



2022 Community Festivals & Events Program APPLICATION PACKAGE

OVERVIEW

Festivals and events are an important contributor to the tourism industry. This funding program targets community festivals & 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, this will result in increased length of stay and spending especially for those outside the peak tourism season and an enhanced visitor experience overall.

Destination Cape Breton, 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 program 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 any public health and safety guidelines and/or restrictions in place at the time of the festival or event.
- Deadline for submitting completed application form and required documentation:
Wednesday, May 18, 2022, at 4 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 Experiencer:
 - 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 (Music) 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 outside of peak season.
 - Improve the quality of the experience and visitor satisfaction.
 - Have no negative impact on local competitors.
4. Demonstrate need for financial assistance.
5. Demonstrate that the project is feasible.

Assistance

The Community Festivals & 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**. Amount of approved funding will also be determined based on number of applications received for each municipal unit.

Destination Cape Breton along with partners are promoting 2022 as the Year of Music. Visitors to Cape Breton Island often search for where they can find live music. A **new eligible cost** has been added to this program - **artist fees (musicians)**. Please consider ways to incorporate live music to your festival or event if it makes sense to do so.

PLEASE READ THE FOLLOWING SECTIONS CAREFULLY

Eligible Costs

Only eligible costs can be used for claiming approved funding amount. These 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 service, health & safety supplies, etc.
- Artist fees (Musicians) - **new for 2022 program**
- Minor capital and equipment not to exceed 25% of total non-repayable contribution

Non-Eligible Costs

These expenses **CANNOT** be used for claiming funding:

- Food & food related items
- Human Resources (salaries or wages)
- T-shirts, trophies, medals

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's actual **Revenue and Expense** statement from the Festival or Event, if applicable

Approval of Funding

- If application is approved for funding, a **Letter of Offer** outlining the terms of the agreement will be forwarded to the contact email provided.
- The **Letter of Offer** will need to be signed by an authorized member of the organization and returned within the timeframe outlined in the letter to indicate acceptance of the terms of the agreement.
- In signing the **Letter of Offer (contract agreement)**, the Applicant is also confirming they have **read and agree to all items outlined in the Application Package**.
- Destination Cape Breton will disburse 50% of the assistance upon receipt of **returned signed Letter of Offer (contract agreement)**.
- 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 is completed and returned **NO LATER THAN SIX WEEKS** after completion of the Festival or Event.

Important to Note:

- **Deadline** for submitting the completed application form and required documentation is on **Wednesday, May 18, 2022, 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, PLEASE NOTIFY DCB TO DISCUSS FURTHER**.
- Non-compliance with **any steps in the process** may result in future funding requests being denied.



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



2022 Community Festivals & Events Program
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 novasco!ia.com/events:

5. Social Media Links (please provide the festival or event links below):

FACEBOOK _____

TWITTER _____

INSTAGRAM _____

YOUTUBE _____

OTHER _____

6. What municipal unit does the festival or event take place?

Registered Name & Contact 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. Contact Person – Email:

Information on Festival or Event

Funding approval and amount of funding received is based on the following criteria. In the section below, please provide a description of the experiences that visitors can have at the festival or event and how your festival or event meets the program criteria. For this call for applications, the festival or event can be scheduled up until March 31, 2023.

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 3 Days
- 4 to 7 Days
- More than 7 Days

15. What are the dates of the festival or event? Please explain if it happens more than once per year.

16. What Is the estimated attendance?

- Under 50
- 50 to 100
- 100 to 150
- 150 to 200
- Over 200+

17. What percentage of your festival or event attendees are off-island visitors?

18. What type of experiences does your festival or event offer?

19. Who will this event attract? Please be specific: parents with children, families, adults only, music enthusiasts, outdoor adventurers, foodies, athletes, etc.

20. How will the success of the festival or event be measured? For example: ticket sales, attendance, audience survey, volunteer engagement, registered participants, etc.

21. How will your 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.

22. How does this festival or event encourage visitors to extend their stay in your community?

23. 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

Destination Cape Breton along with partners are promoting 2022 as the Year of Music. Visitors to Cape Breton Island often search for where they can find live music. A **new eligible cost** has been added to this program - **artist fees (musicians)**. Please consider ways to incorporate live music to your festival or event if it makes sense to do so.

The funding amount requested should not exceed the **total eligible costs** outlined in the next section under Projected Budget. The maximum funding under this program is **\$5,000**. Approved funding amount will also be determined based on number of applications received for the municipal unit.

24. What is the overall budget for your festival or event?

25. What is the total marketing budget?

26. Requested Amount:

27. Please explain how this funding program will enhance your festival or event experience and promotion.

PROJECTED BUDGET

To be considered for the 2022 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 (To be used for funding claim):

Advertising (radio, newspapers, social media ads, etc.)	\$ _____
Promotional Materials (brochures, pamphlets, etc.)	
Other Marketing (please specify)	
 Rentals & Supplies (please specify)	
 Artist Fees (Musicians)	
 Minor Capital/Equipment	
 TOTAL ELIGIBLE COSTS:	\$ _____ (A)

INELIGIBLE COSTS (Cannot be used for funding claim):

Food and food related	
 Human Resources (wages or salaries)	
 T-shirts, trophies, medals, etc.	
 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: stacey@dcba.ca

Mail: 2022 Community Festivals & Events Program
PO Box 1448
Sydney, NS
B1P 6R7

Deadline for Submissions: **Wednesday, May 18, 2022, 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 records.*

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