

Events & Festivals Application Package

Overview

The Tourism Nanaimo Events and Festivals Grant sponsors events aimed at boosting overnight stays in Nanaimo and elevating our reputation as a vibrant and unique destination. This program is funded through the Municipal and Regional District Tax (MRDT) program allocated to Tourism Nanaimo through the City of Nanaimo.

Program Objectives

This grant is intended to support both groups and individuals to plan and implement events and festivals that:

- Increase the number of new festivals and events, excluding new sporting events, which drive overnight visitation to Nanaimo.
- Augment the capacity, length and/or quality of existing festivals and events, excluding sporting events, which drive new incremental visitation to Nanaimo.
- promote experiences for visitors to Nanaimo;
- Are targeted towards out-of-town visitors and overnight stays;
- Promote local businesses, arts, products, culture, history and attractions;
- Are either a one-time special event, or a recurring event or festival that is presented on an annual or semi-annual basis and
- are accessible to the general public (with or without gated admission).

Eligibility:

Eligibility Criteria

- Applicants must be based in Nanaimo;
- be an incorporated non-profit society or community organization and in good standing (provincially or federally) as a non-profit society or community organization in good standing;
- active for at least a full year prior to application and
- individuals are also eligible to apply and will be reviewed on a case-by-case basis.
- Grant applications can be submitted for up to 35% of the total event budget; requests above 35% of total event budget will be reviewed on a case-by-case basis.

Eligible events must:

- Majority of activities occur within the boundaries of Nanaimo
- Demonstrate potential to increase tourism and generate measurable overnight stays in paid accommodations
- Have a promotional plan in place
- Include a legacy plan outlining the use of any financial surplus
- Maintain current and sufficient levels of liability insurance to host the event
- Possess all required operating licenses and permits, and meet any necessary regulatory requirements to execute the proposed event.
- Submit a post-event report upon completion

Priority may be given to:

- Events that take place between September and May (outside the main tourism season)
- Events that are held mid-week
- New events to help them become established.
- Events taking place over two or more consecutive days.

It is anticipated that groups will become self-sustaining. The purpose of this grant program is not for long-term funding.

To qualify, groups must identify:

- the goals and objectives of the project or program;
- target audience;
- clear success measures;
- how the project or program benefits the community;
- how the group will sustain the program or event in the long-term;
- marketing or promotion plan if applicable;
- funding sources and partners; and,
- evaluation criteria and tools.

Ineligible Activities

The grant is not intended for the following:

- Events where participation is based on fundraising pledges;
- Events that are politically-partisan;
- Activities that are focused on commercial activity (e.g. marketing campaigns, trade shows), religion or health care;
- projects where the central focus is not hosting an event or a festival;
- projects which duplicate existing events or festivals;
- Events that take place outside of the City of Nanaimo.
- Existing events that are already profitable.

- Conferences
- capital projects;
- recuperation of deficits;
- the distribution of bursaries or scholarships and
- Events that have already taken place (no retroactive requests will be accepted)

Political Involvement

Tourism Nanaimo is a strategy-focused organization dedicated to building sport tourism business for the community's benefit. The organization is not political. Any attempts to influence the program process through political channels, or by engaging politicians to lobby on behalf of major event organizers, is inappropriate.

Applications should demonstrate the following:

That grant funding is not the only source of planned event income.

- That the organization has the experience and capacity to successfully host the event for which the funding is being requested.
- That the event or project will be complete within 12 months of the grant award.
- That an event budget has been prepared and can be shared.
- That the event has the potential to fill rooms during shoulder season periods (Sept-June).
- That the event will generate increased economic impact for Nanaimo.
- That the event is diversifying the inventory of Nanaimo's festivals and events.
- That there is financial need.
- That there is potential to have the event return to Nanaimo.

Criteria

Grant applications will be assessed based on the following key criteria:

Event Scale & Impact

- Duration of the event (number of days)
- Expected room nights generated
- Target age group
- Estimated number of out-of-town visitors
- Facility rental costs

Contribution to Nanaimo's Events and Festivals Profile

- Contribution to the variety of events held in Nanaimo
- Ability to showcase existing City of Nanaimo facilities
- Level of media coverage

Community Benefits & Engagement

- Community perceptions of event
- Opportunity for residence attendance at event
- Availability of volunteer roles for residents at event
- Estimated economic impact

Organizational Capability & Financial Considerations

- Recognition of the organization within Nanaimo for its contributions
- Financial outlook of the event
- Need for Tourism Nanaimo funding to avoid event cancellation
- Receipt of other grants or funding sources

Event Execution & Coordination

- Quality of the event plan and structure
- Collaborations with other relevant organizations
- History of similar successfully hosted events in the past by the organization

Funding Uses

Funds can be used to enhance an existing event or create a new one, provided they directly support increased overnight visitation and economic impact for the **City of Nanaimo**.

Eligible Festival & Event Activities

Grant funding can be used to assist with costs related to organizing and presenting public festivals and events in Nanaimo, such as:

- fees for artists, entertainers, Elders, and other presenters;
- venue and equipment rental fees;
- materials and supplies;
- marketing and promotion
- administration

Awarded funds cannot be used for prize money, giveaways, gifts, or awards.

Funding Terms

- Events must demonstrate viability and sustainability without investment funding.
- Funding is provided at the discretion of Tourism Nanaimo and will vary based on event impact and application assessment.
- There are no multi-year funding agreements, and events that have been funded in the past must reapply each year.
- Events that are primarily academic, political, or religious are not eligible for sponsorship.*
- Misrepresentation of need through inflated attendance expectation or failure to disclose other funding may result in loss of funding and exclusion from consideration for future grant programs.
- **Applicants will receive a partnership agreement to be signed and returned to Tourism Nanaimo before an Electronic Funds Transfer (EFT) will be issued for the grant. Disbursements not returned within 30 days may result in forfeiture of the grant award.**
- **Award recipients are required to provide a final report within 60 days of event/project completion. Failure to provide the final report within 60 days may impact future grant awards. Failure to provide a final report with 90 days will require repayment of amounts already awarded.**
- **In the case of an event cancellation, repayment of the Events and Festivals Grant will be required.**

**This does not exclude academic, political, or religious organizations from qualifying for the grant if they are hosting a non-partisan festival or event.*

Source of Funding

The Tourism Festivals and Events Grant is funded through the Municipal & Regional District Tax (MRDT), a tax applied when staying in paid accommodation – such as hotels, motels, B&Bs.

The purpose of the MRDT is to raise revenue for tourism marketing, programs, and projects.

The MRDT is jointly administered by the Ministry of Finance, Ministry of Tourism, Arts, Culture & Sport, and Destination British Columbia. The MRDT is allocated to Tourism Nanaimo by the City of Nanaimo.

The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and must be supported by both local governments and tourism industry stakeholders.

Key Steps

Please review the 4 key steps. If funded, it is integral all steps are completed in a timely manner to ensure funds can be released.

1) Applications

Applications must be completed fully and include all requested supporting documents. Incomplete applications may not be accepted. All applications are reviewed by Tourism Nanaimo. Organizations can submit their application via **online form**.

*Please note that you will not be able to save your progress and return within the form. This document provides the questions for you to review and complete before submitting with the form. The form will go live on the website during the intake period.

2) Partnership Agreement

If successful, event organizers will receive a Partnership Agreement outlining the funding amount, additional terms, payment information, and a Termination Agreement. This agreement must be reviewed, completed, and signed before any funding is granted. **Agreements not returned within 30 days may result in forfeiture of the grant award.**

3) Hotel Room Tracking

A **room pickup report** will be required as part of the Post-Event Report according to the funding agreement. Tourism Nanaimo is available to support organizations with room blocks for events, however ensuring proper tracking with the partner hotel(s) is the responsibility of the event organizers.

4) Post-Event Report

After the event, organizers must complete a post-event report using the online form provided by Tourism Nanaimo. Once the report is submitted and reviewed, the final **50%** payment will be released according to the terms in the Partnership Agreement. **Failure to provide the final report within 60 days may impact future grant awards. Failure to provide a final report within 90 days will require repayment of amounts already awarded.**

Application Questions:

1. Organization Information

- Organization Name:
- Organization Address (in full)
- Organization Phone Number
- Applicant Name, Email, Position

2. Event Information

- Event Name
- Event start date
- Event end date
- Type or category of event
 - Music
 - Art
 - Culture
 - Other (Please specify)
- Venue(s)
- Is this a new event or expansion or existing initiative?
 - If existing, how many years in operation?
 - If expansion, please describe the changes and upgrades to the event
- Event description and purpose:
 - Please attach an event schedule if available
- How will this event be marketed/promoted?
- *What legacies and sustainable benefits are generated by the event for the host city and region? (Event uniqueness, awareness of facilities, community pride, community awareness)*

3. Attendance information

- Have you hosted this event previously? If yes, when?
- Total past attendance?
 - Total past out of town attendance if known:
 - Hotel Room Nights:
- Anticipated attendance for current event:
 - Total Attendance

- Total out of town attendance
- Hotel room nights
- Anticipated Partner Hotels:
- Describe room night tracking method (e.g room booking promo codes, online ticket sale tracking, CRM)
- Please describe how you will track your events attendance and origin of attendees?

4. Funding Information

- Requested Funding Amount:
- Have you received funding from the Nanaimo Hospitality Association in the past? (y/n) If so, when and how much was received?
- Are you requesting funding through the Government, Municipal/City Grants/or other funding sources?
 - If yes, please provide details (source, amount). Do not include funds allocated by your organization. Misrepresentation of funding could result in loss of funding and disqualification from any future funding.
- Provide an explanation of how funds will be allocated (detailed, attach additional sheet if required)

5. Recognition of Tourism Nanaimo

- Explain the sponsorship benefits that Tourism Nanaimo will receive for supporting your sporting event (detailed - attach additional sheet if required)

Sponsorship benefits could include passes to the event, amplification of Tourism Nanaimo on organizing website, designated booth allotment for Tourism Nanaimo visitor staff, etc.

Final Report

Tourism Nanaimo will provide event organizers with a final event report template to be completed and returned within 30 days post-event wrap up. Once the report is submitted and reviewed, the final **20%** payment will be released according to the terms in the Partnership Agreement.

Other Required Information

- A copy of your event budget (template will be provided)
- A copy of the [Tourism Nanaimo Supplier Non-Discrimination Policy](#) will be included in your partnership agreement. Please read over it and ensure your event can adhere to the policies therein.

Please feel free to provide relevant additional information as a separate attachment to this form.

By submitting this form, I understand that upon approval of requested funds I will be required to sign a formal agreement. The Termination Agreement states in part: “Should the organizer alter, change or not deliver on these criteria, or should the event not take place in part or in whole as outlined on the application form and supporting documentation, the organizer is bound to refund all monies received from Tourism Nanaimo plus applicable taxes directly to Tourism Nanaimo within 30 days of written demand being given by Tourism Nanaimo.”

Upon receipt of your application you will receive a confirmation email including a satisfaction survey. Please fill out the survey to improve our application process in the future.