

Tourism Burlington Event Funding Program

Introduction

Tourism Burlington recognizes the importance events play in showcasing a community while contributing to its local economy, quality of life and cultural identity. As a key stakeholder in the Burlington community, Tourism Burlington is committed to supporting and facilitating event organizers with new and/or existing initiatives that attract visitors to our community and profile our tourist attractions while increasing our overall tourism industry capacity. To this end, Tourism Burlington has developed the following event funding guidelines to provide financial assistance to events hosted in Burlington and/or its surrounding area.

Grant Funding 2010-2011

Maximum grant issued per event, per year: \$5,000

- Grants to be issued in two funding periods:
 - September 30, 2010 for events hosted between November 1, 2010 and April 30, 2011
 - March 1, 2011 for events hosted between May 1, 2011 and October 31, 2011
- Grant requests may be funded in part or in full.

Total funds available: \$50,000 for 2010-2011

Event Funding Priorities

- Not-for-profit organizations that host new events at the local, regional, provincial, national and international level that attract out of town participants that stay overnight in Burlington Hotel Association member hotels.
- Not-for-profit organizations that enhance existing events to support additional overnight accommodation in Burlington Hotel Association member hotels.

Burlington Hotel Association Members (BHA): Best Western Burlington Inn and Suites, Comfort Inn, Hilton Garden Inn Burlington, Holiday Inn Burlington Hotel & Conference Centre, Homewood Suites and Waterfront Hotel Downtown Burlington.

Funding Criteria (three page max)

The following guidelines will be used to assess event funding grant applications. Grant applications are not to exceed three pages and must be submitted on the Event Funding Application (Schedule A) and supported by a Grant Funding Summary (Schedule B), Checklist (Schedule C) and required attachments.

1. Organization Overview – Briefly overview the organization hosting the new event/enhancements, history, mission, membership, years of service, current Board listing, most recent statement of operations, etc.
2. Event Description (new or enhanced) – Describe the new event/enhancements you are requesting funding for, be specific.
3. Demonstration of Financial Need - Prepare an event budget, identify all sources of revenue such as fundraising, sponsorship, ticket sales, sale of goods and services, grants, city support, services in kind, etc., and expenses.
4. Endorsement - Provide evidence of endorsement and/or sanctioning from the local organization, its associated parent organization and other community partners such as the City (if applicable).
5. Location - Confirm the new event/enhancements will take place in Burlington, noting site and/or facilities names that have been requested or confirmed. Identify site and service requirements, city services, applications, permits, licenses, risk management measures, etc.

6. Accommodation - Identify the estimated number of rooms (double) to be consumed for this event and the number of room nights. Please be realistic with your estimates. Utilize and promote one or more of the Burlington Hotel Association member hotels for overnight accommodations and confirm availability directly with proposed BHA member hotels.
7. Participation Development - Profile the new event/enhancements target audience, quantify the extent to which the new event/enhancements will encourage participation and provide direct or indirect opportunities to community stakeholders and the Burlington Hotel Association members.
8. Economic Impact - Outline the short and long-term economic impact (direct and indirect) to the City that can be realized by the new event/enhancements.
9. Administration/Governance - Outline how the new event/enhancements will strengthen the organizations capacity, structure and volunteer program.
10. Recognition - Identify how the event will be promoted and Tourism Burlington and the Burlington Hotel Association will be acknowledged.

Eligible Funding Areas

Assistance can be provided for new and existing event enhancements that support in part or whole, the following funding areas:

Eligible Funding Areas	New Events	Enhanced Events
<p><i>Bid Assistance</i></p> <ul style="list-style-type: none"> - Preparation of bid material, event research, travel expenses Associated with bidding for new events, etc. - Hosting/right/sanctioning fees 	<p>X</p> <p>X</p>	
<p><i>Event Development</i></p> <ul style="list-style-type: none"> - Start-up costs associated with hosting new and inaugural events e.g. volunteer training - Initiatives that encourage increased participation by visitors outside the Region e.g. marketing/advertising - Activities that provide direct and indirect opportunities for community stakeholders e.g. joint venture packages event/dinner/accommodation - Pre-post event activities that add value to the event and extended visitor stay e.g. group travel to local attractions - Marketing activities directed at new target markets beyond this region e.g. direct mail to select groups 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>
<p><i>Event Incentives</i></p> <ul style="list-style-type: none"> - Participant incentives to encourage repeat visitation - welcome packages, discount packages, handouts, awards, etc. 	<p>X</p>	<p>X</p>
<p><i>Sponsorship</i></p> <ul style="list-style-type: none"> - Events that demonstrate community support through a matching dollars program or multi-sectorial partnerships. 	<p>X</p>	<p>X</p>
<p><i>Product Development</i></p> <ul style="list-style-type: none"> - Improvements to a facility(s) to meet event standards and/or aesthetic improvements that will help bring the event to the city e.g. field repairs, exterior enhancements - Equipment/site improvements required to host the event and future events e.g. upgrading of equipment 	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

Non-Eligible Funding Areas

Event tourism grants should not be used for:

- Research (other than research associated with developing bids or events)
- Organization operating or capital deficits incurred in present or prior years
- For profit event organizers that generate revenue for personal gain

Application Procedures

Event Funding Guidelines and Application Forms are available on the Tourism Burlington website, www.tourismburlington.com in pdf or word formats. Complete application forms and attachments must be received by the identified funding submission deadline dates. Applications will be received in person, by mail, fax or email.

Submissions to include:

- Event Funding Application - Schedule A - (must not exceed three pages plus attachments)
- Most recent Association Board of Directors List
- Most recent Association Statement of Operations
- Event Budget
- Event Funding Summary - Schedule B
- Event Funding Checklist - Schedule C

Note:

- *Prior consultation with Tourism Burlington staff is encouraged.*
- *Organizations may be contacted for further information and/or may be requested to attend a meeting to review submission.*

Deadline for Submission

Completed and signed application forms must be received by **4 p.m.** on or before:

September 30, 2010 for events to be hosted between **November 1, 2010 and April 30, 2011.**

March 1, 2011 for events to be hosted between **May 1, 2011 and October 31, 2011.**

Applications will be reviewed by Tourism Burlington and the Burlington Hotel Association.

Application Status

- Applicants will be advised of their grant status within **6 weeks** of the submission deadline date.
- Organizations will be notified in writing regarding the status of their funding application.
- Successful recipients will receive two grant payments. The first payment will represent 50% of the approved event grant and will be issued to the organization upon receipt of the signed Grant Terms and Conditions (Schedule D). The second payment will be issued to the organization upon receipt of a Final Event Report (Schedule E), completion of an event Sport Tourism Economic Assessment (STEAM), and achievement of the estimated consumed room nights stated in the event funding application. These reports are to be submitted to Tourism Burlington within **two months** of the event completion date.
- Recipients that do not achieve their estimated number of consumed rooms nights stated in their event funding application, will **NOT** receive their second grant payment.
- Recipients that **EXCEED** their estimated number of consumed room nights stated in their event funding application will receive an additional \$10.00 for each incremental consumed room night above the estimated number of consumed room nights stated in their application.

Please direct all inquiries to:

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