

# Events & Festivals Fund



Medicine Hat

## ELIGIBLE APPLICANTS

Operators, communities and associations in rural areas

## ELIGIBLE PROJECTS

Purchase, construction or renovation of permanent tourism infrastructure

## APPLICATION PERIOD

March 4 to 25, 2024.

*Please note, should there be significant interest, Travel Alberta reserves the right to close the application period prior to March 25.*

**Boost  
your event's  
success**

## INVESTMENT PROGRAM

Co-operative Investment

## FUNDING PURPOSE

Reignite existing events and activate new ones that drive overnight visitation.

## INVESTMENT RANGE

Up to \$150,000 with 25% fund matching required. Additional funding available on a case-by-case basis.

For example, a project budgeted at \$180,000 could receive up to \$150,000 from Travel Alberta, if the operator provides \$37,500 in funding.

## PRIORITIES

- Events and festivals that are two or more days in length and target overnight visitation
- Events and festivals that charge an admission fee
- Showcase collaboration with other Alberta tourism partners
- Events and festivals occurring between April 1, 2024 and March 31, 2025

## ELIGIBLE APPLICANTS

Your business must fit into at least one of the following categories:

- Alberta-based tourism businesses
- Indigenous tourism businesses
- Not-for-profit organizations and municipalities with a focus on tourism

*Note: Non-municipal partners must have been in operation for a minimum of three years.*

## INELIGIBLE APPLICANTS

You are not eligible for this grant if your business falls into one of these categories:

- Charitable and fundraising events
- Amateur sport tournaments
- Consumer and trade shows
- Political events
- Events common across multiple communities such as Canada Day celebrations
- Events not accessible by the public
- Local community events
- Business improvement areas

# HOW TO APPLY

## APPLICATION DETAILS

Please read all eligibility requirements before applying. If you have any questions, please reach out to your Destination Development Manager.

### ELIGIBLE EXPENSES

#### Logistical and production cost

- Performers, artists and artisans fees
- Rental of security barriers, toilets, tents, lighting, sound equipment, and venue
- Permits and insurance
- Hiring of a production company
- Costs associated with climate action initiatives for the festival

#### Promotional support

- Targeted online ads as part of an integrated, multi-faceted marketing campaign
- Creative development and agency support
- Radio/tv/print advertising that presents a unified tourism message
- Social strategy and implementation (including costs related to contracted community management)
- Media and public relations
- Content development including photography, video and written content
- Website development and/or e-commerce platforms

### INELIGIBLE EXPENSES

- Event sponsorship
- Salaries/ wages of employees
- Purchasing of goods and services for resale
- Purchasing of equipment
- Alcohol permits
- Accommodation
- Hosting
- Ticket surcharges
- Prizing and gifting including volunteer apparel/swag

### REQUIREMENTS

All expenses must be incurred between April 1, 2024 – March 31, 2025. Expenses will need to be invoiced by a qualified third party and documented in the financial reconciliation.

### PERFORMANCE MEASURES

Pre and post event impact calculator analysis generated from tickets sales, accommodation, food, transportation, and retail.

### APPLICATION PROCESS

1. **Application period:** March 4 to 25, 2024.  
*Please note, should there be significant interest, Travel Alberta reserves the right to close the application period prior to March 25.*
2. **Access the Grant Management Tool (GMT):** Create an account or log in to the Grant Management Tool (GMT) by clicking the "Apply now" button below. This is where you'll find the Events and Festivals application form.
3. **Complete the application:** Fill out the application form. Remember, you can save your progress if you need more time or additional information before submitting. Only one application per organization per funding year.
4. **Criteria for Events and Festivals:** Applicants must be able to cover at least 25% of the total project costs.
5. **Application review:** After you apply, we will review and evaluate your application. We will send you an email to let you know if your application is approved or not.
6. **Travel Alberta's authority:** Travel Alberta has the final say in managing funding requests. We might decline projects that don't meet the criteria or if we receive too many requests to fund.
7. **Investment decision timing:** The investment decisions for the intake period will be made in spring 2024.
8. **Funding approval process:** If your project is approved, you will receive a Travel Alberta Grant Agreement.
9. **Delivery of funds:** Once your project is approved and we have received all the necessary documents, the money will be sent to you through an Electronic Funds Transfer (EFT). This means the money will go directly into your bank account electronically.
10. **Applicant's reporting commitments:** Successful applicants will be required to report results to Travel Alberta, as identified in the agreement.