



# Travel Penticton Society 2024 Event Funding Program

## 1 INTRODUCTION

Funding for festivals and events relevant to this program is administered by the Travel Penticton Society.

## 2 PROGRAM GOALS

To leverage marketing funds collected from the Municipal and Regional District Tax (MRDT) to maximize the potential of festival and event organizers to increase visitation and over-night stays and contribute to the economic growth of the local tourism industry in Penticton and area.

## 3 GUIDELINES

To qualify for funding, events or festivals must attract visitors from **outside of Penticton and surrounding area** (which includes Naramata, Okanagan Falls, Kaleden and Apex Mountain) and **increase tourism visitation and spending** by generating **overnight stays in Penticton**.

All funding provided by Travel Penticton must be allocated to eligible marketing activities outlined below (copies of receipts must be provided by all recipients to validate eligible expenditures).

Travel Penticton encourages festivals and events in the community that **foster interest from new product sectors and new visitor demographics, particularly in the off-peak seasons (late Fall, early Spring)**.

## 4 ACTIVITIES AND EXPENSES

Program funding is intended to support expanded marketing activities primarily in short-haul target markets (BC, Alberta, and Washington).

The use of funds can be divided into a number of categories or marketing tactics. These activities should be designed to target a specific visitor profile and/or stimulate business activity by encouraging visitation during both 'on and off-peak' travel times.

### 4.1 Eligible Activities

- **Advertising** – Print (e.g. newspaper, magazine), Radio, Television, Digital Display
- **Digital Promotion** – Paid Social Media, Search Engine Marketing, Streaming, Blogs
- **Marketing Collateral** – Brochures, Rack Cards, Guides, Maps, Promotional Giveaways
- **Consumer-Focused Asset Development** – Photography, Video, Written Content, Event Micro-Website or Landing Page
- **Market Awareness** – Consumer Shows, Travel Media Relations

## 4.2 Ineligible Activities

- **General Administrative Costs** – Including salaries, office expenses, rent and other normal costs of business.
- **Application Submission Costs** – Any costs associated with developing and submitting applications for funding.
- **Costs associated with Developing Strategic Plans** – Includes new and existing events.
- **New Brand Development** – Design of new logos, re-branding of existing marketing materials.
- **Website** – Any maintenance, design and/or hosting (not directly related to the festival, event or project).
- **Travel Costs** – Other than to consumer shows.
- **Capital Costs** – Including equipment or software purchases, any capital costs associated with marketing tactics (such as vehicle leasing, brochure display racks), Rental or lease of equipment or facilities.
- **Contra or in-kind contributions** – including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.

## 5 FUNDING

### 5.1 Terms of Funding

Applications must be received electronically via email by the Travel Penticton Society no later than **4:00pm PST on December 1, 2023**. On rare occasions, applications may be accepted outside these dates, on a first-come, first-served basis, subject to availability of funds.

All applicants will receive a notification of the receipt of their application.

Funding is contingent upon:

- Submission of a completed funding application and signed Partnership Agreement.
- The total amount of funds available.
- Adherence with the Travel Penticton Society Partnership Agreement; and
- Your organization's membership status remaining in good standing.

### 5.2 Funding Payment

If your application is approved, funding will be distributed in 2 payments:

- 80% payment will be made upon receipt of the signed Partnership Agreement.
- 20% will be paid upon submission of copies of approved receipts and event measurables.

If an applicant fails to provide copies of receipts within the required 60 days, the final payment of 20% of the funds will not be released and may result in future applications being rejected. Flexibility in this process may be acceptable in extraordinary situations.

Travel Penticton will require the return of any unspent funds or funds spent on ineligible activities within 30 days of the event/festival completion or notification.

Applicants **must provide copies of receipts** to support any funding claims.

## 6 APPLICATION PROCEDURES

### 6.1 Approval Process

Applications will **only be received electronically via email** until **4:00pm PST on December 1, 2023** using the Travel Penticton **Application Form provided**. Applications will be evaluated by a committee comprised of members of the Travel Penticton Board of Directors and the Executive Director. This committee will have the final decision on any application. Applicants may be contacted by the Event Funding Committee to either clarify or consider changes to their application to better meet program requirements and criteria.

The applicant must be prepared to present a business case to the Travel Penticton Event Funding Committee if required.

The decision of the Event Funding Committee is final and not subject to appeal. Applicants declined for funding this year are welcome to submit an application in any subsequent years this program remains available.

The Event Funding Committee reserves the right to select and approve applications which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals.

Applications will be **reviewed in January 2024**.

### 6.2 Funding Notifications and Partnership Agreements (Contracts)

Travel Penticton will issue a Funding Notification by email once a decision has been reached. The notification will state one of the following:

- The request for funding has been approved in full.
- The request for funding has been partially approved (the amount of approved funding will be specified)
- The request for funding has been denied.

All Funding Notifications will be issued by **January 31, 2024**.

Successful Applicants must:

- Commit to a formal signed contract, known as a Partnership Agreement, which outlines the obligations of Travel Penticton and the Applicant.

- Provide a high-resolution version of your organization's logo and accompanying guidelines to be used for any Travel Penticton promotional activity for your event/festival.
- Provide a copy of your liability insurance (Travel Penticton requires that all funded festivals and events purchase a minimum \$3,000,000 in liability insurance).
- Formally enroll as member of the Travel Penticton Society at a cost of \$199 + GST for the year (this fee will be automatically deducted from your initial funding cheque).
- Formally enroll as a member of the South Okanagan Similkameen Volunteer Society (only required if the event being organized requires volunteers). There is no cost to join this society.
- Consult with the Okanagan Nation Alliance regarding indigenous representation at event opening ceremonies.

### 6.3 Program Execution Changes

Any significant changes to the application will need to be approved by the Event Funding Committee.

### 6.4 Project Reporting

Recipients must provide copies of receipts for expenses that equal the total amount of funds approved by Travel Penticton. Receipts must only be for products or services that fall within **eligible marketing activities**.

Recipients must also fill in a short report relating to the number of participants and attendees of their event.

All copies of receipts must be submitted **no later than 60 days** after project/event completion in to receive a final payment of funding.

### 6.5 Event Cancellation Policy

If your event is cancelled, for any reason, within the current year of the Agreement, any funds not yet spent **must be returned within 30 days** of the cancellation announcement.

Any approved market & advertising initiatives completed prior to cancellation will still be processed upon submission of copies of receipts and proof of payment.