**Festival, Event and Community Event Grant Programs**

**APPLICATION FORM**

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| **PART A - Applicant Information** | |
| Name of Festival or Event: |  |
| Host organization (if different than festival/event): |  |
| Current edition of the festival/event: |  |
| Proposed dates (start/end): |  |
| Contact person and Title: |  |
| Address: |  |
| Tel (main): | (Cell): |
| Fax: | Email: |
| Website: | Facebook |
| Chair or President of the organization: |  |
| Number of full-time paid staff: | |
| Number of part-time paid staff: Number of volunteers: | |
| **Requested grant: $ (Community events grant of $500 or as determined in Part C)** | |
| **PART B – Festival/event Information** | |

**Note: Please provide the following information on the project for which a grant is being requested. Attach additional sheets referencing the question number. Ensure all questions have been answered. Incomplete applications will not be evaluated.**

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| **1.** | Description and strategic merit of the festival/event, demonstrating how the festival/event meets the program’s objectives and target outcomes Describe any new initiatives that are being undertaken in this year’s edition to broaden the appeal of the festival/event. | **15 points** |
| **2.** | Timing of the festival/event outside of or within peak tourism season; | **15 points** |
| **3.** | Ability to generate accommodation stays in the area | **10 points** |
| **4.** | Ability to generate food and beverage and/or retail economic impact | **5 points** |
| **5.** | Describe the level of accessibility of the festival to the general public, and any elements of the festival that have been implemented specifically for children (under 12 years), youth (12-20 years), adults, seniors (65+). | **10 points** |
| **6.** | Describe the marketing and promotional strategy, explaining how the festival/event will reach the target audience. | **10 points** |
| **7.** | Ability of applicant organization to raise complementary funds towards the festival/event including past management and financial history of the organization | **5 points** |
| **8.** | Describe the profile and past performance of the applicant organization. If this is the organization’s first application under this program, please attach a copy of the list of contacts for the organizing committee. In addition, please describe the nature/theme/vision of the festival as presented in the most recent edition. | **5 points** |
| **9.** | Has the festival surveyed the provincial event’s calendar for other festivals/events that may be competing with this project in as far as having a similar genre, dates, geographical region or performers? If so, please describe which other festivals were identified and how your festival is planning to deal with any perceived or actual competition? |  |
| **10.** | How will the organization measure the success of their event and the return on investment for TALB? |  |

**Eligible Costs**

* Costs related to **advertising and promotion** of the festival/event, including media ads, brochures, posters, and the design and printing of a program. This should include social media however marketing of the festival/event cannot be limited to social media only.

**Notes:**

* A **Festival/Event Grant** may not exceed 50% of the eligible costs as per Part C of the Grant Application and are subject to the discretion of the committee

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| **PART C – Balanced Provisional Budget of the Festival- only required for grants over $500.00** |

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| **Expenditures** | **$** |
| Office costs |  |
| Salaries and Benefits |  |
| Stationery, mailings, courier, etc. |  |
| Travel/meetings |  |
| Telephone, fax, and other related costs |  |
|  |  |
| Artist fees (including performance fees, travel, accommodations) |  |
|  |  |
| Rental of equipment |  |
| Technical/technician |  |
| Rental of venue |  |
| Other production expenses (specify): |  |
| Security |  |
| Insurance |  |
| Advertising and Promotion |  |
| Brochures, posters & program (design & printing) |  |
| Other promotional costs (specify): |  |
|  |  |
| **Total Expenditures (must equal total revenues)** |  |
| **Revenues** | **$** |
| Federal government grant (specify): |  |
| Provincial government grant (specify): |  |
| Municipal government grant (specify): |  |
| Sponsors |  |
| Private sector contribution |  |
| Financial contribution of applicant organization |  |
|  |  |
| Merchandise/bar/concession’s sales |  |
| Ticket sales |  |
|  |  |
| In-kind donations (specify approx. value): |  |
| Rental of premises or venue |  |
| Donation of material |  |
| Volunteer time |  |
| Other (specify): |  |
| Total Revenues: (Must be equal to total expenditures) |  |
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| **Grant Requested** |  |

**Note: The grant requested must not exceed 50% of the total eligible budget.**

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| **Part D - Declaration** |

I hereby agree to provide all requested information as well as any other supporting documents needed to evaluate this application. I understand that my application may be disqualified if it is incomplete.

I recognize that applications are approved subject to availability of funds and that, beyond the provision of a grant, the Tourism Accommodation Levy Board has no further commitment to the applicant. The TALB will not be held responsible for the completion of an activity.

I agree to acknowledge the financial participation of the Tourism Accommodation Levy Board in all publicity related to the activities of the proposed project. Most current TALB logos will be provided if grant is awarded.

I agree that my project will be completed by December 31st of the current fiscal year – unless otherwise permitted by the TALB - and that a final report will be submitted to the TALB 30 days after the project is completed.

I certify that I have signing authority for the above-named organization, that the Committee/Board of Directors has reviewed and approved this application and that, to the best of my knowledge, the information provided with this application is accurate and complete.

I hereby acknowledge and agree that, if awarded a grant, the name of the grant recipient, the recipient’s community, the program name, and the amount of the grant, may be published on the Tourism Accommodation Levy Board website, Annual Report and/or other public summary.

If successful in receiving a grant from the TALB, please issue grant payment to:

(payments will NOT be issued to individuals)

and mailed to the address on the application unless otherwise noted.

Name: Position / Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send your application and supporting documents via email to** [**chelsea@kingsbraegarden.com**](mailto:chelsea@kingsbraegarden.com)

**Applicant check list:**

* Completed, signed, and dated application.
* Attached documentation (if any).
* List of current Committee/Board members, titles, and phone contact.