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Celebrate Prince George Community Grant **Application Guidelines**

The City of Prince George in partnership with Tourism Prince George has developed the Celebrate Prince George Community Grant to financially support and assist in the growth and development of new and existing events to create summer and winter celebrations.

Hosting the 2015 Canada Winter Games in February and the summer Centennial Celebrations in July 2015 was an exhilarating experience for our city. Community stakeholders really took advantage of the benefits of having their events happen in a collaborative timeframe with other events and it created a city brimming with excitement.

To continue the enthusiasm, the Celebrate Prince George Community Grant was developed to foster the collaboration of a series of celebrations, known as the Celebrate Prince George Summer and Winter Festivals, which fall within July and February to create a festive atmosphere of seasonal entertainment and activities for residents and to increase visitation.

Objective:

The objective of the Celebrate Prince George Community Grant is to provide financial support to existing or new event planners/organizers that can demonstrate funding assistance will enhance their current event or develop of a new event that focuses on attracting visitors.

The overall objective of the program is to:

- Create a tourism draw with the long term potential of creating known and marketable events for the north
- Maximize public events in civic spaces
- Showcase public facilities
- Increase community pride by supporting local events and organizations providing entertainment and activities for locals and visitors

Application Deadlines:

Applications for the Celebrate Prince George Community Grant will be considered at two deadlines:

- May 15, 2017 for February 2018 events
- October 15, 2017 for July 2018 events

Funding decisions are based on available funds, quality of applications and adherence to the outlined criteria. Late applications will not be considered.

Criteria and Guidelines:

1. The Celebrate Prince George Grant will be considered for non-profit societies and community groups. Preference will be given to those who create partnerships with other community organizations. Businesses can apply as long as there is a minimum of one significant partnership with a non-profit society or community group that has agreed to accept the grant on their behalf.
2. **New:** A minimum of 50% of requested funding must be used for marketing and needs to be clearly identified in the application, budget and, if successful, demonstrated in the evaluation.
3. Preference will be given to those applicants who:
 - a. Demonstrate how the Celebrate Prince George Grant funds will be leveraged to increase overall budget. A clear link must be made between the enhancement and the funding requested that demonstrates how the funding will impact the event.
 - b. Demonstrate a strategic approach to increasing event attendance including out of town visitors and overnight stays.
 - c. Host the event at Veteran's Plaza (City Hall), Canada Games Plaza or Lheidli T'enneh Memorial Park and the park adjacent across to the WIDC building (once completed).
 - d. Work in partnership with other groups/organizations to organize and deliver the event. Include Letter(s) of Support from all partner organizations, major donors, businesses or other key stakeholders. The letter must include a commitment to working with you on your project and details their role and commitment to the event. *(Letters from the City of Prince George are not eligible)*
4. Applicants must demonstrate that the event will be directly related to and benefit cultural richness, equality, inclusivity and accessibility while at the same time building tourism within the community.
5. Events must take place within either the month of February or July.
6. The event must be:
 - a. Held within the city limits of the City of Prince George
 - b. Open to the public and promoted as such
 - c. New or an enhancement to an established event (the enhancement(s) and the funding required must be clearly identified)
7. Successful applicants will be required to incorporate the Celebrate Prince George Winter or Summer Festival branding standards into their marketing initiatives and get approval from Tourism Prince George in advance that it meets the standards. All successful applicants must sign and return the Branding Agreement to the City of Prince George within 1 month of receipt. If the terms of the Branding Agreement are not met, recipients may be ineligible for up to one year of grant funding.

8. Event details must be submitted to Tourism Prince George a minimum of 30 days prior to the event for event marketing purposes. Include: event name, location, start/end times, start/end date, admissions costs, event photos and event description including details. Please note, a minimum of 50% of requested funding must be used for marketing and needs to be clearly identified in the application, budget and, if successful, demonstrated in the evaluation.
9. Applicants must complete attached budget template itemizing how funding will be utilized and clearly linking event activities to costs along with requested funding. See Funding Section for additional details.
10. All funding received must be used for the sole purpose identified in the application and according to the budget submitted.
11. Successful applicants will be required to complete a post project evaluation including attendance of out of town attendees to be submitted no later than 60 days following the event date. Evaluations that are not submitted may result in ineligibility for up to one year of grant funding.

Assessment:

Successful applications need to demonstrate how:

- The enhancement or new event concept will positively impact the event
- The organization has capacity to execute the event
- The event will effectively reach the identified target audiences(s) and produce results that represent good value for money including out of town visitation
- All collaborators/partners have confirmed their participation (Letter(s) of Support)
- The event will not duplicate other initiatives
- The proposed budget is sufficiently detailed, reasonable and balanced
- The event contributes to building a celebrations series creating annual festivals in the months of July and February
- The event Focuses on building and measuring local attendance, increasing out of town visitations and overnight stays
- The event Enhances Prince George
- The event fosters partnerships
- The event promotes Prince George as a great place to live and visit
- The event promotes local arts, culture, history and attractions
- The event celebrates civic spaces and organizations

Funding:

The Celebrate Prince George Community Grant will consider all applications with a minimum request of \$5,000.00. Applicants are strongly encouraged to secure other cash or in-kind sources of funding. The level of cash or in-kind support from other sources will be taken into consideration during the selection process. Include the name of the organization(s) that will contribute funds and/or in-kind contributions to the event.

The funding provided is to support or develop events that contribute to a series of celebrations and is not to be looked at as sole funding and therefore is evaluated on the contribution to the overall celebration period. Applications should clearly identify what aspect(s) of the event are being enhanced and the corresponding dollars be clearly marked in the budget. The event's impact on stimulating tourism is a major funding criterion.

The Celebration Prince George Adjudication Group reserves the right to determine the amount of funding for each application. Approved applications may not get the full amount requested. In determining funding amounts, the Adjudication Group will take into consideration the impact on the overall goals and objectives as outlined in these Guidelines.

The Celebrate Prince George Community Grant does not provide ongoing funding and does not provide funding for the same activities as previously funded. Applicants should not plan on Celebration funds as annual funding. Exceptions may be considered for applicants that demonstrate continued growth and enhancement of event(s).

Funding spent on the event before confirmed approval will not be reimbursed. Therefore, activities that have started prior to approval and all costs associated with those activities are ineligible. Costs associated with ongoing operations or general operating costs are not eligible.

Notification will be made within six weeks of the application deadline. All application packages must be submitted by May 15, 2017 for February 2018 events and October 15, 2017 for July 2018. Funds will be available for distribution the following dates.

- January 2018 for both February and July Events

Eligible Costs:

- Costs associated with enhancing visitor experiences
 - i.e. presenting a big name entertainer or activity that would not have been feasible without the funding
 - Extending a one day festival to two day festival (preference will be given to multi-day events)
- Enhanced marketing costs (demonstration of how marketing expenses will increase out of town visitation)
- Please note, a minimum of 50% of requested funding must be used for marketing and needs to be clearly identified in the application, budget and, if successful, demonstrated in the evaluation.

Ineligible Costs:

- Normal/previous event costs (if an existing event)
 - Only cost for enhancements are considered for funding
- Costs incurred prior to approval of application and confirmation of funding
- Operating or capital costs
- Administration fees and staffing costs
- Budget overrun

Selection Process:

The Adjudication Group is represented by the following organizations:

- City of Prince George
- Tourism Prince George
- Lheidli T'enneh
- Enhance PG
- Prince George Community Foundation
- Prince George Community Arts Council
- Community member at large

The Adjudication Group will:

- Confirm application is complete and the budget is balanced
- Confirm application and funding requested is eligible based on the outlined Criteria and Guidelines
- Make funding recommendations to the City of Prince George administration for Council consideration

The Adjudication Group reserves the right to request additional information as deemed necessary.

Notification will be made within six weeks of the application deadline. All application packages must be submitted by May 15, 2017 for February 2018 events or October 15, 2017 for July 2018. Funds will be available for distribution based on the following date:

- January 2018 for February and July 2018 events

Successful applicants will be required to complete a post project evaluation including attendance of out of town attendees to be submitted no later than 60 days following the event date. Evaluations that are not submitted may result in ineligibility for up to one year of grant funding.

For contributions, the City of Prince George reserves the right to audit or have audited the accounts and records of primary and third party recipients. The audit will ensure that funds were used for their intended purpose. Recipients shall make available any records, documents and information that the auditors may require.

For more information and to return the application please contact:

Jen Tkachuk

Civic Events Coordinator

250-614-7880 or jen.tkachuk@princegeorge.ca