



## 2019 Nanaimo Hospitality Grants – Program Information

### **Purpose of the Nanaimo Hospitality Grants Program:**

The purpose of the Municipal and Regional District Tax (MRDT, or accommodation tax) and the associated Nanaimo Hospitality Grants Program is to support the growth of overnight visitation to Nanaimo through the development of festivals and events (including sporting events). Feasibility studies for sport or tourism initiatives that lead to the development of new festivals or tourism ventures may also be funded. Applicants can apply for an additional 20% on top of their grant to market the festival or sporting event to out of town visitors.

The primary objectives of the Nanaimo Hospitality Grants Program are to:

- Increase the number of new festivals and events, including new sporting events, which drive overnight visitation to Nanaimo (*under the Nanaimo MRDT Business Plan this does not include conferences*).
- Augment the capacity, length and/or quality of existing festivals and events, including sporting events, which drive new incremental visitation to Nanaimo.
- Increase the number of overnight stays in local paid accommodations (motels and hotels) during the shoulder season (Oct-May).

### **Program Eligibility and Criteria:**

Any non-government organization interested in developing new, or enhancing existing festivals or events (including sporting events) that will attract new overnight visitors to Nanaimo, are eligible to apply. Applicants must also meet the following three minimum eligibility requirements:

1. Be a legally registered business or non profit organization.
2. Maintain current and sufficient levels of liability insurance to host the event, including naming the Nanaimo Hospitality Association as additional insured.
3. Possess all required operating licenses and permits, and meet any necessary regulatory requirements to execute the proposed event.

Applications will be accepted for festivals and events that take place from August until June. However, in the evaluation process, *preference* will be given to festivals and events that take place, or drive overnight visitation between October and May. **Applications will not be accepted for festivals and events that take place in July due to accommodations already being at capacity.**

### ***Eligible Projects:***

The following projects are *eligible* to receive Nanaimo Hospitality grant funding:

- New festivals and events, including *enhancements* to existing festival and events that will drive new, overnight visitation to Nanaimo.
- New sporting events or *enhancements* to existing sporting events that will drive incremental overnight visitation to Nanaimo (no changes or enhancements = no funding).
- Feasibility studies related to tourism initiatives, or to events that will improve or expand upon existing events, that will drive future overnight visitation to Nanaimo.

Applicants will be asked to demonstrate how their festival, sporting event or feasibility study will contribute to accomplishing three key desired outcomes:

- Attracting more overnight visitors to Nanaimo, preferably during the shoulder season (Oct-May).
- Diversifying the appeal and competitive positioning of Nanaimo as a destination to visitors.
- Generating economic impact for the city.

### ***Ineligible Projects:***

The following projects are *not eligible* to receive Nanaimo Hospitality funding:

- Conferences.
- Fundraisers – the sole purpose of the event is to generate revenue for the organization.
- Events that take place in July.
- Existing events without any enhancements to attract new overnight visitation to Nanaimo.
- Events that take place outside of Nanaimo.
- Existing events that are already profitable.
- Infrastructure improvements.
- Single day events that do not attract overnight visitors.

### ***Eligible Expenses:***

- Any costs associated with developing and executing the proposed event will be considered as eligible, with the exception of those listed in the ineligible category.

### ***Ineligible Expenses:***

- Organizational overhead and administration costs, including regular ongoing staffing costs, office equipment, supplies, and professional fees required as part of the ongoing operation of the organization, ongoing website hosting/maintenance, etc.
- Any accommodation costs related to the event, i.e. costs to accommodate officials, artists, referees, judges, etc.
- Infrastructure improvements.
- PST/GST.
- Costs incurred prior to funding award or funding shortfalls.

### **Applications should demonstrate the following:**

- That grant funding is not the only source of planned event income.
- That the organization has the experience and capacity to successfully host the event for which the funding is being requested.
- That the event or project will be complete within 12 months of the grant award.
- That an event budget has been prepared and can be shared.
- That the event has the potential to fill rooms during low occupancy periods (Oct-May preferred).
- That the event will generate increased economic impact for Nanaimo.
- That a min of 3 accommodators will benefit as a result of the event.
- That the event is diversifying the inventory of Nanaimo's festivals and events.
- That there is financial need.
- That there is potential to have the event return to Nanaimo.

### **Supplementary Marketing Funding**

Applicants requesting and receiving funding for eligible projects through the Nanaimo Hospitality Grants Program may also apply for supplementary marketing funding up to, but not exceeding 20% of the project funding awarded. *For example, organization ABC is awarded \$20,000 in project funding for a new festival and they may also be awarded up to \$4,000 in supplementary marketing funding to attract out of town visitors to their event.*

Applicants requesting supplementary marketing funding must provide a 1-2 page marketing budget and demonstrate how the Nanaimo Hospitality Marketing Funding will be spent to drive overnight visitation to Nanaimo. Marketing funding is not guaranteed with the award of a project grant and marketing funding cannot be applied for as a stand-alone request.

### **Funding Levels**

- The awarding of Nanaimo Hospitality grants funding is subject to funding availability.
- Applicants may apply for a maximum of \$50,000 per year, per festival or event, or up to a maximum of \$15,000 for a feasibility study.
- All Nanaimo Hospitality funding will be awarded to a maximum of a 50/50 cost share basis for eligible expenses.

### **Submitting an Application:**

Applicants must submit their application online. Please visit <http://www.nanaimohospitality.ca> for current application links and program documents.

**Grant Evaluation Process:**

Applications will be accepted every two months and be evaluated by the Nanaimo Hospitality Association grant review committee 6 times per year. The application deadlines and review periods can be found on the [Nanaimo Hospitality Association website](#). Grant award decisions are final and may not be appealed. Applications are evaluated based on the event's ability to generate overnight visitation, economic impact, and the other criteria outlined in the *Program Eligibility and Criteria* section of this document.

**Administration and Requirements for Awarded Grants:**

- All applicants will be informed by email of the outcome of their Nanaimo Hospitality grant application.
- Funding will only be provided to the organization that made the grant application.
- Applicants receiving funding for any kind of an event will be required to provide a project budget to the Nanaimo Hospitality Assoc. and event attendance/participation statistics for the event. The purpose of this process is to estimate the event's economic impact.
- Recipients will receive two payments for the awarded amount, paid by cheque. The first payment will be for 70% of the grant award upon signing of the disbursement agreement. The second payment will be issued for the remaining 30% upon receipt and acceptance of a final event/project report.
- Applicants will receive a grant disbursement agreement to be signed and returned to the Nanaimo Hospitality Association before a cheque will be issued for the grant. Disbursements not returned within 30 days may result in forfeiture of the grant award.
- Grant recipients' names may be published on the Nanaimo Hospitality Association's website, in a press release, or through other means of communication.
- Award recipients are required to provide a final report within 60 days of event/project completion. Failure to provide the final report within 60 days may impact future grant awards. Failure to provide a final report with 90 days will require repayment of amounts already awarded.
- In the case of an event cancellation, repayment of the Nanaimo Hospitality Grant will be required.