

FESTIVALS AND EVENTS PROGRAM 2017 GUIDELINES FOR ASSISTANCE

Destination Cape Breton Association (DCBA), in partnership with the Cape Breton Regional Municipality, the Municipality of the County of Inverness, the Municipality of Victoria County, Richmond County, and the Town of Port Hawkesbury, will offer funding assistance to eligible incorporated, non-profit organizations on Cape Breton Island. Festivals and events are an important contributor to the tourism industry. This funding program targets 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, and an enhanced visitor experience overall.

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:
 - i. Embrace and discover the culture, people and settings of destinations
 - ii. Not content being a bystander at historic sites; want to participate in modern-day culture
 - iii. Attempt to converse with locals, or go off the beaten path to discover how people truly live
 - iv. Most likely to be seen at nature reserves, world heritage sites, hiking trails, and museums
 - b. Authentic Experienter:
 - i. Appreciate beauty of natural and cultural environments
 - ii. Enjoy using all senses when exploring
 - iii. Quickly adapt to personal challenges and risks
 - iv. Make the most of every situation
 - v. Stay away from group tours and rigid plans
 - vi. 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. Economic impact.
 - a. Applicants must address how the project will:
 - i. generate new visitation or better serve visitors to the island;
 - ii. extend the length of stay and spending of visitors;
 - iii. improve the quality of the experience and visitor satisfaction; and
 - iv. have no negative impact on local competitors.
4. Demonstrate need for financial assistance.
5. Demonstrate that the project is feasible.

ASSISTANCE

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

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;
- Other marketing costs determined to be an integral part of the overall strategy;
- Rentals, security, St. John Ambulance, etc.; and
- Minor capital and equipment not to exceed 25% of total non-repayable contribution.

PROCESS

Applicants are required to submit the following information:

- A copy of the organization's most recent financial statements.
- Previous year actual festival/event revenue and expense statement, if applicable.
- A completed application form.
- DCBA will disburse 50% of the Assistance upon receipt of returned signed contract agreement. The remaining 50% of the Assistance will be disbursed upon completion of the Project, completion of the Revenue & Expense Statement and Applicant's Claim Costs/Request for Funds form, as well as the DCBA Festival & Event Evaluation Form, which is available online at <https://www.surveymonkey.com/r/Festivalevents2017final>. These documents are due to be submitted no later than four week after completion of your event.



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