DISSEMINATION SUPPORT PILOT PROGRAM

Gateway: art at the Hotel

for professional artists’ collectives and non-profit arts organizations in circus and street arts.

Developed in collaboration with the Hotel Association of Greater Montréal (AHGM)
and Hotel 10
Le Germain Hotel Montréal
Hotel Monville
Le Saint-Sulpice Hotel Montréal
Hotel Bonaventure

2021

Montréal
1. INTRODUCTION

WHAT DO I NEED TO KNOW ABOUT THIS PROGRAM BEFORE APPLYING?
The Conseil des arts de Montréal’s pilot program, Gateway: art at the Hotel, was developed in collaboration with the Hotel Association of Greater Montréal (AHGM).

For over a year, the arts and hospitality sectors have been among the hardest hit by the pandemic. Viewed as the epicentre of the pandemic’s spread, downtown Montréal has been deserted and the prolonged absence of visitors in the heart of the city is having a worrisome impact on the hospitality industry.

In addition, performance venues—including those associated with Montréal’s dissemination networks—have cancelled most planned performances, leaving countless artists without work. Even after the venues reopen, we know that there will not be enough spaces for all the shows ready for public viewing. The Conseil hopes to play a major role in kickstarting the recovery by putting the extraordinary talent of local artists front and centre, in collaboration with municipal partners.

Around the world, various initiatives have succeeded in creating synergy between the arts and hospitality spheres. Art brings people together, creating strong bonds, and, increasingly, artists are being invited to integrate into hoteliers’ spaces.

This pilot program offers an experience that will pair five (5) arts companies with five (5) Montréal hotels of various sizes: Hotel 10, Le Germain Hotel Montréal, Hotel Monville, Le Saint-Sulpice Hotel Montréal, and Hotel Bonaventure. The goal is to offer performances to visitors from September to December 2021. Initially, pairings will be offered only to circus and street arts communities. The artistic projects will roll out in two phases:

**From June 30 to August 30 – Preparation and adaptation**
- ✔ Coordination meetings and scouting visits to hotels
- ✔ Coordination of rehearsals to adapt the performance
- ✔ Performance planning with hoteliers
- ✔ All other artistic development and production requirements

Each step must be planned in keeping with the government's physical distancing guidelines and health measures.

**Between August 30 and December 31 – Performances**
- ✔ Performance presented as planned
- ✔ Solicitation of feedback from hotel staff

**Please note:** If another lockdown forces the closure of the performance spaces or common areas of the hotels, performances will have to be postponed.

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1 COVID-19: Recommended health measures for the general population
1.1. **WHO IS ELIGIBLE?**

Professional artists’ collectives and non-profit arts organizations in circus and street arts who have already received funding through programs offered by the Conseil des arts de Montréal.

1.2. **WHICH DISCIPLINES QUALIFY?**

Circus and street arts only.

1.3. **WHAT TYPE OF PROJECTS ARE ELIGIBLE?**

The adaptation and presentation of a series of performances of a show ready for public presentation.

1.4. **WHAT IS THE DEADLINE FOR SUBMITTING A PROJECT?**

June 2, 2021. *(See section 9)*

1.5. **WHAT TYPE OF ASSISTANCE IS PROVIDED?**

The selected collective or organization must undertake to offer eight (8) performances or more. Awarded amounts could be up to $30,000 and will take into account:

- The show’s size and the complexity of adaptation
- The number of performances
- The availability of artistic teams
- The availability of hoteliers

1.6. **CAN THE PROJECT BE ENTIRELY FUNDED BY THE CONSEIL DES ARTS DE MONTRÉAL?**

Assistance may cover up to 100% of the project’s costs or form part of a financial structure that includes multiple funding sources.

1.7. **WHAT ARE THE OBJECTIVES OF THE PROGRAM?**

- To develop a creative and sustainable collaboration between the Montréal hotel and arts communities.
- To support the revival the Montréal arts community in a meaningful way, while contributing to the revitalization of the downtown area and the hotel sector.
- Showcase Montréal’s artistic creativity.

1.8. **WHERE CAN I FIND DEFINITIONS FOR SOME OF THE TERMS USED?**

See the glossary (links in English and French, respectively).

- [www.artsmontréal.org/fr/glossaire](http://www.artsmontréal.org/fr/glossaire)
2. WHAT CONDITIONS MUST I MEET TO APPLY?

2.1. GENERAL ELIGIBILITY CONDITIONS

Terms and conditions

Artists’ collectives* and arts organizations** that have already received funding from any Conseil des arts de Montréal program.

* Artists’ collectives
  i. A group of artists, regardless of number (minimum of two artists);
  ii. Represented by an individual in charge of the application who must be a citizen or permanent resident of Canada;
  iii. Two-thirds of the collective’s members must be citizens or permanent residents of Canada: the proportion of collective’s members who reside outside of Canada may not exceed one-third;
  iv. The majority of artists (50% +1), including the person in charge of the application, must reside on the Island of Montréal;
  v. The collective’s members must be professional artists as defined by the Conseil.²

** Arts organizations
  i. Be a non-profit corporation or cooperative that does not earn dividends;
  ii. Be headquartered on the Island of Montréal;
  iii. Have a Board of Directors composed primarily of citizens or permanent residents of Canada;
  iv. Have the mandate to create, produce, and disseminate artistic work.

Professionalism of arts organizations
  i. Possess a recognized and demonstrable level of competence;
  ii. Be managed by qualified individuals;
  iii. Present activities whose artistic quality is recognized by peers in the same artistic practice;
  iv. Employ professional artists and/or cultural workers.

3. WHO IS NOT ELIGIBLE TO APPLY?

3.1. INELIGIBLE APPLICANTS

- Individual artists;
- Collectives and organizations that have never received funding from any Conseil des arts de Montréal program;
- Artists’ collectives that are incorporated as for-profit or not-for-profit organizations
- Teaching, educational, or professional organizations;
- Public or parapublic organizations representing governments or municipal corporations
- Organizations registered as general partnerships.

² See the Conseil’s glossary
3.2. INELIGIBLE PROJECTS
- Corporate promotional projects;
- Cultural mediation projects.

3.3. INELIGIBLE ACTIVITY SECTORS
Collectives or organizations in the visual arts, digital arts, cinema and video, dance, humour, literature, new artistic practices (multidisciplinary and interdisciplinary), music, theatre, and variety sectors.

3.4. INELIGIBLE APPLICATIONS
- Incomplete applications
- Applications received after the deadline
These applications will not be considered.

4. MORE DETAILS ABOUT THE PROGRAM

4.1. COLLECTIVES OR ORGANIZATIONS SELECTED FOR THE PROJECT MUST:
✓ Have already successfully presented a show to an audience
✓ Designate a person who:
  ○ Acts as the liaison for the hotel throughout the project;
  ○ Is authorized to make the decisions required to carry out the project on behalf of the collective or company;
  ○ Maintains a written record of the decisions made with the hotel representative
  ○ Participates in coordination and status meetings as necessary.

4.2. HOW LONG ARE PROJECTS?
The length of projects can vary; however, performances must take place between August 30 and December 31, 2021. Support is provided on a one-time basis.

4.3. WHO SHOULD SUBMIT THE APPLICATION?
A duly authorized representative of the collective or organization.

4.4. WHAT TYPE OF SUPPORT IS PROVIDED?
The Conseil will award a maximum amount of $30,000. The budget must include all costs: coordination, scouting, adaptation, rehearsals, dissemination, etc.

4.5. WHAT ARE THE OBLIGATIONS OF PARTICIPATING HOTELS?
Hoteliers undertake to adopt a proactive approach in its dealings with the artists’ collective or company. This spirit of collaboration is essential and will make it possible to identify performance spaces and adapt the performances to the selected spaces.

Hoteliers must also provide artists and their production teams with approximately 25 to 40 hours of access to performance spaces for preparation and rehearsals. They must also provide access to a private space that will serve as a dressing room for artists and as a storage space.
Finally, hoteliers must designate an employee who:

- Acts as the liaison for the collective or company throughout the project;
- Is authorized to make the decisions required to carry out the project;
- Maintains a written record of decisions made;
- Participates in coordination and status meetings as necessary.

4.6. CAN I APPLY TO BOTH THIS PROGRAM AND THE ART OUT IN THE OPEN PROGRAM?
Yes, you can. It is important that you specify this in your application and provide a timeline that shows that you are capable of completing both projects, if successful.

4.7. CAN I APPLY FOR THIS PROGRAM IF I HAVE ALREADY RECEIVED FUNDING FROM ANOTHER PROGRAM THIS YEAR?
Yes, you can. It is important that you specify this in your application and provide a timeline that shows that you are capable of completing both projects, if successful.

5. HOW ARE APPLICATIONS EVALUATED?
An ad hoc committee of artists and cultural workers from the circus and street arts communities will evaluate applications. Selection is based on the comparative value of submitted projects.

5.1. WHAT ARE THE EVALUATION CRITERIA?
The evaluation committee will consider the program objectives and the following criteria:

Artistic quality of the performance: 50%
- Artistic quality and interest of the proposed performance;
- Uniqueness and authenticity of the approach;
- Quality and originality of past productions.

Relevance and adaptability to the performance context: 30%
- Expected time frame for the performance’s planning and preparation in collaboration with the partner hotel;
- Clearly described process for adapting to the performance space and high-traffic areas;
- Consideration of the relationship with the audience;
- Quality of previous adaptations or partnerships.

Project management and feasibility: 20%
- Realistic budget projections and timeline;
- Relevant experience of the team;
- Efforts made to compensate artists.

5.2. HOW ARE DECISIONS MADE?

5.2.1. Three-step process
1. The Cultural Advisor, under the authority of management, receives and confirms that the application is eligible.
2. The ad hoc committee reviews the application and issues a recommendation.
3. The Board of Directors meets to make a final decision and award the funding.
5.2.2. Who will see my application?
For the purpose of analysis, the Conseil may consult other organizations involved in the same grant applications or with experts, if necessary.

5.2.3. Do the documents submitted remain confidential?
The Conseil ensures the confidentiality of all personal information in its possession and that there will be no access to confidential documents it receives, except as provided for in the Act respecting the protection of personal information in the private sector (chapter P-39.1).

6. HOW DO I APPLY?

6.1. WHERE DO I APPLY?
Via the ORORA platform.

6.2. CAN I SUBMIT A VIDEO APPLICATION? IF SO, WHAT IS THE PROCEDURE?
Yes, it is possible to submit a video application. If you choose to submit your application in video format, you must answer the questions on ORORA and ensure that the total duration of video recordings does not exceed 8 minutes.

6.3. WHICH DOCUMENTS SHOULD I INCLUDE?
- A press review of the proposed performance;
- The organization’s most recent financial statements, if not already provided to the Conseil;
- The organization’s policies and equity process (if applicable).

6.4. ARE THERE LIMITATIONS TO WHAT I CAN SUBMIT?
✓ You must limit your texts to the number of words or pages requested.
✓ No unsolicited appendix or document sent after the application has been submitted will be retained for evaluation purposes.

7. HOW WILL I RECEIVE THE GRANT?

7.1. WHAT ARE THE PAYMENT TERMS?
The grant amount will be sent in one payment (100%) after the decision letter has been sent.

7.2. WHAT IS THE PAYMENT METHOD?
As soon as you accept the grant, you have the obligation to:

1. Obtain a supplier number from the Ville de Montreal
The individual in charge of the application must register or register the organization as a supplier to the City of Montreal at www.ville.montreal.qc.ca/fournisseurs. Obtaining a supplier number is obligatory. Please send it to us by email at radhia.kocer@montreal.ca.
2. Apply for direct deposit
Upon receipt of the supplier number, please complete the Electronic Payment Registration Request (available in French only). Please forward this form to the address indicated. The Conseil will make subsequent payments by direct deposit.

3. Submit your Social Insurance Number (for collectives only)
The payment of the grant will be conditional on the reception of the social insurance number and contact details of the representative of the collective. This will allow us to issue the legally required T4A form for tax purposes. To transmit this information securely, please contact us at 514 280-3580.

8. WHAT ARE THE OTHER REQUIREMENTS?

8.1. REPORTS

What?
Successful applicants must submit a report on the performance and a final budget.

When?
Within three (3) months of the end of the project.

Where?
Via the ORORA platform.

Failure to produce a report?
The organization will not be permitted to submit new applications if they have not produced the required reports within the established time frame, if it is normally able to do so.

8.2. OTHER OBLIGATIONS

8.2.1. Proof of commitment
Accepting payment of the grant constitutes an undertaking to complete the activities covered by the grant and to comply with the accompanying conditions.

8.2.2. Notice
Successful applicants undertake to:
- Work closely with hotel teams
- Be able to plan performance schedules
- Adhere to planned schedules
- Notify the Conseil of any changes to the project, if applicable

8.2.3. Visibility and logo
The organization or collective agrees to publicly mention the contribution of the Conseil des arts de Montréal by reproducing the Conseil’s logo in its programs, brochures, pamphlets and other promotional materials, as well as on its website. The logo and standards for the use of the Conseil’s logo are available at https://www.artsmontreal.org/en/council/logos.
9. WHEN CAN I SUBMIT MY APPLICATION? WHEN CAN I EXPECT A RESPONSE?

9.1. WHAT ARE THE DEADLINES?
   The Conseil does not fund activities retroactively.
   Deadline: June 2, 2021, at 11:59 p.m.

9.2. WHAT IS THE RESPONSE TIME?
   It will take three (3) to five (5) weeks from the date of the application for the Conseil to process it and reach a decision.

9.3. HOW WILL I BE INFORMED OF THE DECISION?
   Successful applicants will be notified of the decision by email. No decisions will be communicated by phone.

9.4. CAN I APPEAL THE DECISION?
   Decisions are final, and not subject to appeal. However, Conseil staff are available to answer any questions regarding Conseil decisions.

9.5. WHO CAN GIVE ME INFORMATION ABOUT MY APPLICATION?
   Applicants undertake to not contact members of the evaluation committee, jury, or the Conseil’s Board of Directors about the management or evaluation of their application, or about decisions related to their application. Only Conseil staff are authorized to respond to applicants’ questions.

10. HOW CAN I GET MORE INFORMATION?

10.1. CONSULT OUR WEBSITE
   https://www.artsmontréal.org/en

10.2. CONTACT THE PERSON IN CHARGE OF APPLICATIONS

   Paule Beaudry
   Cultural Advisor - Dance
   514 280-3587
   paule.beaudry@montreal.ca