

FESTIVALS AND EVENTS ASSISTANCE (2005-06)

A. DEFINITION:

A “**festival or event**” is an **on-going annual activity** which promotes tourism by attracting visitors to the Island and encourages their participation in such activities. The festival or event must clearly and specifically target off-Island participants and spectators. It must have a broader appeal than just Island residents and participants. The Festival/Event should reflect a quality PEI cultural experience and be environmentally sensitive.

NOTE: Regional, national and international one-time events which have the potential of a major impact in bringing visitors to PEI but do not fall within the condition of this Program, may meet criteria under the Tourism PEI Investment Fund.

B. OBJECTIVE

Developmental assistance is offered to **well-organized** and **widely marketed** annual festivals and events, which have made a commitment to quality. Tourism PEI is interested in a diversity of unique events which provide visitors to Prince Edward Island with opportunities to experience the Island’s hospitality, heritage, culture, cuisine, sport and the arts.

C. ASSISTANCE PROVIDED

Tourism PEI may provide financial assistance to eligible festivals and events which require funding for:

- off-Island advertising and promotion
 - improved festival and event product development (please indicated detailed improvements).
- Assistance will be available on a **50-50 cost-sharing** basis once certain conditions are met. Please refer to categories for funding below.

Category I: Eligible up to a maximum of \$1,500. The festival or event must:

- attract over 3,000 people (Islanders and visitors) or be held in the off-season
- have a plan for promotion and advertising (on-Island and off-Island)
- have secured corporate sponsorship or community financial support
- have support from the tourism industry (i.e. local tourism association)

Category II: Eligible up to a maximum of \$1,000. The festival or event must:

- attract between 1,500 - 3,000 people (Islanders and visitors)
- have a plan for promotion and advertising (on-Island and off-Island)
- have secured corporate sponsorship or community financial support
- have support from the tourism industry (i.e. local tourism association)

Category III: Eligible up to a maximum of \$500. The festival or event must:

- attract up to 1,500 people (Islanders and visitors)
- have a plan for promotion and advertising
- have secured corporate sponsorship or community financial support
- have support from the tourism industry (i.e. local tourism association)

D. ELIGIBILITY

Organization or committees applying for assistance must be supported by an identified executive committee. Organization or committees realizing a profit from the specific activity should retain a reasonable portion towards the future development of their event, based on the previous year's financial statement.

It is important to note that festivals and events are expected to be self-sufficient. **Funding assistance is intended to be for those events that exhibit the greatest tourism potential.**

Only one grant application (Appendix I) requesting program support will be considered per fiscal year from any festival or event.

Festivals/events which will appeal to tourists and are operated by non-profit community groups or associations should apply. Activities which are incremental and innovative will be given priority in consideration for financial assistance.

It should be noted that if assistance is approved, the grant will be from only one source of provincial government funding in any fiscal year.

E. ADMINISTRATION

An organization or committee must apply for assistance using the attached application.

The application deadline is **April 1**. Applications received after April 1 will be considered only if unallocated funds remain. **Application must be accompanied by a statement of revenue and expenditures for the proposed event and a financial statement of the previous year's event certified by a treasurer. Assistance will be granted only upon completion of event or festival and submission of receipts, a public relations package (i.e., press releases, copy of posters, flyers, etc.) and written evaluation within 45 days or by March 31, whichever comes first.**

Organizations or committees receiving approval for assistance must use the Tourism PEI logo on all promotional materials involving their event or festival.