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PRINCE GEORGE



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 a city brimming with excitement.

The objective of the Celebrate Prince George Community Grant is to enhance current events or develop new events that increase community pride and focus on attracting visitors.

**New** for 2018 applications: Events that occur anytime throughout the year may be eligible for assistance.

### **Funding:**

There are two funding categories:

1. Emerging Tourism Events:

- Local events that show an economic return, attract media exposure, and market and attract tourists.
- Term: 1- 3 year terms are available with a maximum annual grant contribution of \$5,000\*

2. Signature Tourism Events:

- Major tourism events that show an economic return and attract significant media exposure, sponsors, and attendance including tourists. Only festivals and events that have demonstrated 3 years of successful growth and stability as well as have a minimum \$50,000 event operating budget are eligible to apply under this category.
- Term: 1- 3 year terms are available with a maximum annual grant contribution of \$15,000\*

\*Recipients awarded with multi-year grant terms are not required to re-submit an application form in subsequent years provided the City has received and accepted their annual Post Event Evaluation Form from the previous year.

### Eligible Costs:

- Costs associated with significantly enhancing visitor experiences - for example, presenting a big name entertainer, offering a new or additional activity
- Marketing costs (marketing at a regional or larger area is required)

### Ineligible Costs:

- Normal/previous event costs (if an existing event)
- Costs incurred prior to approval of application and confirmation of funding
- Organizational operating or capital costs
- Administration fees, event coordination and staffing costs
- Budget overrun
- Fundraisers, sporting, political, consumer/tradeshows, galas, religious or healthcare events

The City of Prince George reserves the right to request that organizations supply audited statements of accounts and records of primary and third party recipients. The audit will ensure that funds were used for their intended purpose.

### **2019 Event Definitions and Grant Criteria:**

- Only registered non-profit societies or registered charities are eligible.
- 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.
- Successful applications need to demonstrate how they are meeting these **grant criteria**:
  - Outline the enhancement or creation of an event and how it will positively impact the event
  - Demonstrate that the organization has the capacity to execute the event
  - Indicate how the event will focus on building and measuring local attendance and will effectively reach the identified target audience(s), including out of town visitation and overnight stays
  - Show that the event will not duplicate other initiatives
  - Present a proposed budget that is sufficiently detailed, reasonable and balanced and demonstrates how the funds will be leveraged to increase overall budget
  - Detail how the event enhances Prince George and promotes it as a great place to live and visit
  - Exhibit how the event fosters partnerships and celebrates civic spaces and organizations
  - Outline how the event promotes cultural richness, local arts, history and attractions as well as equality, inclusivity and accessibility
- The event must be held within the city limits of the City of Prince George and be open to the public and promoted as such.

### **Application Deadlines:**

The application deadline for **ALL** 2019 events is March 15, 2018. This is a change from the 2017 process. Notification will be made within six weeks of the application deadline. Funds will be available for distribution in January 2019.

Funding decisions are based on available funds, quality of applications, adherence to the outlined criteria and applicants may not get the full amount requested. Please be thorough in your application. Late or incomplete applications will not be considered.

### **Successful Applicants:**

Successful applicants will be required to sign a Branding Agreement that will incorporate the Celebrate Prince George branding standards into their marketing initiatives and provide event details for event marketing purposes.

A Post Event Evaluation Form, including attendance of out of town attendees, is required to be submitted no later than 60 days following the event completion to be eligible for future grant funding.

**Please note:** If you would like to have your application reviewed in advance, to ensure it is complete or to get feedback, please send it to Jen Tkachuk a minimum of two weeks before the application deadline.

### **For more information and to return the application please contact:**

Jen Tkachuk  
 Civic Events Coordinator  
 250-614-7880 or jen.tkachuk@princegeorge.ca



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**Celebrate Prince George Community Grant**  
**Application for 2019 Events**

Organization:			
Primary Contact:			
Mailing Address:		Postal Code:	
Email:		Phone:	
Name of Event:		Event Location:	
Date(s) of Event:		Amount of Funding Requested:	

1. Which funding category are you applying for? (If needed, see page 1 for clarification)	<input type="radio"/> Emerging Tourism Event <input type="radio"/> Signature Tourism Event
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2. Which funding term are you applying for?	<input type="radio"/> 1 Year <input type="radio"/> 2 Years <input type="radio"/> 3 Years
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3. Are you a registered non-profit or charity in good standing?	<input type="radio"/> Yes (required)
a. Society Registration Number:	

4. Are you partnering with an existing community group/organization?	<input type="radio"/> Yes <input type="radio"/> No
If yes, identify the group/organization detailing the nature of their involvement.	

5. Is this a new or existing event?	O New O Existing
Please provide a detailed overview of the new event or how the existing event will be significantly enhanced, including how many years the event has been operating. Please be specific in detailing what the requested funding will be used for and if applying for multi-year funding please detail what you plan to do each year.	
6. Provide a brief description of your organization's mandate and event hosting experience that will ensure your new or existing event is successful.	
7. How does your event benefit the community and promote Prince George as a great place to live and visit?	
8. What is it you intend to accomplish and how does it link to the grant criteria? (page 2) Please include how your event will be directly related to and benefit cultural richness, equality, inclusivity and accessibility while building tourism within the community.	

9. Is there an admission fee? (Include anticipated revenues in budget)	<input type="radio"/> Yes <input type="radio"/> No
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10. Is it open to the public and promoted as such?	<input type="radio"/> Yes <input type="radio"/> No
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11. Who is your target audience? How will you market your event? Please include specific tactics and any marketing that is targeting out of town visitors.  
Please remember, 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 Post Event Evaluation Form.

12. Describe how you will measure the success of the event. What measurable outcomes will you use in your evaluation? How will you compare the success of your initiative from year to year?

13. Does your event have a positive impact on economic growth? Please provide details.

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14. If this is an on-going initiative, how do you intend to ensure its sustainability beyond this funding?

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15. How will your event be adjusted if you do not receive the full amount requested?

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16. Complete the attached budget for the event. Itemize the funding requested and clearly link event activities with costs. Name additional confirmed and anticipated financial contributors including in-kind support. 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.

- a. Signature Tourism Events are required to provide:
  - i. Financial Statement as approved at the last Annual General Meeting (PDF format – email with application)
  - ii. Current organizational budget (PDF format – email with application)
  - iii. Complete event budget as attached
- b. Emerging Tourism Events are required to provide:
  - i. Complete event budget as attached

Other financial information may be requested on a case-by-case basis.

## Event Budget

Please include all anticipated expenses, revenues, and in-kind contributions. The amounts being requested for funding should directly be related to your answer to question 5. Please ensure the following when providing expenses:

- **Total Revenues** equals **Total Expenses** (this has been denoted by using the **letter A**)
- **Requested Community Celebrations Grant** equals the **Total Expenses of the Funding Amount Requested** (this has been denoted by using the **letter B**)
- **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.

*In-Kind Contributions: Goods or services donated to a project without expectation of compensation. In-kind contributions are considered real contributions to the cost of the proposed activities but are not reimbursable. Donated goods and services may be considered as in-kind contributions if they are essential to a project's success; they would otherwise have to be purchased. In-kind contributions should be offset by corresponding expense. (e.g. \$100 of volunteer services should have a corresponding \$100 in labour expenses)*

Projected Revenues	Amount
Requested Community Celebrations Grant <b>(B)</b>	\$
Funding from other grants	\$
Cash Contributions	\$
In-Kind Contributions	\$
Event Revenues (admissions, booth rentals, etc.)	\$
Other (specify)	\$
<b>Total Revenues</b>	<b>(A) \$</b>

Projected Expenses	Amount	Funding Amount Requested from the Community Celebrations Grant
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
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	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
<b>Total Expenses</b>	<b>\$ (A)</b>	<b>\$ (B)</b>

## **Application Checklist**

Only complete applications will be reviewed and adjudicated. Carefully review the application and ensure your application includes the following items:

- Complete the application form (Questions 1 – 15)
- Complete attached Event Budget form
  - Be sure to clearly itemize how the funds will be used and linking the expenses to significant event enhancements if it's an existing event.
  - Provide projected revenues if applicable.
  - Ensure 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.
- Financial Statement/Organizational Budget (Signature Tourism Events only)
- Submit your application package by March 15, 2018 for 2019 events

**Please note:** If you would like to have your application reviewed in advance, to ensure it is complete or for feedback, please send it to Jen Tkachuk a minimum of two weeks before the application deadline.

**For more information and to return the application package please contact:**

Jen Tkachuk

Civic Events Coordinator

250-614-7880 or [jen.tkachuk@princegeorge.ca](mailto:jen.tkachuk@princegeorge.ca)

**Application Deadline is March 15, 2018 for all 2019 events.**