



2024 Guidelines

# Live Music Grant Program

Grant applications are due  
Friday, April 26, 2024 by 4:30pm



MISSISSAUGA



1974-2024

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## Program Purpose

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The Live Music (LM) Grant Pilot Program provides funding to offset the eligible expenses (page 10) associated with the presentation of safe and inclusive live music events to Mississauga residents and visitors.

The LM program results from the City of Mississauga's Music Strategy and is designed to help increase the number and frequency of live music events in Mississauga. 2024 marks the second year of a two-year pilot that provides a maximum total of \$90,000 in total funding over two years. Following the pilot, City of Mississauga staff will assess the impact and return on investment of the funding to make recommendations on a permanent live music grant stream.

The LM program also aligns with the vision of Mississauga's Culture Master Plan to enhance the live music sector. The City is committed to the long-term growth and sustainability of culture and the quality of life for its residents. Applicants are encouraged to consider how grant funds can increase resident engagement for their community's dates and events of significance. This may include Black History Month (February), International Women's Day (March 8), Asian and South Asian Heritage Month (May), Pride Month (June), Indigenous History Month, National Indigenous Peoples Day (June 21), and National Day for Truth & Reconciliation (September 30), to name a few.

## Equity Statement

The City of Mississauga is committed to equity and inclusion. We welcome and encourage applications from all eligible applicants. We continuously seek to improve access to our programs and ensure grant applications are received from diverse and under-represented Mississauga communities. We recognize the diversity of the people of Mississauga and encourage the communities to provide feedback on how this grant program can better meet the needs of Mississauga residents.

## Eligibility

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LM grants provide assistance in two categories; new concert presenters and established concert presenters. Funding is available in these categories for presenters that meet the following eligibility criteria:

### 1. New Concert Presenters

- ✓ The “concert presenter” can be a musician, music venue, bar, restaurant, or concert production business.
- ✓ Concerts must feature a minimum of 50% Mississauga-based musicians (for musical groups, 50% of the members must be based in Mississauga.)
- ✓ Concerts must take place in Mississauga.
- ✓ Operating on a for-profit model.

### 2. Established Concert Presenters

- ✓ Operating for four years or more.
- ✓ The “concert presenter” can be a musician, music venue, bar, restaurant or concert production business.
- ✓ Concerts must feature a minimum of 50% Mississauga-based musicians (for musical groups, 50% of the members must be based in Mississauga).
- ✓ Concerts must take place in Mississauga.
- ✓ Operating on a for-profit model.

## Ineligibility

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Grants are **not available** for:

- X Events held outside the city of Mississauga;
- X Events already funded through other City programs;
- X Events whose primary theme or focus is not live music;
- X Business Improvement Areas (BIAs);
- X Sports and athletic events, runs, or walks;
- X Religious rites and ceremonies;
- X Contests and competitions;
- X Demonstrations, marches, or rallies;
- X Trade shows and trade fairs;
- X Conferences, workshops, training and professional development;
- X Block parties, picnics, garden shows, street markets, or carnivals;
- X Stand-alone parades;
- X Concerts not open to the general public;
- X Retroactive expenses or accumulated deficits;
- X Capital projects; and

- X Organizations or activities that the City deems may promote discrimination, contempt or hatred for any individual or entity.

**Please Note:** The City does not fund retroactively. If you choose to start your project before you know the funding results, please be aware that the City of Mississauga is under no obligation to support the project, and you undertake the activity entirely at your own risk.

## Application Requirements

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- All applicants are **required** to attend one of the information sessions listed on page 14.
- A fully completed application must be submitted to the Culture Division by **Friday, April 26, 2024, by 4:30 p.m.**
- Application submissions must be completed online using the City of Mississauga's Grants Portal: (<https://apply-cityofmississauga.smapply.ca/>)
  - Applications cannot be submitted by e-mail, fax or paper copy.

Your application must include the following:

1. Answers to all of the questions listed in the application
  - Including performance measures and targets related to your goals
2. Completed financial and statistical reporting sections
  - Include signed copy of detailed project budget
3. All required supporting documentation

**Please Note:** Please allow sufficient time to complete the application appropriately. Consider having a third party proofread your application prior to submission to ensure clarity and accuracy.

## Grants Portal

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The City of Mississauga requires all grant applications be submitted through its Grants Portal. To access the portal for the first time go to the City of Mississauga's Culture Grants website at [www.mississauga.ca/grants](http://www.mississauga.ca/grants) and click "[APPLY NOW](#)".

To set up an account follow these steps:

1. Click the "Register" button located in the top right corner of the screen
2. Register as an individual or organization
3. Enter your name and email address
4. Click "create account"
5. Verify your account by clicking on the "Send verification link" button. This will send an email to the email address you provided
6. Open your email and click on the link that has been sent to you
7. You will then be able to go back to the Grants Portal and click on the "View programs" button
8. Fill out the corresponding sections for the application
9. Click "Review" to review the application prior to submitting
10. Click "Submit" once you completed the application

**Please Note:** Only click the "Apply" button once. This button will duplicate your application with each click.

Once you have created your account you will be able to access the Grants Portal during each granting cycle. Certain information entered into the application is saved for future applications.

**Please Note:** The City of Mississauga's Grants Portal is used by the Community Services department for all its grant programs. Please ensure you have selected the correct grant program.

## Application Breakdown

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LM grant funding offsets eligible operating expenses associated with presenting a safe and inclusive live music event to Mississauga residents and visitors. Funding is for eligible expenses only, as outlined on page 10. The following criteria outlines funding eligibility:

<b>New Concert Presenter</b>	<b>Established Concert Presenter</b>
May apply for \$1,000 towards eligible concert expenses.	May apply for up to 50% of the concert's total operating budget or \$2,500, whichever is less.

The sections below provide an explanation for each section of the application.

### Section A – Application Overview

Please provide your organization's main contact and mailing information. Once approved for funding, this information is used for all correspondence and payments.

Please indicate the amount of funding you are applying for. You will also need to indicate if you have received a grant in the previous grant cycle.

If you need clarification on any of these items, please contact the Culture Division at [grantsinfo@mississauga.ca](mailto:grantsinfo@mississauga.ca) or 905-615-3200 ext. 5476.

### Section B – Description, Goals and Outcomes

Eligible applications are evaluated and compared using the following two areas of measurement:

1. Cultural Impact
2. Economic Impact

Please ensure you answer all the questions in the grant application completely. Your responses to each of the questions should not exceed the spaces provided and should reflect the evaluation criteria (*point form is acceptable.*)

## Introduction:

Provide a short description of what your event will contribute to culture in the City of Mississauga (*no more than a paragraph*).

The City of Mississauga's Culture Division has identified a number of priorities for culture in Mississauga. These priorities are essential to ensure the success of your event. You are a key part of making sure we achieve them together. In the section below, answer each of the questions using the strategic priorities of the City to inform your answer. Each of your responses should be measurable and include a rationale for why you are undertaking them.

### 1. Cultural Impact

The City's diverse composition contributes to its distinct cultural identity. The following strategic priorities address this principle:

- improving access to cultural opportunities
- promoting equity and inclusion
- supporting inter-cultural activities necessary for the success of the City

Using these strategic priorities, address the following questions.

- What are your plans to evolve your audience?
  - Include plans for developing new audiences
  - Fostering a sense of place/community
  - Initiatives for engaging different communities
  - Rationale for your event and the selected location
  - Plans for encouraging communities to feel welcome and grow
    - Communities can include but are not limited to; artistic, neighbourhoods, LGBTQ2S+, newcomer, Indigenous, Black and the disability communities

### Outcomes

Based on the plans and initiatives described in the above section, list your expected outcomes. Outcomes should be in point form and include measurements and the rationale for how they were determined.

Examples of outcomes/measurements: Audience numbers, new communities engaged, marketing initiatives, and innovative programming. To determine the best ways to measure your goals, the S.M.A.R.T. model can provide you with a good understanding of the grant requirements. This model stands for Specific, Measurable, Achievable, Relevant and Time-based goals. You can find many resources related to the S.M.A.R.T. model on the internet. If you require further guidance on the S.M.A.R.T. model, please contact [grantsinfo@mississauga.ca](mailto:grantsinfo@mississauga.ca).



## 2. Economic Impact

Answer the following questions to outline your organization's efforts:

- How are you creating safe and inclusive environments for people to participate in your event?
- What is your attendance goal and do you intend to attract visitors from outside Mississauga?
- If your event is ticketed, how many tickets are you aiming to sell?
- How much revenue are you aiming to generate for musicians and your business?
- What opportunities are you creating for musicians and live music workers in Mississauga?
- What efforts are you making to hire and buy locally?
- How are you supporting local businesses and vendors?

### Outcomes

Based on the plans and initiatives described in the above section, list your expected outcomes. Outcomes should be in point form and include measurements and the rationale for how they were determined.

Examples of outcome/measurements:

- Number of performances,
- Mississauga artists / non-Mississauga artists hired,
- Amount of people attending your event, including those coming from outside of Mississauga, and
- Total investment in the music sector and innovative programming.

To determine the best ways to measure your goals, the S.M.A.R.T model can provide you with a good understanding of the grant requirements. This model stands for Specific, Measurable, Achievable, Relevant and Time-based goals. To determine the best ways to measure your goals, the S.M.A.R.T. model can provide you with a good understanding of the grant requirements. This model stands for Specific, Measurable, Achievable, Relevant and Time-based goals. You can find many resources related to the S.M.A.R.T. model on the internet. If you require further guidance on the S.M.A.R.T. model, please contact [grantsinfo@mississauga.ca](mailto:grantsinfo@mississauga.ca).

## **Section C – Financial Reporting**

This section describes your overall financial situation and how programming and business goals are being met or not due to your financial situation. Applicants applying for a LM grant are required to submit the following information:

### **1. Financial Reporting**

All financial data must be entered into “Section C - Financial Reporting” of the application located on the Grants Portal.

Recipients of funding in the Established Concert Producer category will be required to report on the tourism impact of their event using the TREIM model in their final report. For more information on the TREIM model, visit <https://www.ontario.ca/page/tourism-regional-economic-impact-model>

### **2. Budget**

Please upload a copy of your event budget, including all known and projected expenses and revenue. Please also use this section to explain how you have arrived at your financial projections. Detail any funds you or your business will be contributing to the event, as well as any other grants or funding sources obtained or anticipated outside of City of Mississauga grant funding. When in-kind donation are included as revenue, it should also be included on the expense side of the budget.

## **Section D – Statistical Reporting**

Applicants are required to enter their statistical data into “Section D – Statistical Reporting” of the Live Music Grant application. Please complete this statistical reporting section in its entirety and disregard any question you consider not relevant to your event. If your omission rate is high for most of the data required, please provide an explanation on a separate sheet why you did not supply the required data.

## **Section E – Supporting Documentation**

For the Peer Assessment Committee to verify and review your application, the following up-to-date documentation must be included in your funding package:

New Concert Presenters

- A schedule of events and timing for your 2024 event

Established Concert Presenters

- A schedule of events and timing for your 2024 event
- A strategic plan or business plan (if available)

Please upload each of these documents into the corresponding section of the Grants Portal.

## Eligible Expenses

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- Artist / Performance Fees
- Facility / Venue Rentals (excludes applications from venues, bars and restaurants)
- Marketing & Promotion Expenses
- A/V technicians / staffing
- A/V equipment rentals

## Application Review

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City staff will review applications for accuracy, completeness and eligibility. An internal review committee consisting of subject matter experts across the City's Culture department will then review eligible applications. Applications that are recommended for funding by the review committee will be sent to the Director of Culture for approval. Applicants are notified in writing of the final grant amount by the end of May 2024, following approval from the Director of Culture.

**Please Note:** Receipt of a grant in one year does not guarantee funding in the following fiscal year.

## Terms and Conditions of Grant Assistance

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Please note; if you (the “Recipient”) receive the financial assistance (the “Grant”) from The Corporation of the City of Mississauga (the “City”) under this Live Music Grant Program (the “Program”), the following conditions will apply:

1. Pursuant to the current terms and conditions, the City may terminate the Grant and demand a partial or full repayment of the Grant provided if:
  - a) the Recipient makes misrepresentations in its application for the Grant;
  - b) the Grant is not used for the purpose of the services/programs or project as described in the application;
  - c) the services/programs or project proposed in the application is not commenced in a timely manner as described in its application;
  - d) the services/programs or project is not completed within the fiscal year for which the Grant was intended for, except otherwise approved by the City;
  - e) the services/programs or project is completed without requiring the total amount of the Grant;
  - f) the Recipient ceases operating or dissolves;
  - g) the Recipient merges or amalgamates with any other party;
  - h) the Recipient breaches any of the terms and conditions of the grant assistance; or,
  - i) the Recipient breaches and of the provisions of the Ontario Human rights code, as amended, or any other applicable law, regulations, the City’s corporate policies, by-laws or Program guidelines in its operations.
2. It is the responsibility of the Recipient to notify the City’s Culture Division immediately of the occurrence of any of the grounds for which the City may demand repayment of the Grant provided (listed in Term #1 above) and/or if there are any changes in the funding of the project from that considered in the application.
3. The Grant shall only be used for the purposes outlined in the application subject to City approval. Any change to the purpose of the Grant is prohibited, except otherwise approved in writing by the City.
4. The Recipient will make or continue to make attempts to secure funding from other sources as indicated in its application. If the Recipient fails to secure sufficient funding for the services/programs or project as indicated in its application; the City, at its sole discretion, may demand a partial or full repayment of the Grant.
5. The Recipient shall keep and make available proper books of account and records of the financial management of the funds provided by the City in accordance with generally accepted business and accounting practices, the Recipient authorizes the City or its

agents to inspect any records, invoices, and documents in the custody or control of the Recipient which relate to the Grant at all reasonable times.

6. The Recipient is required to submit a final report on the operational, project and/or capital activities as required by the City. The Grant may not be made available to organizations that fail to meet reporting requirements for any approved Grant.
7. The Recipient represents and warrants that the services/programs or project shall not be represented as City services/programs or City project, and that the Recipient does not have the authority to hold itself out as an agent of the City in any way. The Recipient shall not hold out the City as a partner or otherwise responsible for any obligations relating to the services/programs or project.
8. The Recipient shall acknowledge the support of the City in all advertising, publicity, programs, signage and plaques relating to the services/programs or project for which funds are granted.
9. In the circumstance the Recipient disbands, the Recipient must notify the City immediately and dispose of their assets in a responsible manner. Any unused portion of the Grant remains the property of the City and shall be returned to the City upon request.
10. The Recipient shall not transfer or assign the Grant or any part thereof to another person.
11. The Recipient acknowledges and agrees that any action taken by or on behalf of the City shall be unconditionally subject to the *Municipal Act, Municipal Freedom of Information and Protection of Privacy Act*, as amended, and any other applicable law or regulations governing the City or its agents, including the City's By-laws and Policies (collectively the "Applicable Law") and the City shall not be required to take any action in respect of the Program, or otherwise, if such action would be, or would be reasonably likely to be, in violation of any such Applicable Law or ultra vires the powers of the City.
12. The Recipient acknowledges and agrees that City Staff may accept tickets to events and performances, in accordance with the City's Conflict of Interest Policy, respecting the Acceptance of Gifts, Benefits, or Favours Section of the Policy and that the City and the Recipient shall at all times adhere to rules set forth therein.
13. The Recipient, including its subcontractors, employees, workers, volunteers and agents, shall indemnify and save the City harmless, including the City's elected officials, officers, employees, agents and contractors (the "Indemnified Person"), from and against any loss, cost and expense incurred by the City because of any demand, action or claim brought against the City as a result of any loss of or damage to property, personal injury or death, or any other losses or damages, both direct or indirect, howsoever and whatsoever incurred, suffered or sustained by the Recipient, including its subcontractors, employees,

workers, volunteers and agents, or by a person other than the Recipient arising out of or in any way related to the Grant received or any obligation of the Recipient under this Program, or by anyone for whom in law the Recipient is responsible.

14. The Recipient, including its subcontractors, employees, workers, volunteers and agents, agrees that it shall absolutely and irrevocably releases the City and its Indemnified Person from any liability, loss, damages, costs, expense or claims suffered or incurred by the Recipient, including its subcontractors, employees, workers, volunteers and agents, whether arising in contract, tort, negligence, common law, equity or otherwise, in any connection with the Grant received or any obligation of the Recipient under this Program.
15. The City reserves the right to verify the membership lists provided to the City.
16. The Recipient agrees to receive information on the Program or other related information, news, events, promotions, offers and contests from the City.
17. The Recipient understands and agrees that the receipt of a Grant in one year does not guarantee funding in the following fiscal year.
18. The Recipient shall comply with all of the provisions of the Program guidelines.
19. Pursuant and in addition to the City's application requirements, receipt of funding and compliance with this Agreement shall be conditional on the recipient, or any recipient staff member acting in their job capacity, not directly or indirectly engaging in any political activity, including not publicly endorsing, supporting, opposing, or aligning itself with any political organization, party, campaign, elected representative, or candidate. Recipients shall be required to comply at all times with the Income Tax Act, the Canada Elections Act, the Elections Act of Ontario, the Lobbying Act, and all other applicable laws respecting same. For greater clarity, no funding shall be permitted to be used, either directly or indirectly, for any political purposes, including towards any elected representatives, political candidate, campaign, party, or organization.
20. The City reserves its rights to amend or impose additional terms and conditions as is deemed necessary by the City.

## Payment

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Successful applicants to the Live Music grant program will receive 100% of their grant amount in one payment following final approval by the Director. Although the City aims to distribute funding in a timely manner, please note that the City cannot guarantee the delivery of funds by a specific date, and thus, your funds may not be delivered prior to your event. New grant recipients must complete a Vendor Request form and an Electronic Funds Transfer form in order to receive funding. Grant recipients will receive both documents via email upon approval of the grant, and must email the completed forms to [ap.central@mississauga.ca](mailto:ap.central@mississauga.ca). Existing grant recipients who have any changes to their contact information must also submit an updated Vendor Request form with contact information that matches their 2024 application. Please Note: Applications may be approved for less than the maximum grant amount and less than what has been requested.

## Reporting Requirements

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LM grant recipients are required to submit a final report on their event by **November 29, 2024**. Receipts for eligible expenses can be submitted prior to the final report deadline. If invoices are not received prior to the deadline they must be submitted with the final report. Reporting guidelines will be made available to successful applicants by the fall of 2024.

**Please Note:** Future funding may not be made available to applicants that have failed to meet reporting requirements for any approved grants.

## LM Grant Program Information Session

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Information sessions will be held online through webinars. Applicants that have not previously received a City of Mississauga grant **are required to attend** one of the information sessions to be eligible for funding. Attendance will be noted. All other applicants are strongly encouraged to attend one of the information sessions to hear about the grant process, the requirements, tips for success and to ask questions.

Applications are due Friday, April 26, 2024 by 4:30 p.m.

**Live Music Grant Webinars**

Wednesday, April 10, 2024  
12:00 p.m.-1:00 p.m.

and

Wednesday, April 24, 2024  
6:00 p.m.-7:00 p.m.

For up-to-date details contact: [grantsinfo@mississauga.ca](mailto:grantsinfo@mississauga.ca) / 905-615-3200 ext. 5476.

## Grant Application Deadline

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**2024 LM Grant Applications are due:  
Friday, April 26, 2024, by 4:30 pm**

**E-MAIL:** [grantsinfo@mississauga.ca](mailto:grantsinfo@mississauga.ca)

**PHONE:** 905-615-3200 Ext. 5476

**WEBSITE:** [www.mississauga.ca/grants](http://www.mississauga.ca/grants)

- **Late applications will not be accepted.**
- **Application and Guidelines are subject to change.**

More information is available from the City of Mississauga, Culture Division. All applicants to this program are strongly advised to discuss their applications with staff. Your questions and comments about this program are welcomed and appreciate.





**Recreation & Culture Division**

City of Mississauga  
300 City Centre Drive  
Mississauga, ON L5B 3C1  
[mississauga.ca/grants](http://mississauga.ca/grants)



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