

FESTIVALS AND EVENTS PROGRAM 2013

GUIDELINES FOR ASSISTANCE

Enterprise Cape Breton Corporation has identified the tourism industry as a priority area for development, and views festivals and events as an important contributor to the Cape Breton economy. ECBC assistance targets events with the potential to generate new visitation or to better serve visitors to the island, increase length of stay and spending, and improve the quality of the visitor experience.

CRITERIA

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

1. Economic impact.

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;
- improve the quality of the experience and visitor satisfaction; and
- have no negative impact on local competitors.

2. Demonstrate need for financial assistance.

3. Demonstrate that the project is feasible.

ASSISTANCE

ECBC 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.

ECBC Festivals and Events Application Form

The deadline for receipt of application is 4:00 p.m., Thursday, March 14, 2013. You should be as detailed as possible. If you require additional space for responses, please attach another sheet.

Legal name of applicant:	Mailing address:
Primary Contact: Title: _____ Telephone: _____ e-mail: _____	Alternative Contact: Title: _____ Telephone: _____ e-mail: _____
Applicant signing officer (if different from contact): Title: _____ Telephone: _____ e-mail: _____	
Name of festival / event:	
Date of Event:	Event Website
Location of Event (Community Name)	
County	
How many years has the event operated?	
Brief description of your festival / event and how your project meets the festival and events criteria: _____ _____ _____	
What are the specific tourism goal(s) for this year's festival/event and how will these be achieved? _____ _____ _____ _____	

How will results be measured?

Anticipated total number of visitors at festival/event activities: _____

Anticipated number of visitors from off Cape Breton Island: _____

How is your festival / event going to be promoted: (please check all that are appropriate)

<input type="checkbox"/>	Website
<input type="checkbox"/>	Nova Scotia's Festival & Events Guide
<input type="checkbox"/>	www.novascotia.com
<input type="checkbox"/>	TV
<input type="checkbox"/>	Radio
<input type="checkbox"/>	Print (newspapers, magazines, etc.)
<input type="checkbox"/>	Flyers
<input type="checkbox"/>	Posters
<input type="checkbox"/>	Visitor Information/Welcome Centres
<input type="checkbox"/>	Public Service Announcements
<input type="checkbox"/>	Other website
<input type="checkbox"/>	Other (Please Specify)

Where will it be promoted?

<input type="checkbox"/>	On Island
<input type="checkbox"/>	Off Island
<input type="checkbox"/>	Both

When will the promotion begin?

How does your festival / event encourage tourists to extend their stay on Cape Breton Island?

Are you receiving or have you applied for any provincial or municipal funding grants for this festival and event?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

If yes, please specify other sources.

Notice

The information provided to ECBC will be treated in accordance with the *Access to Information Act* and the *Privacy Act*. The *Access to Information Act* provides a general right of access to information contained in records under ECBC's control subject to a number of limited and specific exemptions. The *Privacy Act* protects the privacy of individuals with respect to personal information held by ECBC.

Name and Title of Authorized Official

Signature of Authorized Official

Signed at _____ this _____ day of _____ 20 _____

2013 FESTIVALS AND EVENTS BUDGET FORM

Name of festival/event: _____

Please list your proposed budget items (use extra paper if needed)

EXPENSES

ELIGIBLE COSTS

Advertising (radio, newspapers, website, guides, etc.) \$ _____

Promotional material (brochures, pamphlets, etc.) _____

Other marketing (please specify) _____

Rentals (please specify) _____

Minor capital/equipment _____

Total eligible costs: \$ _____ (A)

INELIGIBLE COSTS

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 ECBC \$ _____