



City of Regina

COMMUNITY INVESTMENT GRANTS PROGRAM

SPECIAL EVENT GRANT (MAJOR) 2020 APPLICATION (Over \$5,000 - \$50,000)

Instructions:

- Complete all sections of this form in the space provided; type-written applications are required.
- Keep one copy of this completed application form and attachments for your records.
- Number all attachments.

Please Note: All information contained in this application and supporting documentation is posted online.

GENERAL INFORMATION:

- Organization's Legal Name: Regina Canada Day Committee Inc.
- Mailing Address: PO Box 881, Regina SK Postal Code: S4P 3B1
- Contact Person: Brenda McIntosh
- Mailing Address: 223 Rink Avenue, Regina SK Postal Code: S4R 7V2
- Telephone No: 306-537-5369
- E-mail: brendamcintosh@live.ca
- Alternate Contact: Denise Wanner
- Mailing Address: Postal Code:
- Telephone No: 306-537-1307
- E-mail: wanner.d@sasktel.net
- Name of Event: Regina Canada Day 2020
- Amount of Request: \$30000
- Event Date(s): July 1, 2020

Attachments (number all attachments to correspond with this list):

- ☒ #1 - Current Profile Report from the Corporate Registry of Information Services Corporation (ISC); the Profile Report must be printed from the ISC website no more than 30 days prior to submission of your grant application.
- ☐ #2 - Letters of support (optional).

- Ind* ☒ #3 ✓ Event budget which includes a list of estimated expenditures, revenues, other confirmed funding sources, sponsorships and in-kind donations.
- n/a* ☐ #4 – Letters confirming financial sponsorships and in-kind contributions from other levels of government, corporations and sponsors.
- Ind* ☒ #5 ✓ Most recent audited annual financial statements, as presented at the last Annual General Meeting. This includes an income statement and a balance sheet. If the financial statements are not audited, then the unaudited financial statements must be signed and certified correct by two members of the Board of Directors.
-

ORGANIZATION:

7. What is your organization's mandate?

The Regina Canada Day Celebrations Committee's mandate is to provide an event that leaves a legacy for Canadians to join friends, family, and fellow citizens to:

- celebrate Canada's birthday
- showcase Saskatchewan & Local talent
- showcase the many cultures that make up Canada
- recognize and respect our heritage and diversity
- generate pride in our heritage

8. What are some of the significant accomplishments and successful programs of your organization over the past 3 years?

- added a Multicultural Stage in 2019
- enhanced safety and security measures
- accessible parking
- Francophone and First Nations performers
- Francophone translation of website
- expanded community engagement and sponsorship
- Pancake breakfast (not available in to 2019)
- Family Fun Run & Walk
- Strongman Competition

9. Does your organization have any unpaid accounts with the City of Regina (e.g., taxes, utilities, tickets, permits, etc.) or outstanding grant follow up reports? If yes, what are they?

No

PROGRAM MERIT:

10. Provide a complete event description. This includes detailed information on what activities are planned and dates/times/locations of the activities. In addition, please explain how your organization's special event addresses any of the City's cultural, social development or sport & recreation funding priorities? For a complete list of the City's stream priorities, please visit our website at regina.ca/grants.

Regina's Canada Day Celebration is an event for Canadians to join friends, family, and fellow citizens to celebrate Canada's birthday; showcase Saskatchewan & local talent; to celebrate the many cultures that make up Canada; respect our heritage and diversity; encourage patriotism; and generate pride in our heritage.

- The day begins at 8am with a Family Fun Run and Walk where participants of all ages and mobility are welcome.

- We have a variety of food vendors, retail vendors, crafters, and exhibitors throughout Wascana Park from Noon - 10:30 pm.
- The Opening Ceremonies begin at 12 noon on our Main Stage with the acknowledgment of Treaty 4 Territory and a Blessing by a First Nations Elder. We also have representation by MLA's, MP's, the Mayor, City Council, a Color Party, Piper, and Veterans.
- Free entertainment is held from 1:30 pm - 10:00 pm on our Main Stage, the Children's Stage area (includes 6 inflatable structures), the Multicultural Stage, and our NEW First Nations Stage; showcasing Saskatchewan and local performers.
- We also have local agencies providing sports demonstrations for the public to participate in.
- A fireworks display will bring the day to a close at 10:30 pm.

COMMUNITY NEED:

11. What other organizations are involved in the event as partners? Provide a list here and attach letters of support, labeled as Attachment #2.

Provincial Capital Commission
Canadian Heritage
City of Regina
Queen City Marathon
ACFR (Association Canadienne-Francaise De Regina)

COMMUNITY IMPACT:

12. What is the direct community impact of this event?

Aside from fostering a sense of national pride and an engaged citizenry, this event affects the community at all levels. Local businesses provide everything from food and craft vendors to staging, fireworks, and security.

A local supplier provides the alcohol that is sold in the beer gardens.

Volunteers are key to the success of this event and we anticipate the need for at least 100 volunteers to assist in all areas of set up, and ambassador rolls.

In addition, several dignitaries from all levels of government participate in the opening ceremonies.

13. How will you measure success of the event?

We will measure the participation of the general public thru several mechanisms including website, facebook and twitter.

Secondly we hope to survey the Vendors and track the number of participants.

Finally, we measure our success as a non-profit event by the financial stability achieved by the Committee at the conclusion of the event.

14. What is the anticipated attendance of the event?

35,000 +

15. Provide your best estimate of the economic impact of the event (e.g., ticket revenue, number of people employed)?

- There is zero revenue from ticket sales as this event is free to the public.

- Our entertainment budget is \$61K. And with the exception of the Main Stage headliner, all performers are local.

- Our production and set up needs are all sourced locally. Budget \$60K

- Our paid labor is Security and First Aid. Budget \$15K
- Revenue generated by the Vendors has never been tracked.

ACCESSIBILITY:

16. Accessibility is defined as the degree to which an activity, service, or physical environment is available to as many people as possible, regardless of their physical abilities or socio-economic background. Describe how this program is accessible to the public and who can participate.

This event is structured as a free event open to everyone regardless of socio-economic background or physical abilities. It is held in Wascana Park with consideration given to those in need of special parking. The venue is wheelchair accessible as well. Attendees can bring their own food and non-alcoholic drinks, and items are also available for purchase from local vendors.

17. Describe how this program is accessible to the public? Please specify, which aspects of the event are free and which have an admission fee? List all levels of applicable fees.

Regina Canada Day Celebrations are held in Wascana Park which is a free public park and all areas are free to attend. There is no cost to attend the Main Stage, the Childrens Stage & Inflatable Structures, the Multicultural Stage, or our NEW First Nations Stage.

All non-profit and sports demonstration booths are free to the public.

Retail & food vendors are the only costs to the public.

FINANCIAL NEED:

18. Explain why funding from the City of Regina is needed?

This event is made possible through the support of Government funding and sponsorship.

This event is a marquee event that brings the citizens of Regina together to showcase the city's local talent, our diversity, and is a key attraction for all Canadians.

Costs to produce the Regina Canada Day Celebrations have risen in recent years. Infrastructure items include stages, fencing, tents, tables, chairs, temporary power, porta potties, temporary offices & dressing rooms. All necessary to ensure that the public & performers enjoy a safe, fun time celebrating Canada Day.

SOCIAL MEDIA:

19. Would you like the City of Regina to promote your event on social media?

☒ Yes ☐ No

If yes, please attach all logos/photos that could be used to help the City of Regina enhance the posts about your event.

20. If applicable, please provide your organization's social media accounts, below:

Facebook: REGINACANADADAY

Instagram:

Twitter: REGINACANADADAY

Snapchat:

21. If resources are available, do you approve the City of Regina to attend your event and take photos/videos to share on social media?

☒ Yes ☐ No

APPLICATION AGREEMENT

Use of Money

The Organization hereby agrees to use any money or services provided to the Organization only in the manner set out in this application and agrees to comply with any conditions as set out in the approval letter issued by the City. The City reserves the right to demand, at any time, the return of any monies or a portion of the monies, and the Organization agrees to return the monies, if the Organization: does not comply with the conditions set out in this application or the approval letter, uses the money in a manner that, in the opinion of the City, is inconsistent with the objectives of the Community Investment Grants Program, does not use the money in accordance with the description of the intended use of the funds as set out in this application, if the undersigned made a material misrepresentation in the application, if the Organization did not use all of the money or if the organization used the money for something not described in this Application without the written consent of the City.

Compliance with Bylaws and Policies

Organizations receiving funding from the City of Regina must abide by City's bylaws, policies and procedures. An organization that has breached a City of Regina bylaw will lose, if applicable, the 20 percent outstanding payment following the initial breach of a bylaw. Subsequent incidents will result in the group being ineligible for grants in the future. If an organization has been advised of a City policy or procedure and does not comply with it, then this breach will be treated in the same manner as a breach of a City Bylaw.

Freedom of Information and Protection of Privacy

The City of Regina is committed to protecting the privacy and confidentiality of personal information. All personal information that is collected by the City is done so in accordance with *The Local Authority Freedom of Information and Protection of Privacy Act*. The information collected in this application will be used to administer the Community Investment Grants Program. De-identified, aggregate information will be used by City of Regina for program planning and evaluation. This application will be distributed to the adjudicators of the Community Investment Grants Program.

Representations

In making this application, we the undersigned Board Members/Executive Director hereby represent to the City and declare that to the best of our knowledge and belief, the information provided in this

application and the related attached supporting documents are truthful and accurate, that we have read and agree to comply with the Grant Guidelines and the application is made on behalf of the above-named organization and with the Board of Director's full knowledge and consent. We further represent that the above-named organization is registered as a non-profit corporation pursuant to the laws of Saskatchewan and agree that the organization shall remain so registered for the duration of the term of the grant.

Two signatures are required:

✓ ✓	Brenda McIntosh	<i>Brenda McIntosh</i>	✓	Chair	Nov 29/19
	Board Member Name (print)	Signature		Position	Date
	Barry Gaber	<i>Barry Gaber</i>	✓	Director	Nov 29/19
	Board Member or	Signature		Position	Date
	Executive Director Name (print)				

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2020 Regina Canada Day Celebrations Committee BUDGET

Prepared Nov 26/19

PROJECT TASKS	INCOME	EXPENSE
Grant Income (monies have not be confirmed yet)		
City of Regina	\$ 30,000.00	
Canada Heritage Fund	\$ 50,000.00	
Corporate Funding (monies have not be confirmed yet)		
TBC	\$ 25,000.00	
PCC	\$ 30,000.00	
Vendor Income (estimates)		
Food Trucks	\$ 15,000.00	
Crafters & Non Food Vendors	\$ 3,000.00	
Retail	\$ 2,000.00	
TOTAL INCOME	\$ 155,000.00	

2020 Regina Canada Day planned expenses

Entertainment		
Main Stage	✓ \$	15,000.00
Children's Stage	✓ \$	6,000.00
Multicultural Stage	✓ \$	5,000.00
Production	✓ \$	5,000.00
Staging	✓ \$	10,000.00
First Nations Entertainment	✓ \$	10,000.00
First Nations Production	✓ \$	5,000.00
First Nations Stage	✓ \$	5,000.00
Fireworks	✓ \$	30,000.00
Project Management		
Equipment Rentals	✓ \$	35,000.00
Security	✓ \$	15,000.00
F&B for entertainers & volunteers	\$	2,000.00
Marketing	✓ \$	5,000.00
Misc supplies	✓ \$	1,500.00
Insurance	✓ \$	5,500.00
Legal Fees	\$	-
SUBTOTAL	\$	155,000.00

- alcohol = ineligible

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10/2**Regina Canada Day Committee Inc.**
Income Statement 01/01/2019 to 31/10/2019**REVENUE****Sales Revenue**

Grants	65,000.00
Retail	1,800.00
Corporate & In Kind Sponsorship	33,400.00
Food Vendors	18,245.00
Beer Garden	9,314.11
Non Profit (sales)	2,000.00
Craft, Non food Vendors	3,000.00
ATM Commission	1,658.00
Net Sales	<u>134,417.11</u>

TOTAL REVENUE 134,417.11**General & Administrative Expenses**

Accounting & Legal	-
Advertising & Promotions	1,898.66
Beer Garden Bartender and Expense	1,008.50
Business Fees & Licenses	218.00
Security	9,185.15
Supplies	99.73
Entertainment	31,375.00
Insurance	4,644.92
Interest & Bank Charges	- 15.00
Office Supplies	444.36
Fire Work	30,000.00
Miscellaneous Expenses	58.50
Hotel and Catering	1,466.35
Rentals	38,729.92
Travel & Entertainment	878.60
Total General & Admin. Expenses	<u>119,992.69</u>

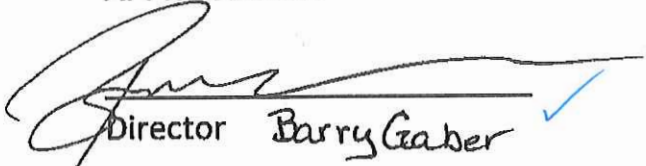
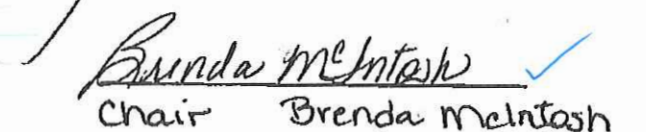
TOTAL EXPENSE 119,992.69**NET INCOME** 14,424.42**Generated On: 31/10/2019**

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Regina Canada Day Committee Inc.
Statement of Financial Position
31/10/2019

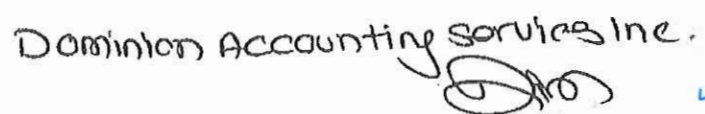
ASSET		2019
Current		
Chequing Bank Account	77,132.92	
Total Cash		77,132.92
Accounts Receivable	6,700.00	
Total Receivable		<u>6,700.00</u>
Total Current Assets		<u>83,832.92</u>
TOTAL ASSET		<u>83,832.92</u>
Liabilities And Net Assets		
Current		
Accounts Payable		<u>-</u>
Total Current Liabilities		<u>-</u>
TOTAL LIABILITY		<u>-</u>
Net Assets		
Net Assets		<u>83,832.92</u>
		<u>83,832.92</u>

APPROVED BY:


 Director Barry Gaber ✓

 Chair Brenda McIntosh ✓

APPROVED BY:


 Director ✓

Dominion Accounting services Inc.

 Accountant ✓

29/11/2019