



## 2024-25 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 – **MUST READ**

It is very important that organizations read the **Program Guidelines** section outlining the **criteria** before completing and submitting the application package.

Deadline for submitting completed application form and required documentation:  
**Wednesday, May 15, 2024.**

If approved for funding, the 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 on **VisitCapeBreton.com website** 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 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. Economic Impact - Applicants must address how the project will:
  - Generate new visitation or better serve visitors to the Island.
  - Provide experiences that visitors can engage in with community that highlight its culture, history, etc.
  - 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 \$7,500 in assistance**. Amount of approved funding **will also** be determined based on number of applications received for each municipal unit.

**To be considered for funding, the festival or event would need to take place before the end of the fiscal year - March 31, 2025. To receive the maximum of \$7,500, the festival or event would need to provide an application that demonstrates it meets ALL components outlined above.**

### **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, etc.
- Fees for cultural performers, 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 & 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 most recent Financial Statements**
- Previous year's actual **Festival or Event Revenue and Expense** statement 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 once your festival or event has taken place and you have submitted the following documents:
  - **Revenue & Expense Statement**
  - **Applicant's Claim Costs/Request for Funds Form** (attached to Letter of Offer)
  - **Copies of all invoices/receipts for the eligible costs**
  - **DCB Festival & Event Evaluation Form** (attached to Letter of Offer)
- 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:

- Once again, the **deadline** for submitting the completed application form and required documentation is on **Wednesday, May 15, 2024.**
- 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 EVENT IS CANCELLED, PLEASE NOTIFY DCB ASAP TO DISCUSS FURTHER.**

- **NON-COMPLIANCE WITH ANY STEP IN THE PROCESS MAY RESULT IN FUTURE FUNDING REQUESTS BEING DENIED.**



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