



2026-27 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 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, on behalf of partners - Atlantic Canada Opportunities Agency (ACOA), Cape Breton Regional Municipality, the Municipality of Inverness County, the Municipality of Victoria County, the Municipality of Richmond County and the Town of Port Hawkesbury - will offer funding assistance to eligible incorporated, non-profit organizations on Cape Breton Island / Unama'ki.

PLEASE NOTE: THIS PROGRAM IS PENDING FINAL FUNDING APPROVAL FROM PARTNERS.

IMPORTANT INFORMATION – **MUST READ**

It is very important that organizations read the **Program Guidelines** section outlining the **criteria** before completing and submitting the application form along with copies of the required documents.

Deadline for submitting completed application form and required documentation:

MONDAY, MAY 4, 2026 (4PM).

If approved for funding, the applicant (organization) will **sign a contract** and by doing so, you will **agree to the following terms:**

- Provide required documentation **within the timeline** 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.
- Upload your event details to be featured on **VisitCapeBreton.com** upon signing the Letter of Offer.

PROGRAM GUIDELINES

CRITERIA

To be considered for assistance, your application needs to demonstrate how it meets the criteria outlined below. ***Please note: Funding levels will be based on how your festival or event demonstrates it will meet these components.***

1. Demonstrate alignment with pre-identified travel segment (Destination Canada's Traveller Segmentation) types outlined below. These segments help target visitors from domestic and international markets based on what drives their desire to visit, their travel style and their engagement levels.
 - **Outdoor Explorers:** Seek thrills in unknown landscapes, active in nature and often younger or adventurous.
 - **Culture Seekers:** Driven by immersion in local history, arts and culture.
 - **Simplicity Lovers:** Prefer relaxed, easy and stress-free vacations.
2. Visitors are looking to meet locals and join them as they celebrate their history or culture whether it is through food, music, etc. Support one or more of the core experiences visitors to Cape Breton Island / Unama'ki are looking for during their stay.
 - Coastal/Seacoast Experiences
 - Sightseeing and Touring
 - Culture, Entertainment and Heritage
 - Outdoor Activities
 - Experiential Accommodations
 - Culinary experiences
3. Economic impact.
 - Applicants must address how the project will:
 - i. Generate new visitation or better serve visitors to the Island (off-Island visitors).
 - ii. Provide experiences that visitors can engage in with community that highlight its culture, history, etc.
 - iii. Extend the length of stay and spending of visitors outside the traditional tourism season (shoulder season – spring and fall; winter).
 - iv. Improve the quality of the experience and visitor satisfaction.
 - v. Have no negative impact on local competitors.
4. Demonstrate need for financial assistance.
5. Demonstrate that the project is feasible.

ASSISTANCE

The Festivals & Events Program may provide a non-repayable contribution to **incorporated, non-profit** organizations that meet the above criteria. Funding will be disbursed at a rate of 100% of approved eligible costs. **Maximum level of assistance is \$7,500.**

To receive the maximum level of assistance, the festival or event would need to provide an application that demonstrates it meets ALL components outlined above. As well, the number of eligible festivals & events within each municipal unit will impact the approved funding amounts for each application.

ELIGIBLE COSTS (ONLY THESE COSTS WILL BE ELIGIBLE TO BE USED TO CLAIM THE APPROVED FUNDING)

Eligible costs used to claim the approved funding amount may consist of the following:

- Design, typeset and print brochures and posters
- Newspaper, radio advertising and social media ads
- Design, create and paint signs
- Other marketing costs determined to be an integral part of the overall strategy
- Rentals, security, St. John Ambulance, etc.
- Fees for artists, cultural performers and musicians
- 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, beverages & 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:

- A completed **Application Form**
- A copy of the **Organization's Financial Statements (most recent)**
- Previous year's actual **Festival or Event Revenue and Expense** statement (if applicable)

APPROVAL OF FUNDING

- **Approval:** A Letter of Offer (contract) will be sent to the contact email provided to be signed by an authorized member of the organizations - ***by signing, the applicant is confirming they have read and agree to all items outlined in the Application Package.***
- **Initial Payment:** 50% is disbursed once the signed Letter of Offer (contract) is returned.
- **Final Payment:** The remaining 50% is disbursed after the festival or event once the final claim is received along with receipts, statements and evaluation form - **this information is due six (6) weeks after its completion (more information in Letter of Offer)**
- **March Events:** For events occurring in March, specific reporting instructions will be provided to you separately to accommodate fiscal year-end requirements.
- All cheques received through this program need to be **DEPOSITED WITHIN 60 DAYS OF RECEIPT.**

IMPORTANT TO NOTE:

- If the Festival or Event for which funding was received is not proceeding, the **organizer agrees to notify DCB immediately** and returns all funds to DCB to be redistributed. **If festival or event is cancelled, please notify Destination Cape Breton ASAP to discuss further.**
- **Non-compliance with any step may result in future funding requests being denied.**