



BRITISH COLUMBIA

Ministry of Tourism, Arts and Culture

Tourism Events Program Spring 2020 Application Form

Completed applications should be submitted to TourismEventsProgram@gov.bc.ca by 4:30 pm PST April 30, 2020. Applications using an old application form, or incomplete applications, will not be considered for funding.

Section 1 – ORGANIZATION INFORMATION

Legal Organization Name (sole recipient of TEP funds if successful)		
Legal Mailing Address	City	Postal Code
Primary Contact		
Business Email	Business Telephone	

Section 2 – EVENT INFORMATION

Event Name	
Location(s) of the event. Please list all.	
Population of host community	
Please indicate if your event occurs on crown land. Applicants are responsible for any necessary permits.	Yes <input type="checkbox"/> No <input type="checkbox"/>
Select the tourism region in which your event will be held	
<input type="checkbox"/> Vancouver Coast & Mountains	<input type="checkbox"/> Vancouver Island
<input type="checkbox"/> Thompson Okanagan	<input type="checkbox"/> Northern BC
<input type="checkbox"/> Cariboo Chilcotin Coast	<input type="checkbox"/> Kootenay Rockies
Date(s) of the event	
Has this event received funding through the Tourism Events Program in the past? If yes, when? Also, please confirm all funding requirements were met including submission of your final report. Note: Events are eligible to receive program funding three times, then must wait one year before applying again. Exceptions to the waiting period may be considered.	
Has the event been secured? Note: Events in bid phase will not be considered.	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is the event financially viable? – Consideration will be given to amount of secured revenue at the time of application.	Yes <input type="checkbox"/> No <input type="checkbox"/>
Funding request*	\$

* Note: Program funding is limited. If your application is approved, it may not be funded at the amount requested. Please refer to the program website for information regarding funding request limits and eligible use of funds.

By submitting this application, you certify that the information included in the application package is accurate and true.

Section 3 – EVENT DETAILS

1. Event Description:

Please provide a description of your event (*Description must include what the event is and an overview of activities*). (250 word maximum)

National and International Profile:

2. Provide information about how your event will raise awareness, nationally and internationally, of B.C. as a destination of choice.

3. Will provincial, national and/or international media attend the event? If yes, please indicate their home market.

4. Will your event be televised? If yes, please indicate if it's a provincial, national or international broadcast, the networks, countries it will be broadcast in and the expected viewership. Please also attach your broadcast media plan as an Appendix (as applicable).

Television Broadcasting	Please list
International networks and countries	
National networks	
Provincial networks	
Local networks	
Expected Television audience (number of unique viewers)	

5. Will your event be webcast (streamed online) or promoted via social media? If yes, please indicate which website(s) will webcast the event, expected countries it will be viewed in and the expected viewership.

Tourism Value:

6. Please provide the following information to demonstrate the tourism value of your event.

EVENT ATTENDANCE	Number
Participants/Athletes	
International Participants/Athletes	
National Participants (from outside B.C.)	
Regional Participants (from B.C. but outside host community)	
Local Participants/Athletes	
Total Participants/Athletes:	
Attendees/Spectators	
International Attendees/Spectators	
National Attendees/Spectators (from outside B.C.)	
Regional Attendees/Spectators (from B.C. but outside host community)	
Local Attendees/Spectators	
Total Attendees/Spectators:	

Note: Attendees are defined as “from outside host community” if they live more than 80 km away from the community where the TEP event is taking place. In the Greater Vancouver Area, visitors must be from outside the lower mainland. Please ensure participants and attendees are only counted in a single category.

7. Additional tourism impacts.

Average length of stay of visitors (participants and spectators) attending from outside the host community.	
Total estimated number of accommodation nights (hotel nights and other accommodation such as short-term vacation rentals) generated throughout the event.	
Indicate whether your event occurs outside of the community’s high tourism season.	
Other factors for consideration related to the tourism value of the event for the host community and surrounding area (please describe).	

8. Has this event been held in BC before?

(If yes, when and where?)

9. If this is a recurring event, what was the attendance for the past two events?

10. What is the anticipated incremental visitation to the event if TEP funding is provided?

11. Describe any efforts you are making to ensure your event is inclusive and accessible to audiences with a range of mobility levels?

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Economic Impact:

12. Please provide the following details on the projected economic benefits from your event, including the following (writing “See Report” in this section is not acceptable):

Total expected economic impact of the event to B.C.	
Total expected economic impact of the event to the host community	
Expected visitor spending in the local economy	
Other	

NOTE: If an economic impact study is available, please attach as an Appendix. Typically, this includes economic impact studies from previous or similar events, or pre-event reports.

Local and Regional Support and Impacts:

13. Describe how the event will drive tourism benefits to other communities in the surrounding region beyond the host community. Regional impacts can include ancillary events in other communities, activities, a multi-city event itinerary or tactics to encourage visitors to explore or stay in the region.

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14. List the support your event has from local community(ies), local stakeholders (include organization or business names), and relevant organizations. Support may be demonstrated in the form of financial contributions, direct involvement, in-kind supports, and/or letters of support. If available, please attach letters of support.

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15. Describe any engagement with local or neighboring Indigenous communities or groups.

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Marketing Strategy:

16. Your event should motivate Canadians and international travellers to visit B.C. Please detail your strategy to draw increased visitation and/or encourage visitors to lengthen their stay. Please also provide details if you are working with the local destination marketing organization to achieve this.

Section 4 – EVENT BUDGET

17. Event Budget:

Please attach a detailed event budget, providing the expected revenue, expenses and all funding sources. The event budget must include total operating costs related to the event and should not include the requested TEP funding.

Yes, the event budget is attached to the application as Appendix 1.

18. Is the event receiving/seeking other Provincial funding?

Yes No

List all the Provincial Ministries and programs contributing funding, the amounts provided or requested, and whether funding is confirmed or pending.

19. Is the event receiving/seeking funding from the Federal government?

Yes No

List all the Federal programs contributing funding, the amounts provided or requested, and whether funding is confirmed or pending.

Section 5 – FUNDING REQUEST

Funding Limits:

Organizations may apply within the following limits based on size of their event budget:

	Event Budget*	Maximum application amount
Small Event	Event Budget <= \$500,000	\$10,000 to \$35,000
Mid-Sized Event	Event Budget <=\$1.5M	up to \$100,000
Large Event	Event Budget >\$1.5M	up to \$175,000
Very Large Event	Event Budget >\$2.5M	Up to \$250,000

* The Event Budget is the sum of total operating costs related to the event and should not include the requested TEP funding. The operating costs must be for the event itself and not the operating expenses of the applicant organization. The above funding limits are the **maximum** amounts an event

can apply for; however, the applicant must ensure the requested funding amount is appropriate for the event and that funding will only be applied to eligible uses of funds.

Funding Request:	
Event Budget (total expenses)	

20. Proposed TEP budget (itemized list with amounts for each line item).

Please provide below (or attach) a list of proposed TEP funded activities and the expected amount allocated to the activities. Some examples include, but are not limited to: radio advertisements, media buys, billboards, etc.

21. Provide a description of how TEP funding will broaden the reach and impact of your event.

TEP funding must be used to broaden the reach and impact of your event through marketing and communications, broadcasting, promotional material, and/or advertisements.

Section 6 – ATTACHMENTS

Please list any attachments to your application (to a maximum of 5 attachments):

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Application Review:

Applications are reviewed once the application window closes. The estimated decision time is approximately three to four months after the window has closed; however, timelines may be affected by a number of factors, such as the volume of applications received.

Successful applicants will enter into a contract that outlines eligible use of funds and reporting requirements. Funding recipients are required to have a signed contract and completed insurance documentation in place prior to the start of the event. An event selected for funding is required to obtain any trail, road, civic or other permits required prior to funds being issued. Funding recipients are required to acknowledge Provincial support. A final report detailing key tourism and economic outcomes is required for all funded events.

Please send all inquiries and applications to TourismEventsProgram@gov.bc.ca

NOTE: The Government of BC firewall does not accept zip files

You will receive an email confirmation of receipt of your application

Thank you for your application.