

## Nanaimo Hospitality Sporting Event Grant Application - March 2020

This application form is for a **Nanaimo Hospitality Sporting Event Grant**. If you are applying for funding for a Festival or Event that is **not** sport-related, or for a feasibility study for a tourism or sport-related initiative, please use one of the other grant application forms available on the [Nanaimo Hospitality Association website](#).

Please do not print the Question Preview document and complete the application by hand, other than for a working document. All applications must be submitted online under Step 3 on the [NHA website](#).

Please read the **Program Information** 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. As this grant is funded by the Nanaimo Hospitality Association, the intent is to fund multi-day sporting events that will bring overnight stays to Nanaimo.

It is 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 emailed a copy of your grant 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 (the name your 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. Business Number or BC Corporate Registry Number (applicants must be a registered business or non-profit organization)

## Sporting Event Information

\* 9. Sporting Event Name

\* 10. What sport is this?

\* 11. Location of sporting event (please be specific with an address or description and list the sporting facilities that will be used).

\* 12. Are the facilities in Nanaimo adequate to host your sporting event?

Yes

No

13. If the sporting facilities are not adequate, please explain what changes/improvements are necessary.

\* 14. Date of the sporting event (Please note that funding will not be awarded for events that take place in July or August as Nanaimo accommodations are already at near capacity.)

First day of event

MM/DD/YYYY	hh	mm	-
------------	----	----	---

Last day of event

MM/DD/YYYY	hh	mm	-
------------	----	----	---

## Financial Need

\* 15. What is the total budget for this sporting event (please send your budget listing all revenues and expenses to [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca))

\* 16. Please list the amount of funding requested (please note that the Nanaimo Hospitality grant can only fund *up to 50%* of your eligible expenses). This means you will need to spend at least double the amount of your grant. For a list of eligible expenses, please read the Program Information guide. The maximum amount of a grant available is \$25,000 (twenty five thousand).

\* 17. Has your organization applied for other external grants or funding sources for this event?

Yes

No

## Other Funding Sources

18. Please specify the type and amount of funds requested from external sources and whether they are confirmed. This should not include the amount you are requesting from the Nanaimo Hospitality grant, or funding coming from 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

## Sporting Event Information

\* 19. Please provide a detailed description of the sporting event for which you are requesting funding. Include the purpose of the event and a description of scheduled/programmed activities that are planned, etc.

\* 20. How will you evaluate the sporting event's success?

\* 21. Is this a new sporting event?

Yes

No

## Sporting Event Information

\* 22. If this is an existing sporting event, please describe the changes/enhancements that are planned, the purpose of the enhancements, and any new components.





## Sporting Event Information

\* 23. Has the sporting event been confirmed/ secured?

Yes

No

What needs to happen for this sporting event to be confirmed?

\* 24. Please indicate the type of sporting event/tournament.

Local - Nanaimo only

Regional - from Duncan to Courtenay

Vancouver Island - attendees coming from any part of the island

Provincial - attendees coming from around the province

National - attendees coming from across the country

International - attendees coming from North America, or other parts of the world

Other (please specify)

\* 25. Is this an annually occurring event?

Yes

No

## Sporting Event Information

26. You indicated that this is not an annual event. Please indicate how often the sporting 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.

## Participant Information

**Participants are individuals involved in the production of the sporting event. i.e. organizers, hired staff, judges, vendors, volunteers, athletes, coaches, etc. This section is NOT about spectators that are coming to view the sporting event.**

\* 27. How many total participants do you expect (organizers, hired staff, judges, vendors, volunteers, athletes, coaches, etc.)?

\* 28. Will the sporting event attract out-of-town event participants who will stay in local overnight paid accommodation (hotels and motels)?

Yes

No

\* 29. Please provide a projected estimate of the number of participants attending your event from each of the geographic areas. The numbers you provide below should add up to the same number you provided in Question 28.

Local (from Duncan to Courtenay)

Vancouver Island (north of Courtenay or south of Duncan)

BC

Other provinces

US

Other

\* 30. What percentage of your 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%+

\* 31. What is your estimate of the average number of nights of accommodation the participants will be staying?

\* 32. Where do you anticipate your participants will stay? Please outline any host hotel accommodations that have already been set up with local hotels. (Please note that in order to receive a Nanaimo Hospitality grant it is expected that competitors will be staying in local motels or hotels.)

## Spectators

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

- \* 33. What is the total estimated number of spectators that you anticipate will come to watch your sporting event? This number should be a realistic estimate, not your wishful thinking. Please ensure this number does not include your event participants.

- \* 34. Will the event attract spectators who will stay in overnight paid accommodation?

Yes

No

- \* 35. 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 34.

Local - live

between Duncan and  
Courtenay

Other parts of Vancouver  
Island (north of Courtenay,  
or south of Duncan)

BC

Other provinces

US

Other

\* 36. Approx what percentage of 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%+

\* 37. What is your estimate of the average number of nights of paid accommodation spectators will stay?

Participant and Spectator Tracking

\* 38. Please tell us how you plan to track and record you event's attendance, and the origin of your participants and spectators. Do you plan to collect participant and spectator information, such as a postal code or city of origin?

**Please email a copy of your event budget to grants@nanaimohospitality.ca. Please ensure your budget includes your anticipated revenues AND expenses.**

\* 39. Please explain why you are applying for a grant and why you requested the amount you did. Please include mention of any funding shortfalls, and other funding requests you have made.



## Targeting Out of Town Visitors

\* 40. As the grant you are applying for is funded through the collection of the MRDT (Hotel Tax) by the local motels & hotels, and with the aim of the grant is to increase **new**, overnight visitations to Nanaimo, briefly explain how your event will do this? Be specific. For example, describe any timing aspects of programmed activities that will encourage spectators to stay overnight, aspects of your marketing plan that target out of town spectators from more than 80 km away, etc.

Event Hosting Experience

\* 41. Describe your organization's previous experience hosting sporting events that demonstrate you have experience and capacity to develop and deliver the sporting event for which you are seeking funding.

Event Uniqueness

Recognition

\* 42. 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

\* 43. How will this event be marketed/promoted?

\* 44. Would you like an additional 20% on top of your grant to market your event to out of town participants or spectators? 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 application deadline 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). 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 this 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 attract out of town participants or increase overnight spectators.

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