



## 2017 Nanaimo Hospitality Festivals & Events (incl. sport events) Grant Question Preview

This application form is for a **Nanaimo Hospitality Festival & Events Grant (including sporting events)**. If you are applying for funding for minor capital upgrades or for a feasibility study for a sport-related initiative, please use the Nanaimo Hospitality [Sport Initiative Grant Application Form](#).

Please read the [Program Information Guide](#) found on this 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](mailto:grants@nanaimohospitality.ca).

### APPLICATION INFORMATION INCLUDES:

- Legal name of organization
- Contact person & position within organization
- Contact information (phone, address and email)
- Society number (if applicable)

### FESTIVAL & EVENT INFORMATION INCLUDES:

- Event name, location and date. *Please note that funding will not be awarded for events that take place in July as Nanaimo accommodations are already at full capacity.*
- Total event budget and amount of funding requested

- Whether your organization has applied for other grants or sponsorships and amounts requested and confirmed
- Detailed event description including the event's purpose and description of planned activities (max. 100 words):
- How the event will be evaluated
- Whether this is a new event or any changes/enhancements that are planned from previous year(s) and the purpose of the enhancements (max. 100 words)
- Whether the event is confirmed and if not, what needs to happen before it can be confirmed
- Whether the event is an annually occurring event and if not, when it may next take place in Nanaimo
- If it's a sporting event, whether it's local, regional, provincial, national or international

#### EVENT PARTICIPANT INFORMATION INCLUDES:

- Estimated # of event participants (individuals involved in the production of the event, i.e. staff, crew, judges, entertainers, volunteers, vendors, athletes, coaches, etc.)
- Whether the event will attract out of town participants
- Origin of participants (central VI, other VI, BC mainland, other provinces, US, other)
- Approximate number (in %) and length of stay in paid accommodation

#### SPECTATOR & EVENT ATTENDEE INFORMATION INCLUDES:

- # and age range of spectators/event attendees (the folks that register or pay to attend your event)
- Whether the event will attract out of town spectators/event attendees
- Origin of spectators/event attendees (central VI, other VI, BC mainland, other provinces, US, other)
- Approximate number and length of paid accommodation

#### PARTICIPANT & SPECTATOR/EVENT ATTENDEE TRACKING

- How you plan to track and record your event's attendance and origin of your attendees

#### BUDGET INFORMATION INCLUDES:

You may submit your own budget or complete the form.

- Detailed revenue line items and amounts, including grants expected
- In kind contributions/donations
- Total event revenue
- Detailed expense items and amounts
- Total event expenses & net income

## OTHER QUESTIONS

- 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.
- Describe your organization's previous experience hosting events that demonstrate you have experience and capacity to develop and deliver the events for which you are seeking funding.
- Briefly tell us how you feel this event will add to the breadth and diversity of the festivals and events available in Nanaimo.
- How do you plan to provide public recognition to the Nanaimo Hospitality Association as a grants contributor if you are awarded an event hosting grant?
- Are you applying for additional funding to help market your event? An additional 20% above your grant funding request can be used for this purpose. You will need to email your marketing plan and budget to [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca) and indicate how the requested marketing funding will be used to increase overnight visitation.
- If your application is for a sporting event, are you planning to submit a request for funding for minor capital upgrades?