

## Nanaimo Hospitality Festival & Events Application - June 2018

This application form is for a **Nanaimo Hospitality Festival & Events Grant**. If your event is sport-related, or for a tourism venture or a feasibility study, please use one of the other two applications found on the Nanaimo [Hospitality Assn website](#). Please do not print this application and complete it by hand, other than for a working copy. All applications must be submitted online at the links found under Step 3 on the [NHA website](#).

Please read the [Program Information Guide](#) found on the [Nanaimo Hospitality Assn webpage](#) BEFORE completing this application form so you are aware of the eligibility requirements and evaluation criteria for this grant.

It is also advisable to read the Question Preview document so that you know what questions will be asked and you can gather all of the required information BEFORE you begin the application. Once you have started the online application process, you are required to fill out the entire application in one sitting, as you will be unable to save your progress. You will be able to change your answers within the application while you are completing it, but once you have submitted the application, you will not be able to go back and add or change any of the information in the online form. For your records, you will be sent a copy of your completed application following the grant application deadline.

For questions regarding the application and the program, please contact [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca).

### Applicant Information

\* 1. Legal Name of Organization (that the grant cheque should be made out to)

\* 2. Business Address (where the cheques should be sent!)

Address

Address 2

City

Province

Postal Code

\* 3. Contact person for this grant application

\* 4. Position in Organization

\* 5. Email Address

\* 6. Primary Phone Number

7. Alternate Phone Number

8. Society Registration Number (only if applicable)

## Festival and Event Information

\* 9. Festival or Event Name

\* 10. Location of event (please be specific with an address or description)

\* 11. Please list your event dates and times. Please note that funding is usually not awarded for single day events, as attendees are less likely to require overnight accommodation. Funding will also not be provided for events that take place in July, as Nanaimo accommodations are already at capacity.

First day of event

MM/DD/YYYY	hh	mm	-
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Last day of event

MM/DD/YYYY	hh	mm	-
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\* 12. What is the total budget for this event? Please email a copy of your budget to grants@nanaimohospitality.ca.

\* 13. Please list the amount of funding requested. Please note that the Nanaimo Hospitality grant only funds **up to 50%** of your eligible expenses. At the conclusion of your event you will be required to complete a final report that includes submitting copies of your receipts that amount to double the amount of the grant you received. For a list of eligible expenses, please refer to the Program guide.

## Festival & Event Information

\* 14. Has your organization applied for other grants or external funding sources for this event?

Yes

No

## Other Funding Sources

15. Please specify the type and amount of funds requested from external sources and whether they are confirmed. Please do not list the amount requested for the Nanaimo Hospitality grant, or the funding being provided by your organization.

**Name of Funding Source**

1

Amount

Approval Date

Confirmed? Other comments

**Name of Funding Source**

2

Amount

Approval Date

Confirmed? Other comments

**Name of Funding Source**

3

Amount

Approval Date

Confirmed? Other comments

\* 16. Please provide a detailed description of the festival or event for which you are requesting funding. Include the purpose of the event and a description of scheduled/programmed activities that are planned, etc.

\* 17. How will you evaluate the event's success?

\* 18. Is this a new festival/event?

Yes

No

\* 19. If this is an existing event that you are planning to enhance, please describe the changes/enhancements that are planned, the purpose of the enhancements, and any new components.

**Festival & Event Information**

\* 20. Has the festival or event been confirmed/secured?

- Yes
- No
- What needs to happen for this festival/event to be confirmed?

\* 21. Is this an annually occurring event?

- Yes
- No

**Festival & Event Information**

22. You indicated that this is not an annual event. Please indicate how often the event may return to Nanaimo, or specify one-time if this is the only occasion on which it is likely to occur in Nanaimo within the next 5 years.

## Event Participant Information

**Event participants are individuals involved with the production of the festival or event. i.e. event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc. This section is NOT about spectators or those coming to watch your event.**

\* 23. How many total event participants do you expect?

\* 24. Will your event bring in out-of-town participants who will stay in overnight paid accommodation?

Yes

No

\* 25. Please provide an estimate of the number of event participants attending your event from each of the listed geographic areas? The numbers you provide below should add up to the same number you provided in Question 23.

Local (from Duncan to Courtenay)	<input type="text"/>
Other part of Vancouver Island (north of Courtenay or south of Duncan)	<input type="text"/>
BC	<input type="text"/>
Other provinces	<input type="text"/>
US	<input type="text"/>
Other	<input type="text"/>

\* 26. What percentage of your event participants do you anticipate will stay in paid accommodation?

- 0%
- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-75%
- 75%+

\* 27. What is your estimate of the number of nights of accommodation your event participants will need?

28. Where do you anticipate your participants will stay? Please outline any agreements or special rates that have been set up with any local hotels. (Please note that in order to receive a Nanaimo Hospitality grant it is expected that participants will be staying in local accommodations.)



**This section will ask the same questions as the previous section, but the information requested is on the estimated attendees or spectators to your event, i.e people through the doors. These numbers should not include your event participants.**

\* 29. What is the total estimated number of attendees or spectators that you anticipate will come to your event? This number should be a realistic estimate, not your wishful thinking. Please ensure this number does not include event participants.

\* 30. Will your event attract attendees or spectators who are likely to stay in overnight paid accommodation?

Yes

No

\* 31. Please provide a projected estimate of the number of spectators attending your event from each of the listed geographic areas. The numbers should add up to the same number you provided in Question 29.

Local - from Duncan to Courtenay

Other areas of Vancouver Island (north of Courtenay, south of Duncan)

BC

Other provinces

US

Other

\* 32. Approx what percentage of your attendees or spectators do you anticipate will stay in paid accommodation?

0%

1-10%

11-20%

21-30%

31-40%

41-50%

51-60%

61-75%

75%+

\* 33. What is your estimate of the average number of nights of paid accommodation your spectators will need?

### Participant & Spectator Tracking

\* 34. Please tell us how you plan to track and record your event's attendance, and the origin of your event attendees. If it's a free event, how will you gather this information? If it's a ticketed event, do you plan to collect spectator information such as a postal code or city of origin?

### Event Budget & Financial Need

**Please email a copy of your event budget to [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca). Please ensure your budget includes your anticipated revenues AND expenses.**

\* 35. Please explain why you are applying for a grant and specifically, why you are requesting the amount you have.

**Targeting Out of Town Visitors**

\* 36. As the grant you are applying for is funded by the local hotels and the aim of the grant is to increase new, overnight accommodation, briefly explain how your event will drive new, overnight visitation to Nanaimo. Be specific. For example, describe any timing aspects of programmed activities that will encourage visitors to stay overnight, aspects of your marketing plan that target out of town visitors from more than 80 km away, etc.



## Event Hosting Experience

\* 37. Describe your organization's previous experience hosting events that demonstrate you have experience and capacity to develop and deliver the event for which you are seeking funding.

## Event Uniqueness

\* 38. Briefly tell us how you feel this event will add to the diversity of festivals and events available in Nanaimo.

## Recognition

\* 39. If you are awarded a grant, how are you able to provide public recognition to the Nanaimo Hospitality Association as a grant contributor?

## Additional Information

40. How will this event be marketed/promoted?

\* 41. Are you applying for supplementary marketing funding to target out of town participants or spectators to your event? If you are planning to pay for advertising, the Nanaimo Hospitality Association can provide an additional 20% on top of your grant to help increase overnight visitation. If you would like this additional funding, please send a one-page summary to [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca) outlining how the requested marketing funding will be used to increase overnight visitation and a breakdown of where and how much you plan to spend on paid advertising.

Yes

No

If yes, how much are you requesting?

## Final Comments

Thank you for your application. For your records, a copy of your grant application will be emailed to you following the grant application deadline.

We kindly request that applicants not contact the Nanaimo Hospitality Association to inquire about the status of their application. We will be in touch within 4 weeks of the grant deadline with the results of your application.

**PLEASE NOTE:** Successful applicants will be asked to submit a final report (template will be provided by the Nanaimo Hospitality Assn). You will be asked to share a final budget, and copies of eligible receipts that amount to double your grant. This report will be due within 60 days of the conclusion of the event and the information will be used to calculate the economic impact of the event within the community. A late report or a failure to submit this final report may result in rejection of any new application and/or any final payments owing.

If you indicated that you are applying for supplementary marketing funding, please email a 1-2 page summary indicating how the requested marketing funding will be used to increase overnight visitation and where and how much you plan to spend on advertising.

Please email a copy of your event budget by the grant deadline [togrants@nanaimohospitality.ca](mailto:togrants@nanaimohospitality.ca).