

Nanaimo Hospitality Association (NHA) Festival & Events Application - 2021

This application form is for the **Nanaimo Hospitality Association (NHA) Festival & Events Grant**. If your event is a sport-related tourism venture, the NHA can offer the STEAM and STEAM Pro tools to help demonstrate the economic impact of the event. Feasibility studies (e.g. capital infrastructure) or economic impact assessments for the sport event(s) are eligible for this grant. Please read the Program Information Guide found on the [Nanaimo Hospitality Association website](#) BEFORE completing this application form so you are aware of the eligibility requirements and evaluation criteria for this grant.

Please refer to the application found on the [Nanaimo Hospitality Association website](#). Please complete this form electronically and only print if you require your own working copy. All applications must be submitted online using the links found under Step 3 on the [Nanaimo Hospitality Association website](#).

It is advisable to read the Grant Application 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.

Do you have an idea that might make your venue better able to host different types of events and / or larger events (e.g. minor upgrades and maintenance)? If yes, please reach out to [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 cheque should be sent)

Address

Address 2

City

Province

Postal Code

\* 3. Contact person for this grant application

\* 4. Contact Person's Position in the Organization

\* 5. Contact Person's Email Address

\* 6. Contact Person's 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)

Festival & Event Information

\* 9. Festival or Event Name

\* 10. Please provide description and name of venue(s) for the event (proposed and / or confirmed).

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

First day of event

Date

 

Last day of event

Date

 

\* 12. The event dates are flexible.

Yes

No

13. The event dates are not yet set, or we are considering July and August.

Not yet set

Considering July or August

14. Upload a copy of your total event budget (PDF, Doc or Docx format) here. If your budget has been prepared in Excel and you are unable to PDF it, please send the file directly to [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca).

Choose File

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\* 15. 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.

Other Funding Sources

\* 16. Are you applying for any other funding sources?

- Yes
- No
- Undecided

17. 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

Festival & Event Information

\* 18. 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. Feel free to provide a link to additional information.

19. Upload any supporting documentation (e.g. business plan, bid document).

Choose File

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No file chosen

\* 20. How will you evaluate the event's success? Please provide as many details as possible.

\* 21. Is this a new festival / event?

Yes

No

Festival & Event Information

22. If this is an existing event, please describe the changes / enhancements that are planned, why you feel the changes are necessary, and what the potential benefits of the changes are.

23. Upload any supporting documents (e.g. images, conceptual drawings, etc.).

Choose File

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No file chosen



Festival & Event Information

\* 24. Has the festival / event confirmed or secured space (e.g. venues, hotels, etc.)?

Yes

No

25. If no, what needs to happen for this festival / event to be confirmed?

\* 26. Is this a regularly occurring event?

Yes

No

Not presently, but under consideration

Festival & Event Information

27. You indicated that this is not a regularly occurring 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 five (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.**

\* 28. How many total event participants do you expect (i.e. event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc.)?

\* 29. Will your event bring in out-of-town participants who will stay in overnight paid accommodation (hotels and motels) in Nanaimo (i.e. event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc.)?

Yes

No

\* 30. Please provide an estimate of the number of event participants (i.e. event organizers, staff, crew, entertainers, judges, vendors, 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 28.

Local (from Duncan to Courtenay)

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

BC

Other provinces

USA

Other

\* 31. What percentage of your event participants (i.e. event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc.) do you anticipate will stay in overnight paid accommodation (hotels and motels) in Nanaimo?

- 0%
- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-75%
- 76%+

\* 32. What is your estimate of the number of nights of accommodation your event participants will need (i.e. event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc.)?

\* 33. Where do you anticipate your event participants (excluding spectators, ticket holders, etc.) will stay? Please outline any agreements or special rates that have been set up with any Nanaimo hotels or motels.

## Spectators

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

\* 34. What is the total estimated number of 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.

\* 35. Will your event attract spectators who are likely to stay in overnight paid accommodation (motels and hotels) in Nanaimo?

Yes

No

\* 36. 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 - from Duncan to Courtenay

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

BC

Other provinces

USA

Other

\* 37. Approximately what percentage of your spectators do you anticipate will stay in overnight paid accommodation (motels and hotels) in Nanaimo?

- 0%
- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-75%
- 76%+

\* 38. What is your estimate of the average number of nights of paid accommodation (motels and hotels) in Nanaimo your spectators will need?

Participant & Spectator Tracking

\* 39. 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?

\* 40. Would you use a ticketing system if it was available at little or no cost to your organization?

- Yes
- No

Please provide additional feedback (if applicable).

Event Budget & Financial Need

\* 41. Please explain why you are applying for a grant and specifically, why you are requesting that particular amount. Please include mention of any funding shortfalls and / or other funding requests you have made.



## Driving Overnight Stays

\* 42. Briefly explain how your event will drive new, overnight visitations 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 visitors from more than 80 km away, etc.

43. Upload event schedule (if available).

Choose File

Choose File

No file chosen

## Event Hosting Experience

\* 44. Describe your organization's previous event hosting experience that demonstrates you have knowledge and capacity to develop and deliver the event for which you are seeking funding.

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Event Uniqueness

\* 45. Briefly tell us how you feel this event will add to the diversity of festivals and events available in Nanaimo.



Recognition

\* 46. 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

\* 47. How will this event be marketed / promoted?

\* 48. Would you like to be considered for supplementary marketing funding to target overnight participants or spectators to your event? 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 upload a one-page Marketing Summary below outlining how the requested marketing funding will be used to increase overnight visitation and a breakdown of marketing tactics, including advertising spend.

Yes

No

If yes, how much are you requesting?

49. Please upload your one-page Marketing Summary.

Choose File

Choose File

No file chosen

Final Comments

50. Is there any additional feedback or information you would like to share with us?

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 four (4) weeks of the application deadline with the results of your application.

If you have questions regarding sporting event proposals, bid submissions or logistical / technical event questions ( not related to your grant application) please contact us at [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca).

For questions about your grant application, please contact [grants@nanaimohospitality.ca](mailto:grants@nanaimohospitality.ca).