ The diversity of financing sources and their relative share of the total cost
 - ✓ The proportion of administrative costs in relation to total expenses
 - ✓ Any guarantees of project completion
 - ✓ Community support
 - ✓ Project viability, for projects that will continue after MCC assistance runs out
- **Anticipated project benefits**, specifically
 - ✓ Structuring effects
 - ✓ Contribution to the sector or region concerned
 - ✓ Impact on Québec society and the general public
 - ✓ Enhancement of Québec's culture and communications profile

AWARDING OF FINANCIAL ASSISTANCE

In addition to certain conditions regarding how the grant is used, payment is conditional on signature by the beneficiary of a results agreement setting out

- Obligations with regard to accountability
- Provisions regarding copyright assignment
- Commitments with regard to announcing the grant and its purpose

Only expenses that are **directly related** to the project's completion are eligible. These may include

- Labor (including employee benefits)
- Equipment and site rental
- Material or equipment purchase
- Project research and consulting
- Subcontracting
- Promotion
- Travel
- Other expenses associated with the project's completion (list)
- Administrative costs (up to a maximum of 5% of the total eligible expenses listed above)

Expenses incurred before the project has been officially approved by MCC are not considered eligible and must be clearly indicated as such in the budget.

The applicant's contribution to the project must equal at least 10% of the total eligible expenses.

As any contribution the applicant intends to make toward the project must be recorded, it must be included in the budget. Contributions may include

- The goods and services to be provided, accompanied by an estimate of their market value
- The number of expected hours of volunteer work, if applicable

Financial assistance of up to 75% of the eligible project expenses may be awarded. However, depending on the nature of the project, area of activity targeted, or type of applicant (notably for-profit organizations), the maximum could be lower.

The accumulated total of the grant awarded by MCC and financial assistance received from other government sources may not be over 90% of the total project cost. However, depending on the area of activity or type of applicant (notably for-profit organizations), the maximum could be lower.

As a general rule, MCC pays an amount equal to at least 50% of the grant when the agreement is signed. The balance is paid out based on terms and frequencies that vary according to the nature of the project, its duration, and the deliverables expected. Major grants may be divided into a number of payments issued at a number of project phases that are identified in the agreement.

CONTROL MEASURES

Accountability procedures are governed by the results agreement:

- Applicants must report back at the frequency stipulated in the agreement or at the project's conclusion, depending on the nature and duration of the project.
- They must do one of the following:
 - ✓ Attend one or more meetings called by MCC and whose results are recorded in a written report
 - ✓ Draw up a final report and any required progress reports themselves

In their reports, applicants are required to include the following:

- An accounting of completed activities
- A description of project results and an assessment thereof in relation to the objectives set
- A grant use report confirming that the amounts granted were used for their intended purposes
- Any information or documents required by MCC under the results agreement
- Any other information or information or documents requested by MCC

MCC reserves the right to visit the site at any time to see how grant amounts are being used.