



Festival, Events and Community Events Grant Program

GUIDELINES

Explore St. Andrews supports festivals, events, and other tourism initiatives that will contribute to the economic well-being of the local economy and tourism industry, build community, foster good community relations, and enrich the quality of life of all residents and visitors.

The Festival/ Event and Grant Program is funded entirely by the tourism levy that is collected by participating operators of accommodations (vacation rentals, inns, hotels, motels, campgrounds, and bed & breakfasts) in the St. Andrews municipality. A portion of the funds generated every year is earmarked for initiatives to promote our region beyond our borders with the balance of funds raised then designated for festivals/events within the Tourism Levy region (St. Andrews municipality) that meet the criteria for funding.

Explore St. Andrews currently offers two (2) opportunities for application review and funding through an open call process. Applications are available on the Explore St. Andrews website explorestandrews.ca or send directly to grants@explorestandrews.ca with the following submission deadlines:

Festivals/ Events and Community Events **March 28th (for the current calendar year)**

Community Events **Open applications throughout the year as the budget allows.**

Applications for grant consideration will be reviewed under one of the following Programs:

Festivals/Events Program provides financial support for organizations for medium to large-scale events and festivals that are geographically located within the boundaries that the Tourism Levy is collected. These events encompass a broad definition of interests including but not limited to sporting, music and other performances, crafts, cuisine, or other cultural expressions of the area and contribute to the economic well-being of the local economy and tourism industry. Festivals/Events applications must be received by March 28th for consideration in the current year.

Community Events Program provides financial support for community non-profit organizations for new, reoccurring, and annual small-scale community events. These events are usually small in scope, have

free to low-cost access, and are community-led. Community Events applications can be received throughout the year for the current year.

ELIGIBILITY CRITERIA

An organization may apply for funding under this program if it:

- Organizes and holds an event or community festival in St. Andrews that **(PROGRAM OBJECTIVES)**;
 - Attracts visitors from outside the immediate area that will provide additional economic impact (accommodation stays, food & beverage, and retail impact) while attending the event/festival;
 - Demonstrates community involvement.
 - Must have elements open to the public to attend and/or participate in;
 - Has specific start and end dates (maximum 14 days) and is concentrated within the boundaries that the tourism levy is collected
- Demonstrates a diversity of funding sources from private, in-kind, and other levels of public funding;

DEADLINES

- Applications and all required support materials for festivals/events occurring within the calendar year of January 1st to December 31st **must be sent electronically via email no later than March 28th of the current year for events happening in the next year.**
- Final reports are due 30 days following the end of the festival/event

ELIGIBLE COSTS

- Costs related to advertising and promotion of the festival/event, including media ads, brochures, posters, and the design and printing of a program. This should include social media however marketing of the festival/event cannot be limited to social media only.

Notes:

- A **Festival/Event Grant** may not exceed 50% of the eligible costs as per Part C of the Grant Application and are subject to the discretion of the committee

EVALUATION CRITERIA

1.	Description and strategic merit of the festival/event, demonstrating how the festival/event meets the program's objectives and target outcomes	15 points
2.	Timing of the festival/event outside of or within peak tourism season	15 points
3.	Ability to generate accommodation stays in the area	10 points
4.	Ability to generate food and beverage and/or retail economic impact	5 points
5.	Accessibility of the festival/event to the general public	10 points
6.	Description of the festival/event's marketing and promotional strategy, explaining how the festival will reach the target audience;	10 points
7.	Ability of applicant organization to raise complementary funds towards the festival/event including past management and financial history of the organization;	5 points
8.	Description, profile and past performance of applicant organization	5 points

ACKNOWLEDGMENT

Grant recipients **MUST** acknowledge the support of Explore St. Andrews in all promotional materials and publicity generated for the festival/event. The official logos of Explore St. Andrews will be provided by Explore St. Andrews when the grant has been approved and accompanied by the guidelines on their utilisations.

By accepting the grant, the applicant agrees to submit a final report within **30 days** following the end of the festival (***form available on our website in PDF format***). No new application from an organization will be processed until the final report relating to a previously funded festival is received.

In case of disagreement concerning the interpretation of policies and programs, Explore St. Andrews reserves the right to final interpretation of the intent and implementation of a program. Explore St. Andrews reserves the right to revise programs at any time without notice.

FOR FURTHER INFORMATION:

Applications must be emailed to grants@explorestandrews.ca

For program information, please contact:

Christy Kennedy or Chris Aerni at grants@explorestandrews.ca