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## **EVENT TOURISM GRANT PROGRAM**

### **PURPOSE**

1. The Event Tourism Grant Program is an annual funding program for festivals, events and sporting events that are considered tourism drivers, and provide an economic spin-off for the community via visitor spending and overnight stays. In 2025, a new Bracebridge 150 funding stream has been added. Organizations may choose to apply to both the annual Event Tourism Grant Program (maximum \$5,000) and the Bracebridge 150 Grant stream (maximum \$1,000); or, they may choose to apply for only one of the two grants.

### **EVENT PRIORITIES**

2. Events that take place throughout the year are eligible.
3. Events that promote the 3 pillars of Bracebridge's tourism brand, which include Taste, Create, and Live.
4. Sport tourism events.
5. Events that target audiences largely from out of Town and that have a regional, provincial, national, or international scope.

### **GENERAL CRITERIA**

6. Events must take place in Bracebridge.
7. Town of Bracebridge funding is not to exceed 33% of the overall event budget, to a maximum of \$5,000.00.
8. Consideration will be given to events that assist the Town in achieving its various event tourism goals and provide corporate and tourism branding recognition opportunities.
9. The Festival and Event Strategy Goals include:
  - 9.1. Build a stronger downtown;
  - 9.2. Create a vibrant and diverse arts community;
  - 9.3. Create partnerships within the community;
  - 9.4. Increase spending in the community;
  - 9.5. Expand our season (both high and low season events);
  - 9.6. Encourage return visits to the community;
  - 9.7. Encourage development of volunteers/staff (i.e. event planning courses);
  - 9.8. Develop resources to assist those planning events in the community (permit process reviews, handbook, insurance issues);

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- 9.9. Keep municipal and other facilities “full/utilized”;
  - 9.10. Provide the best economic impact possible in the community;
  - 9.11. Further support sport tourism initiatives;
  - 9.12. Encourage events to become financially sustainable;
  - 9.13. Enhance visitation in the traditional off-season; and
  - 9.14. Align with the Bracebridge tourism brand.
10. Applicants must outline how they plan to track visitor participation, specifically:
    - 10.1. who their visitors are;
    - 10.2. where they are coming from;
    - 10.3. if they are utilizing local accommodation; and
    - 10.4. level of spending while visiting.
  11. Applicants need to create opportunities for the Town’s contribution to be publicly recognized.
  12. Applicants must outline their plans to make their event financially sustainable over time (i.e. what actions are incorporated into the event over time so that it is viable without the need for the Event Tourism Grant).

#### NEW EVENT CRITERIA

13. Demonstrate they meet the general criteria in the application.
14. Funds can be used to assist with:
  - 14.1. encouraging event participation and pre/post event tourism; or
  - 14.2. to build/purchase minor pieces of equipment required to host the inaugural event as well as any future events.

#### EXISTING EVENT CRITERIA

15. Existing events must demonstrate they meet the general criteria in the application; and
  - 15.1. Must be undergoing substantial change (e.g. new venue location) or are adding new significant components (e.g. new entertainment) to the event; Or
  - 15.2. Demonstrate that they are using the Town’s financial assistance to leverage funding opportunities from larger funding programs (e.g. federal or provincial).

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## PROCEDURES

16. Applications are generally available in the fall of each calendar year. The application procedure is as follows:
  - 16.1. Consultation with Economic Development Staff;
  - 16.2. Completion of the Event Grant Application Form;
  - 16.3. Review of the application by staff based on criteria;
  - 16.4. Recommendations made to Council either through a Staff Report (first quarter events) or through annual budget deliberations (April - December events);
  - 16.5. Communication of the decision from staff to applicant regarding the approval/decline of the application;
  - 16.6. Execution of an Event Tourism Grant Agreement;
  - 16.7. Creation of a Media Release / Photo Opportunity with the Mayor and Event Organizer; and
  - 16.8. Completion of the Event Evaluation after the event.

## PROGRAM LIMITATIONS

17. Event Tourism grants should not be used for:
  - 17.1. Research (except for exit surveys needed to determine demographics of visitors/participants);
  - 17.2. Transportation;
  - 17.3. Payment of Town or other taxes;
  - 17.4. Operating or capital deficits incurred in prior years by an organization;
  - 17.5. Agencies that are primarily funding bodies to other organizations; and
  - 17.6. Donations to organizations.

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<b>GENERAL ORGANIZATION INFORMATION</b>		
Legal Name of Company or Organization:	Name of Event:	
Contact Person:	Position:	
Mailing Address:	Postal Code:	
Phone:	Email:	
Cell:	Website:	
Fiscal Year of Grant:	Event Grant Category <input type="checkbox"/> Sport Tourism <input type="checkbox"/> Festival or Event	Total Grant Request:
<b>GENERAL GRANT INFORMATION</b>		
Describe the operation and history of your organization and ownership of your event. Please indicate whether it is public, private business, non-profit or charity.		

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**DESCRIBE THE EVENT TO WHICH THE GRANT FUNDING WOULD BE APPLIED (What, Where, When)**

Name:

Description:

Location:

Date:

Will your event require road closures?  Yes  No

**WHY HAS YOUR GROUP DECIDED TO HOST THIS EVENT IN BRACEBRIDGE?**

**DESCRIBE IN DETAIL THE VARIOUS ACTIVITIES THAT WILL OCCUR WITHIN YOUR EVENT.**

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**WHAT DO YOU PROPOSE TO DO WITH A GRANT FROM THE TOWN OF BRACEBRIDGE?**

**HOW WILL YOU PROMOTE YOUR EVENT?**

Paid media (please specify)	Target Audience	Proposed Budget
Unpaid Marketing Tactics	Target Audience	

**VISITOR PARTICIPATION**

How many people do you hope to attract from **outside** the region?  
 What are you doing to increase the number of out-of-town visitors that your event attracts?

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For sports events, how many teams are anticipated to attend? What regions are they coming from?

Are you expecting participants, vendors or volunteers to stay overnight?  Yes  No  
What kind of accommodations do you anticipate being utilized?

Are there any other events in the region that are similar to what you are proposing?  Yes  No  
If so, please provide information (what, where, when, who)

**HOW WILL YOUR EVENT BENEFIT THE COMMUNITY?**

**LINK THIS INFORMATION TO THE FESTIVAL AND EVENT STRATEGY GOALS**

**The following section is used for evaluation purposes.**

- Promotes overnight stays  
Details:
  
- Encourages out-of-town visitors  
Details:

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- Provides activities for cottagers within urban boundaries  
Details:
  
- Provides opportunities to increase sales for the local business community  
Details:
  
- Promotes use of public infrastructure  
Details:
  
- Promotes Bracebridge outside of the community  
Details:
  
- Demonstrates Partnerships with other organizations and/or businesses  
Details:
  
- Provides a model for revenue generation  
Details:
  
- Exhibits plans for growth  
Details:

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- Incorporates a solid marketing plan designed with a target audience  
Details:
  
- Demonstrates a business and operating plan that identifies the required staff (volunteer or paid or otherwise) and financial resources to produce the event  
Details:
  
- Demonstrates that the organization/business has the experience to produce the event  
Details:
  
- Potential to become an anchor event for the community  
Details:

Engages the community through:

- Volunteers  
Details:
  
- Participants to the event  
Details:
  
- Financial contributions to the business community  
Details:
  
- Strategic partners with business / Sponsorship  
Details:

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**EXPECTED OUTCOMES**

**NOTE: Preference will be given to events that have some method of tracking where participants are coming from (i.e. percentage of participants that are from out-of-town versus local residents)**

Number of Attendees:

Number of Vendors:

Number of Community Partner Organizations:

Number of local sponsors:

Number of non-local sponsors:

**LIST ANY RELEVANT EVENTS THAT YOUR GROUP MAY HAVE HOSTED IN THE PAST 5 YEARS**

**PLEASE LIST THE RELEVANT EXPERIENCE OF MEMBERS OF YOUR TEAM IN HOSTING OR ORGANIZING EVENT AND FESTIVALS**

Name	Position	Summary of Experience

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**DESCRIBE HOW YOU WILL EVALUATE YOUR EVENT**

**NOTE:** Be sure to include an example of your exit survey if applicable.

**LIST ANY ORGANIZATIONS WITH WHOM YOU WILL COLLABORATE OR PARTNER TO HOST THIS EVENT:**

**FINANCIAL INFORMATION:**

**NOTE:** A detailed event budget including both revenues/expenditures and any in-kind support or expenditure must accompany this application.

Outline your contingency plan if this grant application is not approved.

What happens if your event incurs a deficit?

What actions are incorporated into the event over time so that it becomes financially viable without the need for the Event Tourism Grant?

**PREVIOUS GRANTS**

Have you previously received Event Tourism Grants?  Yes  No  
If yes, please indicate the amount and year for all previous grants.

Year:	Amount:	Year:	Amount:
Year:	Amount:	Year:	Amount:
Year:	Amount:	Year:	Amount:

**PLEASE INDICATE WHAT THE TOWN OF BRACEBRIDGE CAN EXPECT IN EXCHANGE FOR ITS SPONSORSHIP OF YOUR EVENT**

- Promotion of the Town of Bracebridge (Town's) logo on all programs, websites, emails, faxes, print advertising and other applicable media. (Required)
- Links to the Town's website on your event website
- Opportunity for the Mayor or member of Council to speak at the opening of your event
- Other: (please specify):

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**PLEASE LIST ALL ATTACHMENTS**

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

**DECLARATION**

I hereby certify that the information included with this application is complete and is true and correct to the best of my knowledge, and that I am an authorized officer of the company and/or organization. I have the authority to make this declaration and to submit this application on behalf of the above-named organization.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Position

\_\_\_\_\_  
Date

**NOTICE OF COLLECTION**

Personal information is collected under the authority of the *Municipal Act, S.O. 2001* and *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990*, and will be used by the Town of Bracebridge in reviewing grant applications and other related administrative purposes for the Town of Bracebridge. Questions regarding the collection and use of this information may be directed to the Director of Corporate Services/Clerk at 705-645-5264 ext. 3200 during business hours.

**Return Completed form to:**

**Holly Besseau-Onion**  
**Tourism and Cultural Development Officer**  
**Phone: 705-645-5264 ext. 3514**  
**Email: [hbesseau-onion@bracebridge.ca](mailto:hbesseau-onion@bracebridge.ca)**

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