

I love working downtown



A Chamber of Commerce of Metropolitan Montreal initiative,
supported by the Ministère de l'Économie et de l'Innovation du Québec

Back to abnormality

Call for creative projects to enhance the attractiveness
of downtown as a place to work

APPLICANT'S GUIDE

Deadline for submission of projects: **August 6, 2021 at midnight**



The Chamber of Commerce
of Metropolitan Montreal

Québec 



Back to *abnormality*

Work has been reinvented; let's reinvent the return to work.

These building lobbies, traffic corridors, interior courtyards, food courts, esplanades and parking lots are all interstices to be filled, places to be invested with unprecedented uses. So that through them the city calls out to me, appeals to my senses, captures me. So that once again, **I love working downtown.**

Ideators, creators, artists, designers: let's reinvent the parameters, let's divert these places from their accepted functions, let's transform them, let's make them refreshing, attractive and euphoric, so that we can think about them, dream about them, meet each other, marvel at them. For work to come alive everywhere, for work to be fun.

So that the return to normalcy is not just a return to normal.

BACKGROUND

Over the past year, downtown Montréal has been hit hard by the pandemic.

The loss of workers, tourists and students has underscored the downtown area's vulnerability to the pandemic and the health measures implemented, and has resulted in a dramatic drop in traffic for the commercial fabric of this highly strategic sector for the city.



In this context, the Ministère de l'Économie et de l'Innovation du Québec (MEI) has given the Chamber of Commerce of Metropolitan Montreal a mandate to contribute to the economic recovery of downtown Montréal.

In the spirit of inclusiveness and participation, the Chamber has implemented the **I love working downtown** initiative. The platform will be used to rapidly deploy actions to encourage the return of workers to the area and increase traffic, for the benefit of merchants, hoteliers, restaurateurs and cultural and creative organizations, as well as the entire commercial fabric.

As part of the **I love working downtown** initiatives, the Chamber is focusing on supporting **creative projects in private and semi-private spaces** to re-establish downtown as a place to work.

DESCRIPTION OF THE INITIATIVE

Supported financially by the MEI, the Chamber is launching a call for creative projects in the extended downtown area. These projects will be carried out in order to provide tangible solutions to enhance the attractiveness of downtown as a place to work.

This call for projects is specifically aimed at private and semi-private spaces, as the Ville de Montréal and other stakeholders such as Tourisme Montréal are already supporting or will support promising projects in downtown public spaces.

The initiative will help make Montréal and its downtown area a showcase for Montréal's artistic and technological creativity, as well as a destination and a place for experiences. It will position the creative industries as active players in the recovery.

OBJECTIVES OF THE INITIATIVE

- Offer quality interventions in private and semi-private spaces in the downtown area that enhance Montréal's creative offer
- Increase the attraction of downtown as a place to work and hold business meetings in order to increase traffic in the short, medium and long term
- Bring more people into the shops, restaurants and cultural institutions.

TARGETED PROGRAMMING

The Chamber wishes to support programming of original, high quality creative projects, located in private and semi-private spaces. Programming will extend over a period of 12 to 18 months. Projects may extend beyond this period, but costs incurred after September 30, 2022 will not be eligible for support through this call.

As a result of the mandate granted by the MEI, the Chamber will encourage the support of promising projects that can demonstrate positive effects on the return of workers to the downtown area.

The planning of this programming will take into account, among other things:

- The experience offered to people working downtown
- Seasonality
- Geographical distribution within the territory of the extended downtown area
- The timeline for projects over the programming period
- Complementarity with the accomplishments of the Ville de Montréal and other actors within the territory.

PROJECTS WE ARE LOOKING FOR

The purpose of this call for projects is to receive proposals for creative projects that will be operational (installed) between September 1, 2021 and June 30, 2022 in a private or semi-private space in the extended downtown area (territory shown on page 7 of this document). The Chamber will support projects that offer tangible solutions to attract and bring people back to the downtown area.

They include, but are not limited to, immersive, interactive or narrative creations. The creations may be cross-disciplinary, involving visual or digital arts (screen projections, multimedia installations, etc.), design, architecture, etc.

Here are the types of projects we would like to receive:

- **Original, high quality projects with significant potential impact on traffic, the primary target audience being people who work downtown**
Tempt us, make us react, make us want to reconnect with the downtown area and stay a few more hours.
- **Distinctive, original or new creations**
Show us something we've never seen before, something that will make us ask our colleagues «Have you seen this project? You absolutely have to go and see this!»
- **Signature projects for Montréal**
Share a vision of the city, beautify it, show us your vision of the city.



With your projects, you will contribute to the development of Montréal's richness in all its forms (commercial, entrepreneurial, gastronomic, cultural, heritage, territorial, social, identity, etc.) and of the downtown commercial real estate assets.

Through them, you must promote the city's influence as well as Montréal's creative and cultural industries on local and international scenes.

**Artists and creators,
here is a golden opportunity
Answer the call!**

OTHER CRITERIA

The human and financial resources committed as well as the means set in place for the implementation and operation of the projects must be adequate.

The projects proposed must be feasible and sustainable. At the same time, they must be different from existing projects in the Montréal area.

- They have the potential to capture interest (workers, media, visitors, etc.).
- They have the potential to be used over a long period of time, to be reused or to generate interest to be extended (sustainability).
- They require minimal maintenance on a daily basis.
- They may have the ability to evolve over time.
- They stimulate multidisciplinary and intersectoral collaborations or encourage the local ecosystem, in order to generate sustainable benefits for the downtown economy and its commercial fabric.
- They meet the main principles of sustainable development. Projects that rely on best eco-responsible practices will be prioritized (e.g. energy consumption, origin of materials and equipment, etc.).

INELIGIBLE PROJECTS

- One-time or short-lived interventions, such as an event or performance
- Projects intended for public spaces (e.g., parks, streets or alleys)
- Projects already completed and funded at the time of application.

Projects must meet the eligibility requirements to be considered.

ELIGIBILITY REQUIREMENTS

Compliance with the call for projects' criteria	<ul style="list-style-type: none">• Projects must be located within the extended downtown area (see page 7)• The cost of a project must be at least \$150,000 with no maximum limit, subject to contributions from applicants.
Dissemination	<ul style="list-style-type: none">• Projects are disseminated for a minimum of 3 months (semi-permanent or permanent).• Projects must be started between September 1, 2021 and June 30, 2022. Projects may extend beyond this period, but costs incurred after September 30, 2022 will not be eligible for support through this call.
Support confirmation	<ul style="list-style-type: none">• Applicants must have the support of the owner(s) of the proposed private and semi-private spaces. The owner(s) agree(s) to the artistic concept, confirm(s) availability of the space for the presentation of the project for a minimum period of 3 months, agree(s) on the installation, maintenance and operating arrangements with the applicant, as well as the sharing of legal and financial responsibilities. A letter of intent from the manager or owner is required at the time of submission.• If applicable, additional funding to that requested by this call must be confirmed by a letter of intent from each funding partner when the application is submitted.
General terms and conditions	<ul style="list-style-type: none">• Projects must take into account public health measures at the time of their deployment and provide a contingency plan in case of a tightening of measures.

These criteria are based on the desire to fulfill the mandate granted by the MEI to support promising projects that demonstrate positive effects on the return of workers to the downtown area.

ELIGIBLE APPLICANTS

The applicant is the producer, the one who supervises and coordinates the execution of the project.

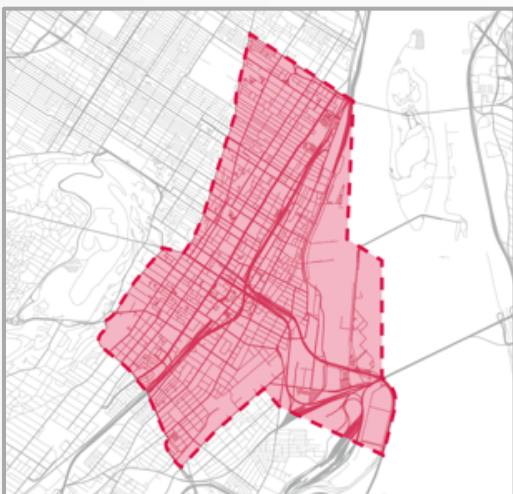
- Company legally incorporated in Quebec
- Independent professional artist, residing in Quebec
- Collective of independent professional artists, residing in Quebec
- Consortium: more than two companies legally incorporated in Quebec

INELIGIBLE APPLICANTS

- Municipal entities
- Crown corporations and departments and agencies of the governments of Quebec and Canada

SPACES TO INVEST

- The projects must be carried out in private and semi-private spaces in the extended downtown area, i.e. spaces that are privately owned but accessible to the public such as common spaces in office towers, esplanades, underground spaces, food courts, etc.);
- The spaces can be indoor or outdoor;
- The spaces must be strategic; they must help meet the initiative's goals of increasing worker traffic downtown;
- Projects may be presented in more than one location that meets the above conditions.



Target area: the extended downtown area

Downtown Montréal is the area with the highest density of continuous economic activity, delineated by Papineau and Atwater/Guy Streets, Sherbrooke/des Pins and the River. It includes the Quartier des affaires, historic Old Montréal, Quartier des spectacles, Quartier international, Quartier de l'innovation and several destination districts, including Chinatown, the Quartier des musées, Shaughnessy Village, the Village and a portion of the Lachine Canal.

BUDGETARY FRAMEWORK

- The Chamber's budget envelope available for project funding is \$3,000,000.
- This call for projects supports projects with a minimum overall cost of \$150,000. There is no maximum cost limit for projects as they may leverage the contribution offered by the Chamber through another funding source.
- As an indication, the purpose of this call is to support 5 to 10 projects and, consequently, the contributions granted may vary according to the size of the projects. The Chamber will support a program of projects of varying sizes to maximize the available envelope based on the projects received.

The following conditions will be viewed favorably:

- Financial arrangements that have a leverage effect on the contribution requested under this call
- Projects that show that the requested contribution is necessary for the project to proceed
- Private contributions, especially to cover operating costs
- Projects that have not received any other financial assistance from the Quebec government.

ELIGIBLE EXPENSES

Expenditures must be incurred between the time the agreement between the Chamber and the applicant is signed and September 30, 2022.

- Wages, including benefits, for employees assigned to the creation and production of the project (hourly rates must be comparable to going market rates and benefits may not exceed 18%)
- Expenses related to digital development (licenses, software, hardware)
- The cost of renting a space for creation
- Costs related to site development
- Equipment rental costs
- Actual design and installation costs
- Purchase and installation of specialized equipment and furniture
- Artists' fees (going market rates)
- Professional fees from specialized firms or consultants (maximum hourly rate of \$200)
- Actual operating costs during the project period (including: security, electricity, replacement parts in case of breakage)
- The non-refundable portion of taxes from eligible costs
- Management fees up to a maximum of 4.5% of total project costs (e.g. audit of project expenses)
- Project-specific promotional expenses up to a maximum of 4% of the requested contribution.

INELIGIBLE EXPENSES

- Any expenses incurred prior to the signing of the agreement or after September 30, 2022
- Any expenses exceeding the eligible expense limits listed above.

CALL FOR PROJECTS PROCESS

The Chamber will hold a virtual briefing on **June 17, 2021 at 3:30 p.m.** to further present the highlights of this applicant's guide and answer questions from applicants. [Register for the information session on the call for projects web page.](#)

Applications will be processed and evaluated by the Chamber and then by a selection committee composed of decision-makers and independent experts. Members are recognized for their competence in their field and have a good knowledge of their sector of activity. An incomplete application or one that does not meet the eligibility criteria will not be considered for evaluation.

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The Chamber will seek approval of the selected projects from the **I love working downtown** Steering Committee and its Board of Directors. Successful projects will then be submitted to MEI for funding approval. Applicants could be invited to come and present their project.

Depositors will receive a confirmation letter (amount confirmation or rejection letter) no later than the week of September 20, 2021. Decisions will be final and without appeal.

The contact person for each successful project will be contacted to arrange a meeting. This meeting will allow us to agree on a plan for the execution of the project as well as an agreement between the parties involved.

¹ This criterion is based on the desire to fulfill the mandate granted by the MEI to support promising projects that demonstrate positive effects on the return of workers to the downtown area.

² Subject to the number of projects received through this call and the contributions requested.

WEIGHTED EVALUATION CRITERIA

Applicants must demonstrate how their project meets the following criteria:

<p>Impact, originality and high quality</p>	<p>The projects offer a solution to attract and retain workers in the downtown area and contribute to enhancing the area's assets as a place to work and meet for business.</p> <p>The projects are recognized for their quality and originality. They are distinctive and innovative.</p> <p>The following conditions will be viewed favorably:</p> <ul style="list-style-type: none"> • Projects are of interest to workers and contribute to a positive perception of downtown as a vibrant and safe place to work; • Choice of a strategic space to reach workers; • Projects demonstrating a positive estimate of the benefits in terms of traffic within the territory; • Projects ongoing over a longer period of time; • Projects generating interest in receiving private funding for expanded dissemination or follow-up. 	<p>40%</p>
<p>Team</p>	<p>Applicants prove their capacity to carry out the project: past achievements, team members' experience in creation, production and project management, financial capacity, etc.</p> <p>The following conditions will be viewed favorably:</p> <ul style="list-style-type: none"> • The realization of projects promoting intersectoral or multidisciplinary collaborations will be prioritized; • The realization of projects favoring Quebec suppliers will be prioritized. 	<p>20%</p>
<p>Budget</p>	<p>The financial set-up of the projects is viable and presents little risk as to the ability to deploy and complete the project.</p> <p>The following conditions will be viewed favorably:</p> <ul style="list-style-type: none"> • Financial arrangements that have a leverage effect on the contribution requested under this call; • Private contributions, especially to cover operating costs; • Projects that show that the requested contribution is necessary for the project to proceed; • Projects that have not received any other financial assistance from the Quebec government. 	<p>20%</p>
<p>Execution</p>	<p>The resources committed and the means set in place for the implementation and operation of the projects are adequate.</p> <p>The projects meet the main principles of sustainable development.</p>	<p>20%</p>

SUBMITTING A PROJECT

Applications must be submitted by midnight on **August 6, 2021**.

The applicant must complete the following template files:

- Application form (available on the [call for projects web page](#))
- «Budget and Appendices_Creative Projects» file including the following appendices:
 - Detailed budget
 - Execution plan
 - Production team and collaborators
 - Support material

The following documents are required with the application:

- Letter of intent from the site owner(s) or manager(s)
- Letter of support from project collaborator(s)
- Presentation of the applicant (company and portfolio or resumes of the main team members)
- Mock-ups or representation of the project
- Copy of financial partnership confirmations (if available)
- Resolution authorizing the application's signatory.

Please send all files via WeTransfer to the following link: <https://chambre.wetransfer.com/>

GENERAL TERMS AND CONDITIONS

- The Chamber will follow up with the promoters to ensure that the selected projects are successfully executed.
- Intermediate deliverables will be identified at the signing of the agreement for validation by the working committee and the Chamber.
- Applicants are responsible for validating the technical feasibility of their proposal prior to submission.
- Financial assistance cannot be increased to compensate for cost overruns on approved projects.
- The applicant undertakes to comply with the laws and regulations in effect in Quebec during the project's execution. In addition, he/she agrees to acquire the required permits and registrations and to provide them upon request.
- The applicant agrees to cooperate fully with the Chamber in the execution of the project and to consider all instructions and recommendations of the Chamber.
- The applicant agrees to avoid any situation that would place his/her personal interest in conflict with those of the Chamber. If such a situation arises, the applicant must immediately inform the Chamber, which may, at its discretion, issue a directive to the applicant to remedy the conflict of interest or terminate the project.
- The applicant agrees to provide visibility to the Chamber and MEI for the duration of the project and beyond if the project is ongoing.
- The applicant must demonstrate that it holds the necessary liability insurance for the project.
- At the end of the project, the applicant will be required to submit an audited financial report of their project.

QUESTIONS AND SUPPORT IN PREPARING AN APPLICATION

Alexandrine Désourdy, Project Director, Downtown Relaunch

Oscar Retamal, Project Advisor, Downtown Relaunch

projetscreatifs@ccmm.ca

