



2017 Festival and Event Partnership Program

The County of Elgin encourages local groups to develop festivals and events that will meet the County's tourism goals:

1. increase the amount of people that visit Elgin;
2. increase the length of stay of visitors;
3. increase the amount of money that visitors spend.

In support of the above goals, Elgin County Council is pleased to announce that contributions through the Festival and Event Partnership Program (FEPP) are available this year for groups which take it upon themselves to attract visitors to the County and retain local spending by organizing festivals and events within their community. The 2017 FEPP provides funding to support festivals and events in Elgin County. The FEPP funding will not be limited to a predetermined number of festivals or events or amount per festival or event.

In order to be eligible to receive the FEPP contribution, the sponsoring Elgin County based organization must be a registered charity, non-profit organization or community organization holding a festival or event in Elgin County. Please review the eligibility and evaluation criteria as well as the terms and conditions to determine if your group qualifies.

Applications may be submitted by fax (519) 631-4549, e-mail, and in-person or by mail to: County of Elgin, Attn: Economic Development, 450 Sunset Drive, St. Thomas, Ontario, N5R 5V1.

Application Deadline: Friday April 7, 2017

If you have questions or require more information, call (519) 631-1460 ext. 164, or e-mail jdebackere@elgin.ca. You may also visit us online at <http://www.elgintourist.com/tourism-member> and expand the Festival & Event Partnership Program Tab.

Thank you for your interest and good luck with your application.

Sincerely,

Alan Smith
General Manger
Economic Development



Appendix "A"

2017 Festival and Event Partnership Program Guidelines **Elgin County**

Application Deadline: Friday, April 7, 2017.

Overview

The County of Elgin encourages groups to build new, and enhance existing festivals and events that will attract visitors to the County while providing residents an opportunity to enjoy activities within their community. In support of this tourism initiative, we are pleased to announce that contributions are available in 2017 for groups which take it upon themselves to: attract visitors to the County; retain local spending; and enhance the quality of place by organizing festivals and events within the community.

The 2017 Festival and Event Partnership Program (FEPP) provides funding to support festivals and events in Elgin County which meet the goals of the County's Tourism and Marketing Plan; to increase the amount of people that visit; increase the length of stay of visitors; and increase the amount of money that visitors spend. The FEPP funding will not be limited to a predetermined number of festivals or events or amount per festival or event. The County may not grant all of the funds, depending on the quality and number of applicants.

Please review the following eligibility and evaluation criteria and terms and conditions to determine if your group qualifies. If you have questions, please call the Economic Development Department at (519) 631-1460 ext. 164, or send an e-mail to jdebackere@elgin.ca.

Groups applying for the program are required to fill out and submit a FEPP Application Form before the submission deadline of **April 7, 2017**. You may obtain the FEPP Application Form at <http://www.elgintourist.com/tourism-member> and expand the Festival & Event Partnership Program Tab or pick one up at the County of Elgin, Administration Building, Economic Development Office, 1st Floor.

Eligibility Criteria for Festival and Event

If you are interested in applying for a contribution to help cover a portion of the costs for your festival or event, please review the following eligibility requirements listed below:

- Qualifying groups based in Elgin County who organize festivals and events in the following areas will include:
 - Arts and Culture,
 - Community Celebrations,
 - Annual Festivals,
 - Multicultural Events,
 - New Festivals and Events.
- Your group must submit an accurate and complete Festival and Event Partnership Program application by the deadline of April 7, 2017.



Eligibility Criteria for Festival and Event Partnership - *continued*

- Applications must meet the goals of the Tourism and Marketing Plan including:
 1. Increase the amount of people that visit.
 2. Increase the length of stay of visitors.
 3. Increase the amount of money that visitors spend.
- All applications are for one-time funding, projects must be completed between May 1, 2017 and December 31, 2017.
- Admission to your event must be free or low cost admission to participants.
- The event must be held within County limits.
- FEPP contributions will not be awarded to individuals.
- Applicants must submit an event budget and include what the FEPP will be used for.
- Events that are focused on fundraising are not eligible for the FEPP.
- The sponsoring organization must be a registered charity, non-profit organization or community organization.
- Applicants must attach a copy of non-profit documentation if the organization has such documentation.
- FEPP contributions must be used only for the event or festival.
- Applications must submit a one-page report (plus photos) confirming that the project is complete after the festival or event.
- Applicants must obtain required permits, clearances, insurance, and event/festival authorization and pay any relevant fees in a timely manner.
- All Applicants must fill out a Festival & Event Partnership Program Application Form.
- Organizations receiving FEPP contributions must acknowledge the support of the County of Elgin where appropriate including print and website marketing.
- Organizations that are collaborating with the County in co-sponsoring an event are eligible to apply for a contribution. However, contributions can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the County.
- Applicants cannot be currently receiving any additional funding from the County of Elgin (with the exception of Tourism Directional Signage grants) to qualify for FEPP contributions.



Evaluation Criteria

Applications will be evaluated for funding based on the following criteria:

- The festival or event attracts visitors to Elgin County.
- The festival or event encourages the retaining of local spending of residents.
- The festival or event encourages visitors from outside of the County to spend locally.
- The festival or event enhances the quality of place within Elgin County.
- The festival or event meets the goals of the Tourism and Marketing Plan.
- The festival or event demonstrates the potential to grow in subsequent years.
- Priority will be given to Elgin County Tourism Members.
- The sponsoring organization must demonstrate the ability to produce a well-planned, safe event.
- The sponsoring organization demonstrates strong financial management and effective management controls, including cost-effectiveness.
- The Festival and Event Partnership Program contribution will represent no more than 50% of the total budget, including the value of in-kind goods and services (the review team will consider the financial and budgetary capabilities of the sponsoring organization).

Terms and Conditions

If the applicant is successful in receiving a contribution, the following terms and conditions apply. The authorized signatures below indicate that the applicant agrees to abide by these terms and conditions.

1. Once a contribution is approved, the amount of the contribution will not increase.
2. Because funding is limited, applications will be evaluated based on the eligibility and evaluation criteria.
3. Festivals and events conducted on municipal property will be carried out in partnership with the department involved. All such applications must be reviewed by the municipal contact prior to submission and a letter of support from the relevant department is required.
4. Applications/applicants will be considered only if they are submitted before the project begins and any eligible costs associated with the project are incurred. Projects will not be funded retroactively.
5. Organizations that receive contributions through the FEPP must acknowledge the support of the County of Elgin in all advertising, publicity, signage etc. related to the festival or event. Branding, signage, and logo usage pertaining to the County of Elgin must be approved by the County's Economic Development Office prior to use or inclusion in any marketing/communications material.



Terms and Conditions - *continued*

6. FEPP contributions must be expended between May 1, 2017 and December 31, 2017.
7. FEPP contribution approval in a given year does not set a precedent or guarantee approval for future years. All applicants are subject to a fresh review vis-à-vis competing applications each year.
8. FEPP recipients (and their sponsors, if applicable) are entirely responsible for planning, promoting, and staffing their festival or event. The County will not be involved in planning, promoting, or staffing the festival or event.
9. Recipients agree to indemnify and hold harmless the County of Elgin from any and all claims arising out of the providing/withdrawal of funds, construction of projects or any other use of contributions provided as a result of the FEPP process.
10. All applicants consent to the public release and County use of information contained in their applications and reports submitted to the FEPP and agree that the content of the application may form a public record that can be accessed by the public.
11. If information in the application proves to be inaccurate or if the project is not being completed in accordance with the application information, or if the applicant does not follow the FEPP terms and conditions, the County of Elgin reserves the right, at its sole discretion, to withhold payment and not issue any further funds.
12. The County of Elgin shall have the right to review the applicant's books and records regarding the Festival and Event Partnership Program.
13. By accepting the Festival and Event Partnership Program contribution, the applicant consents to the release to the County of Elgin of financial/project information by any other organization providing funding or financial support to the applicant regarding the same project.



Authorized Signature(s) (two needed if not incorporated):

Name_____

Name_____

Position_____

Position_____

Signature_____

Signature_____

Applicants should mail, fax, e-mail or deliver a signed copy of the Application Form, Terms and Conditions and supporting materials to the Economic Development Office at:

Festival and Event Partnership Program
Economic Development Department
County of Elgin
450 Sunset Drive
St. Thomas, Ontario
N5R 5V1

Fax: 519-631-4549

E-mail: jdebackere@elgin.ca

Deadline: Friday, April 7, 2017 at 4:00 p.m.



Appendix "B"

2017 Festival and Event Partnership Program Application County of Elgin Application Deadline: Friday April 7, 2017 4:00 p.m.

APPLICATION PROCESS:

STEP 1 – Application

You may either;

- 1) Print this application and complete the hard copy, or
- 2) Type your responses electronically and print or save for submission.

Application Checklist:

- ☐ Ensure your application is complete, and you have filled in and enclosed all the necessary information.
- ☐ Complete the Festival and Event Partnership Program (FEPP) Application Form.
- ☐ Include additional supporting materials (e.g. photos etc.) *Optional*
- ☐ Have the form and terms and conditions signed by appropriate official(s) from the organization.
- ☐ Include a letter of support from the relevant municipal department if project is linked to municipally owned land or a facility.

STEP 2 – Evaluation & Approval

Projects will be reviewed by the Economic Development Department, which makes the final project approvals on the selected number and amount(s) of the FEPP contributions.

Invoices and proof of the completion of the work will be required before total FEPP funds will be released.

STEP 3 – Completion

The applicant must provide a one-page report, including the number of festival/event attendees, photos, and future plans for growth in 2017. The report along with a financial statement and supporting documents/invoices is required in order to receive the FEPP funds.



2017 Festival and Event Partnership Program Application County of Elgin

Please answer all questions completely, including as much detail as possible. Ensure you have read the "Festival and Event Partnership Program Guidelines" prior to completion of this form.

FEPP contribution recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your FEPP proposal. Applicants will be notified of award decisions no later than April 28, 2017.

Applications may be submitted by fax (519) 631-4549, e-mail, in-person or by mail to:
County of Elgin, Attn: Economic Development, 450 Sunset Drive, St. Thomas, Ontario, N5R 5V1.

If you have questions or require more information, call (519) 631-1460 ext. 164, or e-mail jdebackere@elgin.ca. You may also visit us online at <http://www.elgintourist.com/tourism-member> and expand the Festival & Event Partnership Program Tab.

APPLICANT INFORMATION:

Sponsoring Organization(s): _____

Is the sponsoring organization a member of Elgin County Tourism? ☐ Yes ☐ No

Authorized Representative Information:

Name: _____

Title: _____

Organization: _____

Phone (wk/cell): _____

Email: _____

Mailing Address: _____

Web Address: _____



Mandate of the Organization: _____

Is the organization an incorporated non-profit or registered charitable organization?

- ☐ **Yes** If YES, please print the Incorporated/Charitable Registration Number: _____
- ☐ **No** If NO, please provide background information on the organization and how it would handle the financial requirements of the project: _____

FESTIVAL and EVENT PROJECT INFORMATION:
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Festival/Event Name: _____

Date(s)/Time(s): _____

1. Please describe your festival or event (you may attach additional details or supporting documentation).

2. Have you held this festival or event before? If so, when and where?

3. How does your festival or event encourage an improved quality of place for your local community/Elgin County?



4. **How does the event create economic impact to this area? Does the event attract visitors from outside of Elgin County and retain local spending?**
5. **How does your project support the goals of the County of Elgin Tourism and Marketing Plan?**
6. **What steps are you taking to ensure a well-planned, safe festival or event?**
7. **What are your future plans to grow the event?**
8. **Is there an admission fee/cost to attend your festival or event?**
- ☐ **Yes** If YES, how much?
Adult _____ Senior _____ Child _____ Other _____
- ☐ **No**
9. **Is the project linked to a municipally owned land or a facility?**
- ☐ **Yes** If YES, a letter of support from the relevant department is required.
- ☐ **No**



MARKETING and PROMOTION:

10. Is your festival or event County wide or targeted to a particular neighbourhood, demographic or geographic area (include location)? If targeted, to whom?

11. How many people do you expect to attend your festival or event? How did you arrive at this estimate? Of this estimated amount, how many visitors do you expect to be from outside the County?

12. Please describe your promotional plan to notify the public of your festival or event.

FESTIVALS and EVENTS PROJECT BUDGET SUMMARY:

13. Please describe what kind of controls you have in place to ensure that your festival or event will be planned cost effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

14. Please attach a detailed budget for your festival or event including:

- Total Expenses
- Anticipated Revenue (if applicable)
- Net Cost (Total Expenses less Anticipated Revenue)
- Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)



15. Provide details about how the FEPP funds will be spent.

16. How will you obtain the remaining funding for your festival or event? Why are you requesting a FEPP contribution from the County of Elgin?

Authorized Signature(s) (two needed if not incorporated):

Name _____

Name _____

Position _____

Position _____

Signature _____

Signature _____

***Thank you for your interest in the Elgin County
Festival and Event Partnership Program!***