

## SPECIAL EVENT GRANT (MAJOR) 2017 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 on the internet.**

**GENERAL INFORMATION:**

Organization's Legal	
1. Name:	Regina Multicultural Council
Mailing Address:	2054 Broad Street
	Postal Code: S4P 1Y3
2. Contact Person:	Angela Street
Mailing Address:	2054 Broad Street
	Postal Code: S4P 1Y3
Telephone No:	(306) 757-5990
E-mail:	rmc.pa@sasktel.net
3. Alternate Contact:	Benji Hazen
Mailing Address:	2054 Broadt Street
	Postal Code: S4P 1Y3
Telephone No:	(306) 550-8684
E-mail:	benjihazen@sasktel.net
4. Name of Event:	Mosaic a Fesitval of Cultures 50 <sup>th</sup> Anniversary - Transportation
5. Amount of Request:	\$50000
6. Event Date(s):	June, 01, 02 & 03, 2017

**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 not more than 30 days prior to submission of your grant application.
- #2 – Letters of support (optional).
- #3 – Event budget which includes a list of estimated expenditures, revenues, other confirmed funding sources, sponsorships and in-kind donations.

- #4 – Letters confirming financial sponsorships and in-kind contributions from other levels of government, corporations and sponsors.
- #5 – Most recent audited annual financial statements of the organization as presented at the last Annual General Meeting – including an income statement (showing revenues & expenses) and a balance sheet (showing assets, liabilities, and equity). 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?

Regina Multicultural Council's mandate is to educate the public about different cultures and foster positive relations between communities through increasing public knowledge and appreciation of different ethnic groups arts, culture, language and traditions. Our vision remains to be the champion and recognized leader in the Growth, Development, Support and Education in the promotion and celebration of cultural diversity.

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

Over the past three years Regina Multicultural Council has worked closely with our sponsors and partners to strengthen partnerships and to build bridges in the community. This is a job that continues to be ongoing and that must be monitored and assessed. The strengthening of many past partnerships and relationship building with new partners has increased RMC's visibility in the community, and we will work towards fostering respect and visibility in the community.

In 2013, Regina Multicultural Council began to create a Strategic Plan, in fall of 2014 the Strategic plan was complete, and presented to the RMC Membership. The strategic plan commits RMC to a three year plan to provide an opportunity for growth while creating a clear and concise understanding of the role of the RMC, Board of Directors and the outcomes of the initiatives and programming of the organization. The process of the strategic plan will be closely monitored and revisited monthly at the Board of Directors meetings to ensure the goals and vision for RMC are being carried out.

In 2012, the Regina Police Service Cultural and Diversity Unit began working out of the RMC office every Thursday afternoon to promote awareness and encourage relations with the cultural communities in Regina. This partnership created a new workshop called "Clued Include" the Regina Police Service, Regina Open Door Society, Saskatchewan Polytechnic and RMC worked together to create a program with a focus on the International Day of the Elimination of Racism. This workshop was first organized in March of 2013, and because of the positive response from students the workshop has become an annual event.

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. Include detailed information on what activities are planned, dates/times/locations of activities, and all other relevant information.

Mosaic a Festival of Cultures is the longest running multicultural festival in Saskatchewan that began as a single day, single venue event in 1967 and has now has become a three day, 20 venue event with over 10,000 volunteers and an expected audience of over 200,000 people. Mosaic 2017 is an exciting year as it is the 50<sup>th</sup> Anniversary of the Festival and will be held on June 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> 2017 and will host 20 different cultural and ethnic pavilions located throughout

the City of Regina.

The kick Off to Mosaic will be held on April 09th, 2017 at the Conexus Arts Center as the RMC presents a 50<sup>th</sup> Anniversary Gala. Performances from each of the Participating Pavilions will entertain the attendees in a red carpet event. Prior to the Gala performances Pavilion Ambassadors, Youth Ambassadors, special guest and sponsors will take part in the medalion ceremony.

Bringing a Little Mosaic to You is a program that brings the Mosaic festival into care homes throughout the City of Regina the month leading up to the festival. Beginning May 1st and running until May 31st the pavilion performance groups will entertain those residents unable to make it to the festival due to mobility or health barriers.

## 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.

Regina Multicultural Council has many partners that are involved in the Mosaic festival. In the months leading up to Mosaic a Festival of Cultures, RMC works jointly with the Regina Police Service, Regina Fire Department, Saskatchewan Liquor and Gaming Authority and Regina Qu'Appelle Health Region to ensure all rules and regulations are being followed. Over the years RMC has been able to work closely with the City of Regina to capture a positive representation of culture within the city. In recent years, RMC's festival partners and sponsors have fostered positive relations enabling us to work to support the needs and interests of one another organizations.

## COMMUNITY IMPACT

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

Mosaic a Festival of Cultures will impact the community through the promotion of cooperation and mutual understanding between all cultural and ethnic groups within the community. Mosaic provides an opportunity for existing immigrants and newcomers to be able to promote their culture within the City of Regina. Mosaic a Festival of Cultures allows the multicultural community to provide a family focused event that celebrates culture while educating the public about diversity, in turn building tolerance and awareness among the community.

13. How will you measure success of the event?

In order to measure the success of Mosaic a Festival of Cultures the RMC and Mosaic Organizing Committee will use a number of different evaluations:

- a) Encouraging public feedback at the Mosaic Pavilions and having participants access the RMC website and WebApp to provide commentary.
- b) At the final Mosaic Pavilion meeting held in the month of June following Mosaic provide an open forum for evaluations and discussions of Mosaic.
- c) Review attendance figures against previous years.
- d) Evaluation of Mosaic at the RMC Board table and at the Mosaic Committee levels.
- e) Soliciting feedback from our corporate sponsors through follow up meetings after the event
- f) Wrap up/ Follow up meetings with Health, Fire, Police, Transit, and other participating public service agencies.
- g) Monitor social media feedback via Facebook and Twitter.
- h) Online surveys and paper surveys will be provided to the public and pavilions to complete.

14. What is the anticipated attendance of the event?

Mosaic is a festival that measures attendance by pavilion visits. The anticipated number of pavilion visits with 20 pavilions in 2017 is over 200,000 guests.

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

The revenue that is earned by the pavilions that participate in the 2017 Mosaic a Festival of Cultures is used for the hosting organization(s) of those pavilions. These funds are used to support the hosting organization(s), their events, rental spaces and initiatives for the year. Revenues can be used towards teaching educational material to public, or multicultural community, hosting cultural workshops, or purchasing ethnic costumes for the performance groups. All the funds earned through the Mosaic passport is distributed among all of the participating pavilion member organizations.

## 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.

Mosaic a Festival of Cultures is one that is welcoming to all individuals regardless of their physical abilities or socio-economic backgrounds. The pavilions are all wheelchair accessible and open to all people. The Mosaic Transportation aids those who do not have access to vehical transportation to the Mosaic festival. Additionally, passport prices are tailored in developing affordable prices towards all citizens. Also, RMC provides countless "Free Thursday Night Mosaic Passes" to the City of Regina and public to provide a greater opportunity for everyone to attend. The Brining a Little Mosaic to You Program allows the RMC to provide an extension of the Mosaic Festival to those who face barriers to attend the Festival.

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 Multicultural Council does not charge a fee to the member groups who host a pavilion in the Mosaic Festival. Member groups who host a pavilion do however, provide the RMC with a performance bond, which is returned to the member groups if the Mosaic contact is completed successfully.

Brining a Little Mosaic to You is an extension of the Mosaic festival where the Pavilion Performance groups provide entertainment to care homes within the City of Regina. This program is free of cost to the care homes. Additionally, with approved funding, the performance groups receive payment for their performances through grant funding attained by the RMC.

Mosaic Passports are sold to the public for \$14.00 (Adult), \$9.00 (Youth/Senior) and Children under the age of 6 are Free. Passports are sold to the public as an individual ticket and admits one person into all the participating pavilions an endless amount of times throughout the 3 days of the festival.

With the help of the City of Regina, RMC has been able to secure funding to offer transportation as a free service to the public with the purchase of their Mosaic Passport. If funding is attained in 2017 the RMC will offer the transportation as a free service again.

## FINANCIAL NEED

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

Funding from the City of Regina is vital to Mosaic a Festival of Cultures to provide free transportation to individuals attending the festival. Families of both large and small numbers are able to travel to the participating pavilions without a worry of logisitcal driving hindrances or parking. Additionally, those participants who like to taste of the imported alcoholic beverages at the

pavilions are able to do so without worry of driving afterwards. The funding received from the City of Regina will exclusively go towards transportation services for the three day festival. Providing free transportation to the visitors of Mosaic will generate a experience of greater quality because individuals are able to enjoy the festival without parking, driving, or other logistical barriers.

**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:

Instagram:

Twitter:

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

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**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. The City reserves the right to demand, at any time, the return of any monies if the Organization uses the money in a manner that, in the opinion of the City, is inconsistent with the objectives of the Community Investment Grants Program or with the description of the intended use of the funds as set out in this application or should it be discovered that the undersigned made a material misrepresentation in the application.

**Terms of Agreement**

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.


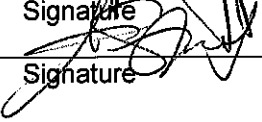
**Freedom of Information and Protection of Privacy**

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:**

Cory Schaeffer		President	Feb 14/17
Board Member Name (print)	Signature	Position	Date
ANGELA STREET		Executive Director	Feb 14, 2017
Board Member or Executive Director Name (print)	Signature	Position	Date

**MOSAIC BUDGET 2017**

<b><u>Income</u></b>	<b><u>Actual 2016</u></b>	<b><u>Actual 2017</u></b>	<b><u>Budget 2017</u></b>
Corporate Sponsorship			\$ 80,000.00
Conexus	\$ 10,000.00		
GWB	\$ 8,000.00		
GWB - Case Rebate	\$ 2,389.00		
Pepsi	\$ 6,500.00		
Potash Corp	\$ 10,000.00		
Sask Gaming/Casino Regina	\$ 2,500.00		
Sask Lotteries	\$ 1,500.00		
SaskTel	\$ 2,500.00		
SGEU	\$ 10,000.00		
SGI	\$ 6,000.00		
	<b>\$ 59,389.00</b>	<b>\$ -</b>	
Corporate Granting			\$ 70,000.00
ArtsVest	\$ 7,000.00		
City of Regina - Partner	\$ 20,000.00		
City of Regina - Transport	\$ 28,000.00		
Sask Lotteries - BALMTY	\$ 15,000.00		
	<b>\$ 63,000.00</b>	<b>\$ -</b>	
Mosaic Pass Sales	\$ 185,766.42		\$ 190,000.00
Performance Bonds	\$ 6,800.00		\$ 8,000.00
	<b>\$ 192,566.42</b>	<b>\$ -</b>	
<b>Total</b>	<b>\$ 314,955.42</b>	<b>\$ -</b>	<b>\$ 348,000.00</b>

<b><u>Expenses</u></b>	<b><u>Actual 2016</u></b>	<b><u>Actual 2017</u></b>	<b><u>Budget 2017</u></b>
Honorarium - Host Pavilions	\$ 1,190.00		\$ 600.00
Passport Refund on Returns	\$ 11,047.20		\$ 12,000.00
Performance Bond	\$ 6,400.00		\$ 8,000.00
Cultural Experience Grant	\$ 19,082.00		\$ 20,000.00
Medallions	\$ 517.64		\$ 1,000.00
Transportation	\$ 28,000.00		\$ 28,000.00
Bus Kings - Rawlco	\$ 14,353.50		\$ 15,000.00
Kick Off Day	\$ 997.18		\$ 500.00
Photography	\$ 900.00		\$ 1,000.00
Radio - Rawlco & Golden	\$ 22,313.03		\$ 30,000.00
Television - Global	\$ 16,880.75		\$ 20,000.00
Newspaper - Leaderpost	\$ 34,512.19		\$ 28,000.00
Billboards - (Digital)	\$ 5,304.40		\$ 4,000.00
Billboards - (Static)	\$ 2,596.94		\$ 3,000.00
Marketing - Noblet	\$ 13,733.47		\$ 20,000.00
Printing - Western Litho	\$ 13,896.18		\$ 12,000.00
Magazine Ad	\$ 525.00		\$ 1,000.00
Social Media	\$ 2,231.50		\$ 3,000.00
Cineplex Advertising	\$ 2,382.54		\$ 3,000.00
Austrian Club (Food Handling Course)	\$ 403.75		\$ -
The Poster Guy	\$ 900.00		\$ 900.00
Bring a Little Mosaic to you	\$ 15,000.00		\$ 15,000.00
<b>Total</b>	<b>\$ 213,167.27</b>	<b>\$ -</b>	<b>\$ 226,000.00</b>

<b>Profit/Loss</b>	<b>\$ 101,788.15</b>	<b>\$ -</b>	<b>\$ 122,000.00</b>
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