



2021 Community Festivals & Events Program Call for Fall & Winter Festivals/Events APPLICATION PACKAGE

OVERVIEW

Festivals and events are an important contributor to the tourism industry. This funding program targets community festivals and/or events with the potential to generate new visitation based on determined target market (explorer quotient) types, as well as those with the potential to better serve visitors to the Island; thus, resulting in increased length of stay and spending especially for those outside the peak tourism season, and an enhanced visitor experience overall.

Destination Cape Breton (DCB), in partnership with the Cape Breton Regional Municipality, the Municipality of Inverness County, the Municipality of Victoria County, the Municipality of Richmond County, the Town of Port Hawkesbury, and the Atlantic Canada Opportunities Agency (ACOA) will offer funding assistance to eligible incorporated, non-profit organizations on Cape Breton Island **pending funding approval**.

IMPORTANT INFORMATION

It is important that organizations read the **Program Guidelines** section outlining the **criteria** before completing and submitting the application package. If approved for funding, the organization will sign a contract and by doing so, will agree to the following terms:

- Provide required documentation within all timelines outlined in this document.
- Use funding only to cover **ELIGIBLE COSTS** - claim form and invoices need to include only the eligible costs totaling the approved funding amount.
- Plan for and follow all public health and safety restrictions in place at the time of the festival or event. It is important to regularly check this provincial site for updates: <https://events.novascotia.ca/covid-19-advice-for-events> through the planning stage and before event is set to begin.
- Deadline for submitting Application Package: **Wednesday, October 6, 2021, at 4:00 pm**

PROGRAM GUIDELINES

Criteria

To be considered for assistance, projects should meet the following criteria:

1. Demonstrate alignment with pre-identified explorer quotient (EQ) types:
 - a. Cultural Explorer:
 - Embrace and discover the culture, people, and settings of destinations.
 - Not content being a bystander at historic sites; want to participate in modern-day culture.
 - Attempt to converse with locals or go off the beaten path to discover how people truly live.
 - Most likely to be seen at nature reserves, world heritage sites, hiking trails, and museums.
 - b. Authentic Experienter:
 - Appreciate beauty of natural and cultural environments.
 - Enjoy using all senses when exploring.
 - Quickly adapt to personal challenges and risks.
 - Make the most of every situation.
 - Stay away from group tours and rigid plans.
 - Most likely to be seen at heritage sites, cultural events, museums, and festivals.
2. Support at least one of the following seven core experiences for visitors to Cape Breton Island:
 - a. Coastal/Seacoast Experiences
 - b. Sightseeing and Touring
 - c. Culture, Entertainment and Heritage
 - d. Outdoor Activities
 - e. Major and International Events
 - f. Experiential Accommodations
 - g. Cuisine
3. Applicants must address how the project will:
 - generate new visitation or better serve visitors to the island;
 - extend the length of stay and spending of visitors **in fall & winter**;
 - improve the quality of the experience and visitor satisfaction; and
 - have no negative impact on local competitors.
4. Demonstrate need for financial assistance.
5. Demonstrate that the project is feasible.

Assistance

The Community Festivals and Events Program may provide a non-repayable contribution to **incorporated, non-profit organizations** that meet the criteria. Funding may be disbursed at a maximum rate of 100% of approved eligible costs to a **maximum of \$5,000 in assistance**.

PLEASE READ THE FOLLOWING SECTIONS CAREFULLY

Eligible Costs

Eligible costs may consist of the following:

- Design, typeset, and print brochures and posters
- Newspaper and radio advertising
- Design, create and paint signs
- Design of web pages and hosting on servers
- Online advertising through social channels
- Other marketing costs determined to be an integral part of the overall strategy
- Rentals, security, St. John Ambulance, health & safety supplies, etc.
- Minor capital and equipment not to exceed 25% of total non-repayable contribution

ONLY ELIGIBLE COSTS CAN BE INCLUDED IN THE CLAIMS.

Non-Eligible Costs (THESE EXPENSE CANNOT BE USED FOR THIS FUNDING)

- **FOOD & FOOD RELATED**
- **ENTERTAINERS**
- **HUMAN RESOURCES**

THEREFORE, NON-ELIGIBLE COSTS CANNOT BE INCLUDED IN THE CLAIM.

Application Process

Applicants are **required** to include the following information as part of the **Application Package** to be considered for funding through this program:

- A completed **Application Form**.
- A copy of the **organization's most recent Financial Statements**.
- Previous year actual **Festival/Event Revenue and Expense** statement, if applicable.

Approval of Funding

- Applicant will receive a **Letter of Offer** outlining the terms of the agreement to be signed and returned.
- DCB will disburse 50% of the Assistance upon receipt of **returned signed Letter of Offer (contract agreement)**.
- In signing the **Letter of Offer (contract agreement)**, the Applicant is confirming they have **read and agree to all items outlined in the Application Package**.
- The remaining 50% of the assistance will be disbursed upon **completion of the Festival or Event**, completion of the **Revenue & Expense Statement** and **Applicant's Claim Costs/Request for Funds form and copies of the required invoices/receipts**, as well as the **DCB Festival & Event Evaluation Form**, which will be sent to successful applicants.
- All cheques received through this program need to be **DEPOSITED WITHIN 60 DAYS OF RECEIPT**.
- It is important that all documentation for final claims are completed and returned **NO LATER THAN SIX WEEKS** after completion of the Festival or Event.

Important to Note:

- **Deadline** for submitting the **Application Package**: **Wednesday, October 6, 2021, at 4 pm.**
- If the Festival or Event for which the funding was received is not proceeding, the organizer agrees to notify DCB immediately and returns all funds to DCB to be redistributed. **IF EVENT IS CANCELLED DUE TO COVID, PLEASE NOTIFY DCB TO DISCUSS FURTHER.**
- Non-compliance with any steps in the process may result in future funding requests being denied.





APPLICATION FORM

1. Festival or Event Name:

2. How many years has this Festival or Event operated?

3. Festival or Event Website:

4. Link to published event listing on novascotia.com/events:

5. Social Media Links (please provide your links on space below):

FACEBOOK

TWITTER

INSTAGRAM

PINTEREST

YOUTUBE

OTHER

6. What municipal unit does the Festival or Event take place?

Applicant Information

Please provide the registered name of the applicant along with the complete contact information.

7. **Registered Name (Incorporated, Non-Profit Organization):**

8. **Joint Stock Registry Number:**

9. **Address:**

10. **Contact Person - Name & Title:**

11. **Contact Person - Phone Number:**

12. **Email:**

Information on Festival or Event

In the section below, please provide a description of the experiences visitors can have at the Festival or Event. How does your Festival or Event meet the program criteria?

13. **Please provide a description of the Festival or Event:**

14. How many days Is the Festival or Event?

Mark only one

- 1 Day
- 2 to 4 Days
- 5 to 8 Days
- More than 10 Days

15. What is the date of the Festival or Event? Please explain if it happens more than once per year.

16. What Is the estimated attendance?

17. What percentage of your Festival or Event attendees are off-island visitors?

18. Who will this event attract? Please be specific: parents with children; families; roots / country /folk / Celtic music enthusiasts; kayakers; foodies, etc.

19. How will the success of the Festival or Event be measured? For example: ticket sales, attendance, audience survey, volunteer engagement, etc.

20. How will Festival or Event be promoted? Please list each tactic to be used and include geographic or demographic target markets along with type of visitor your Festival or Event will attract.

21. **How does this Festival or Event encourage visitors to extend their stay in your community?**

22. **Are you receiving or have you applied for any provincial or municipal funding grants for this Festival or Event? If so, please specify:**

Requested Funding

The amount requested should not exceed the **TOTAL ELIGIBLE COSTS** outlined in the next section under Festival or Event Budget. **Please note that the maximum funding under this program is \$5,000.**

23. **What is the overall marketing budget for your 2021 Festival or Event?**

24. **Requested Amount:**

25. **Please explain how this program will enhance your Festival or Event experience and promotion**

Projected Budget

To be **considered for the 2021 Community Festivals & Events Program**, the following information on the **Projected Budget** needs to be completed with a detailed breakdown of marketing costs. Please list your proposed budget items (use extra paper if needed).

EXPENSES

ELIGIBLE COSTS:

Advertising (radio, newspapers, website, guides, etc.) \$
Promotional Materials (brochures, pamphlets, etc.)
Other Marketing (please specify)

Rentals & Supplies for health
& safety protocols (please be
specific)

Minor Capital/Equipment

Total Eligible Costs: \$ _____ (A)

INELIGIBLE COSTS: CANNOT BE USED IN CLAIMS

Food and food related
Entertainment
Other (please specify)

Total Ineligible Costs \$ _____ (B)

Total Expenses (A) + (B) \$ _____ (C)

REVENUE

Applicant Contribution \$
Revenue from Festival/Event
Fundraising
Sponsorships
Other Government Funding
Loan
Other

Total Revenue \$ _____ (D)

PROFIT/LOSS (D) – (C) \$
REQUESTED FUNDING FROM DCB (not to exceed A) \$ _____

Submitting the Application Package

Please submit the completed Application Package by either:

Email: **tasha@dcba.ca**

Mail: **2021 Community Festivals & Events Program
PO Box 1448
Sydney, NS
B1P 6R7**

Deadline for Submissions: **Wednesday, October 6, 2021, at 4:00 pm.**

Please indicate below that you have included all the necessary documents. ***Be sure to keep a copy of the Application Package for your own record.***

- Application Form**
- Organization's Financial Statements**
- Actual Festival or Event Revenue and Expense Statement** (from previous year if applicable)