

DESTINATION GREATER VICTORIA

MAJOR EVENT INVESTMENT PARTNERSHIP Program

1) SUMMARY

Destination Greater Victoria collaborates with the local hotel community to provide partnership investment to select major events that support the two groups' mutual business objectives. Destination Greater Victoria administers this Major Events Partnership Program.

Destination Greater Victoria and the hotel community review sponsorship and partnership applications annually. More applications are received than there are partnership funds available, so the following information is provided as a guide for the major events community to assess if they are strategically aligned with the objectives of both Destination Greater Victoria and the hotel community.

Partnership investment will only be considered for major events that:

- Generate significant measurable overnight stays in paid accommodations (500 room nights minimum)
- Have a promotional plan in place
- Promote repeat visitation
- Contribute to local economic development
- Promote tourism and the region
- Preference is given to off-season (January to April, November to December) major events
- Comply with Destination Greater Victoria's process for tracking room blocks through CRM (Customer Relationship Management) technology

Please read the following guidelines carefully to ensure that your project fits with program criteria.

In order to properly assess all 2020 proposals, there is a strict application deadline for applications of October 31, 2019.

Requirements

All applications must include the following criteria to be eligible for funding:

- Investment amount
- Total event attendance – anticipated and any history
- Out of town attendees – anticipated and any history
- Overnight stays in paid accommodation – anticipated (minimum 500 room nights)
- Location of expected room nights (Hotels/Accommodation)
- Details of investment allocation
- Explanation of benefit to tourism industry of Victoria
- Major/Event business plan including financial projections and budgets
- Track room nights and statistics by event for final report
 - All reports and studies will be managed under Destination Greater Victoria's instruction and supervision to ensure consistent reporting methodology
 - Report questions will be provided by Destination Great Victoria

The following will be requirements if investment is awarded:

- The return of any unspent funds
- The return of funds spent that did not form part of the Destination Greater Victoria approved agreement or any post-agreement amendments
- Visible branding of Destination Greater Victoria is required and must be approved prior to event
- Destination Greater Victoria's support to be acknowledged in all media releases
- In-kind services will be determined on a case-by-case basis
- All event hotel partners chosen must comply with the Destination Greater Victoria's process for tracking room blocks through CRM (Customer Relationship Management) technology

Partnership Investment Guidelines

- Partnership investment will be provided to applicants at the discretion of Destination Greater Victoria and will be allocated based on pre-determined and agreed upon project timelines
- Funding amount will vary depending on event impact and application assessment
- Funding support will be awarded on a year-by-year basis
- There will be no multi-year funding agreements

2) APPLICATION STEPS

Step 1: Ensure Qualification for Funding

Destination Greater Victoria will consider submissions that meet all the following guidelines:

- Eligible organizations include the following: an individual tourism business; a group or consortium of tourism businesses; major events associations; alliances directly involved in major event management
- Investment directly supports incremental overnight visitation
- Increase to existing out-of-town event attendees
- Existing or creation of new advertising or PR campaign that drives overnight stays
- Eligible project costs include: development of targeted non-local marketing plan; placement and production of print, broadcast, electronic, direct marketing and social-media advertising
- Other project costs will be considered on a case-by-case basis

Destination Great Victoria cannot provide funding for general and/or administrative costs.

Step 2: Complete and submit Appropriate Documentation

If you believe your event meets the criteria above, please do the following:

- Complete Major Events Investment Partnership Program Application
- All applications must be submitted to Destination Greater Victoria by October 31, 2019. Funding decisions will be announced December – January
- Incomplete applications will result in reduction in sponsorship value and/or refusal of event application
- Applications must address the program requirements as outlined in the Eligibility Requirements
- Organizations can submit their application in one of two ways:

By email to: eventapplications@tourismvictoria.com

Or

By mail to: Destination Greater Victoria
Suite 200 - 737 Yates Street
Victoria, B.C. V8W 1L6

Step 3: Application review and assessment

- Destination Greater Victoria and the hotel community review and assess the application following the guidelines in Step 1
- Proposals will be reviewed based on date received by Destination Greater Victoria

Step 4: Post Application review and assessment

- All applicants will be notified regarding their submission by January 31, 2020. Should the application be approved, staff will issue a letter to organizer with decision
- Successful applicants will receive a Major Events agreement form for review and signature. This document will include the funding amount and a Termination Agreement. No funding will be granted prior to the execution of this agreement

Step 5: Post Event Reporting

A post-event report is required that evaluates and measures the outcomes of the event to its originally stated objectives.

Event organizers must submit tracked data from event. All reports and studies will be managed under Destination Greater Victoria's instruction and supervision to ensure consistent reporting methodology.

Report questions will be provided by Destination Greater Victoria.

3) ADDITIONAL INFORMATION

Other Resources

There are many organizations that offer funding for major events including:

- The Greater Victoria Harbour Authority
- The Downtown Victoria Business Association
- Heritage Canada

Other Helpful Tips

- The objective of this program is not to fund events that are already profitable in order to simply increase their profitability. The spirit and intent of the program is to drive incremental paid accommodation to Greater Victoria through effective investments in marketing of major events.
- The purpose of the program is not to provide ongoing core-funding for major events. These events must demonstrate they are viable and sustainable without the investment.
- Destination Greater Victoria will decline funding if there is a risk the event will not be executed as communicated in the application.

Political Involvement

Destination Greater Victoria is a strategy-focused organization dedicated to building tourism business for the community's benefit. The organization is not political. Any attempts to influence the program process through political channels, or by engaging politicians to lobby on behalf of major event organizers, is inappropriate.