

Nanaimo Hospitality Festival & Events Grant Application - Summer 2017

Welcome to the Nanaimo Hospitality Festival & Events Online Application!

This application form is for a **Nanaimo Hospitality Festival & Events Grant**. If you are applying for funding for a sporting event or for a feasibility study for a sport or tourism-related initiative, please use one of the other two applications found on the Nanaimo Hospitality Assn 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 questions regarding the application and the program, please contact grants@nanaimohospitality.ca.

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Applicant Information

* 1. Legal Name of Organization

* 2. Legal Business Address

Address

Address 2

City

Province

Postal Code

* 3. Contact Person

* 4. Position in Organization

* 5. Email Address

* 6. Primary Phone Number

7. Alternate Phone Number

8. Society Registration Number (only if applicable)

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Festival and Event Information

* 9. Festival or Event Name

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

* 11. Date of the event (Please note that funding will not be awarded for events that take place in July as Nanaimo accommodations are already at capacity.)

Date Begin MM DD YYYY
 / /

Date End / /

* 12. What is the total budget for this event?

* 13. Please list the amount of funding requested.

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Festival & Event Information

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

Yes

No

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Other Funding Sources

15. Please specify the type and amount of funds requested from other sources and whether they are confirmed.

Name of Funding Source

1

Amount

Approval Date

Other comments

Name of Funding Source

2

Amount

Approval Date

Other comments

Name of Funding Source

3

Amount

Approval Date

Other comments

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Festival and Event Information

* 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

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Festival & Event Information

* 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 (max. 100 words).

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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

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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.

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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 event attendees or spectators.

* 23. How many total event participants do you expect (including local and out of town event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc.)?

* 24. Will your event bring in out-of-town participants (event organizers, staff, entertainers, judges, vendors, crew, volunteers, etc.) who will stay in overnight paid accommodation?

Yes

No

* 25. Please provide a projected estimate of the number of event participants (event organizers, staff, entertainers, judges, vendors, crew, volunteers, etc.) 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)

Other part of Vancouver Island (north of Courtenay or south of Duncan)

BC

Other provinces

US

Other

* 26. What percentage of your event participants (event organizers, staff, entertainers, judges, vendors, crew, volunteers, etc.) 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?

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Event Attendees/Spectators

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

* 28. What is the total estimated number of event attendees or spectators? Please ensure this number does not include event participants.

* 29. **Will the event attract spectators/event attendees who will stay in overnight paid accommodation?**

- Yes
- No

* 30. Please provide a projected estimate of the number of participants attending your event from each of the listed geographic areas. The numbers should add up to the same number you provided in Question 28.

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

* 31. Approx what percentage of your spectators/event attendees do you anticipate will stay in paid accommodation?

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

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

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Participant and Spectator/Event Attendee Tracking

* 33. 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 track the number of participants and origin of your spectators/event attendees? If it's a ticketed event, do you plan to collect event attendee information such a postal code or city of origin?

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Event Revenues

The next section of the application asks for detailed event budget information.

Please provide your best estimate of the revenues and costs of the event for which a grant is requested. Additional headings to better describe your revenues and expenses for your particular activity are permitted. You may either submit your own budget by emailing it to grants@nanaimohospitality.ca or complete this one.

* 34. Estimated Earned Revenues

Earned revenues are usually generated directly by an event and often include income from ticket sales, donations, concession or merchandise sales, sales of advertising in a program, etc.

| | |
|--|----------------------|
| Admission/ Ticket Sales | <input type="text"/> |
| Concession/ Merchandise Sales (net) | <input type="text"/> |
| On-site cash donations | <input type="text"/> |
| Advertising income | <input type="text"/> |
| Other (please specify) | <input type="text"/> |
| Total Earned Revenues | <input type="text"/> |

* 35. Estimated Fundraising Revenues

Fundraising revenues are usually generated from fundraising activities, sponsorships, in-kind supplies or services, and individual donations.

| | |
|----------------------------|----------------------|
| Individual Cash Donations | <input type="text"/> |
| Cash Sponsorships | <input type="text"/> |
| In Kind Sponsorships | <input type="text"/> |
| Fundraising Events | <input type="text"/> |
| Other (please specify) | <input type="text"/> |
| Total Fundraising Revenues | <input type="text"/> |

* 36. Grant Revenue

Amount you are requesting from the Nanaimo Hospitality grant (even if it's not yet confirmed)

Municipal Grants you have requested (please specify amount requested and from which grant)

Provincial Grants

Other Grants (please specify)

Total Government/Grant Revenues

37. If you are receiving other support not included above, please identify the funding source and include an estimate of the dollar value:

Funding Source 1

Funding Source 2

Funding Source 3

* 38. Estimated Total Revenues

* 39. Expense Items and costs (your best estimates)

Please enter only whole numbers without decimals or \$ sign)

| | |
|---|----------------------|
| Salaries, Fees and Commissions | <input type="text"/> |
| Marketing - posters, ads | <input type="text"/> |
| Professional Services i.e. artists, judges, instructors, technicians, drivers, etc. | <input type="text"/> |
| On site communication - flyers, signage | <input type="text"/> |
| Financial Services - i.e. fundraising costs, ticketing, accounting | <input type="text"/> |
| Event Insurance | <input type="text"/> |
| Facility Rentals | <input type="text"/> |
| Other Services - equipment rentals, set up costs please provide details | <input type="text"/> |
| Food & Beverages | <input type="text"/> |
| Paid Accommodation for participants (if the committee is paying) | <input type="text"/> |
| Awards, Prize Money | <input type="text"/> |
| Travel | <input type="text"/> |
| Transportation & Storage | <input type="text"/> |
| Materials & Supplies | <input type="text"/> |
| Other costs (please specify): | <input type="text"/> |

* 40. Total Production and Event Costs

* 41. Net Income (total revenues minus total expenses)

* 42. Briefly tell us 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.

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Event Hosting Experience

* 43. 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. Please include the year, event name and location and # attending for each event you list.

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Event Uniqueness

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

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Recognition

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

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Additional Information

* 46. Are you applying for supplementary marketing funding up to a maximum of 20% of your grant award?

Yes

No

If yes, how much are you requesting?

If you indicated that you are applying for additional funding for marketing your event, please email a 1-2 page **marketing plan and marketing budget** for your event to grants@nanaimohospitality.ca and be sure to indicate how the requested marketing funding will be used to increase overnight visitation.

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Final Comments

Thank you for your application.

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 4-6 weeks with the results of your application.

PLEASE NOTE: Successful applicants will be asked to submit a final report (template will be sent from the Nanaimo Hospitality Assn), final budget, and copies of receipts within 60 days of the conclusion of the event. This information will be used to calculate the economic impact of awarded event within the community and will help in the determination of future applications. A failure to do so 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 marketing plan and budget for your event and indicate how the requested marketing funding will be used to increase overnight visitation.

For questions regarding the application and the grant program, please contact grants@nanaimohospitality.ca.