

FESTIVALS AND EVENTS PROGRAM 2014

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.