

Read guidelines and eligibility requirements before proceeding with application.

What is the Festival and Community Event Development Program?

The Festival and Community Development Program aims to help communities build the skills and knowledge they need to put on festivals and events that showcase Nova Scotia's sport, culture, and heritage. We fund **projects** that help to build these skills. We do NOT fund entire festivals or events.

Projects that qualify for funding may include:

- professional development or training for staff or volunteers
- marketing
- consulting services
- fees for professional Nova Scotia artists
- financial management and advice

The goal of the program is to improve or sustain your festival or community event.

Applicants can request a MAXIMUM of \$10,000 from this program.

Festivals or events showing a loss in their budget will not be eligible for funding.

Before you complete this application, read Nova Scotia's Culture Action Plan: Creativity and Community. It can be located at <https://novascotia.ca/culture/Culture-Action-Plan--English.pdf>

Questions?

Call 902-424-3876 or 902-424-2170.

A program officer will be happy to answer all your questions.

Note: Be sure to download the latest application form. Using an older version of the application form could disqualify your application.

About the Festival and Community Event Development Program

Who Can Apply?

Non-profit organizations, municipalities, and band councils can apply for funding for a **specific project** related to a festival or community event.

Who Receives Funding and How Much?

Your application will first be screened to ensure that your project is eligible for funding. If your application passes the screening process, it will then be evaluated by a funding panel made up of festival and event industry experts. Not all applications will be successful.

This is a competitive program. There is a limited amount of funding available and many groups and organizations apply to the Festival and Community Event Development Program each year. Funding is allocated based on the strength and detail of the application.

Not all successful applications will receive the full amount requested. The funding panel may elect to provide

the applicant with a portion of the requested project costs.

If your application is approved, you will receive 2 things:

- a letter from the Minister of Communities, Culture and Heritage (CCH) telling you that you have been awarded funding through the Festival and Community Event Development Program
- a Terms and Conditions letter

You should receive a response to your application within 60 days of submission deadline.


Important Dates

Applications can NOT be submitted for festivals or events that have already taken place.

Your festival or event must take place between **April 1, 2020 and March 31, 2021**.

Deadline to submit to this program is **4pm on February 28, 2020**.

Is your project eligible for the Festival and Community Development Program?

Answer these questions to find out. If, in answering the questions, you find that your project is NOT eligible,  STOP. Do NOT complete the application.

Is your group eligible for funding?

Your group is eligible if one of these 2 statements is true:

- Your group is a registered non-profit society or non-profit cooperative and has a Nova Scotia Registry of Joint Stocks number.
- Your group is part of a community that is either registered as a charity or incorporated as a community or municipality with the Canada Revenue Agency (CRA). You will have to enter your CRA number on your application form.

Note: Community means any municipality, city, town, village, or First Nation community.

If neither of the above statements is true,  STOP here. Your project is NOT eligible for funding.

Is your festival or community event eligible for funding?

Your festival or community event is only eligible if ALL of these statements are true:

- It is NOT a fundraiser.
- It is NOT a family reunion.
- It is NOT a political or religious event.
- It is NOT for a league, club, sports training camp, or tournament.
- It is NOT a convention, conference, workshop, or other meeting-related gathering.
- It is NOT solely an artisan fair, craft fair, tea, or supper.


If even one of these statements is false,  STOP here. Your project is NOT eligible for funding.

The program does NOT fund any of the following:

- fireworks
- alcoholic drinks
- membership fees
- buildings—new buildings, new wings, renovations
- infrastructure—signs, plaques, monuments, gardens, minor renovations

You must remove these items from the calculations of your project costs before you submit your application.


Does your festival or community event have local government support?

- YES, it has funding or a letter of support from a municipality or band council. Attach a copy of letter to your application.
- NO.  STOP here. Your project is currently ineligible for funding. You may apply once you can show that your festival or community event has the support of your local government.

Does your festival or event tie into at least one of the 6 Culture Action Plan themes?


The Culture Action Plan can be found at <https://novascotia.ca/culture/Culture-Action-Plan-English.pdf>

- Event **promotes Mi'kmaw culture**. See page 7 of the Culture Action Plan.
- Event **promotes creativity and innovation**. See page 9 of the Culture Action Plan.
- Event **strengthens education, partnerships, and understanding**. See page 11 of the Culture Action Plan.
- Event **advances cultural diversity**. See page 13 of the Culture Action Plan.
- Event **fosters excellence in cultural stewardship**. See page 15 of the Culture Action Plan.
- Event **drives awareness and economic growth of the culture sector**. See page 17 of the Culture Action Plan.


If your festival or community event does not tie into **at least one** of the Culture Action Plan themes,  STOP here. Your project is NOT eligible for funding.

Does your project match at least one of our 3 funding purposes?

- Improving event-hosting capacity**—this means that your staff or volunteers will gain the tools and skills they need to improve your festival or event.
- Supporting a home-grown event that promotes and strengthens the unique character of your community and its culture**—this means that your festival or event is particularly suited to your community and cannot be held just anywhere. For example, the community of Baddeck could host an Alexander Graham Bell event because of his historic ties to that community.
- Improving the sustainability of your unique community event**—this means that your project will help your festival or event survive, improve, or grow.

If your project does not match **at least one** of our 3 funding purposes,  STOP here. Your project is NOT eligible for funding.

Are you asking for funding for project costs only, NOT the costs of the entire festival or community event?

- YES
- NO. If you are asking for funding to cover the entire festival or community event or to make up a budget shortfall,  STOP here.

You must fill in all fields marked with an asterisk *

1 Tell us about your group

Name of applicant group*: _____

Street address*: _____

PO Box: _____ Community*: _____ County*: _____ Postal code*: _____

Email*: _____ Website: _____

Social media handle or username:

Facebook _____ YouTube _____

Instagram _____ Other _____

Twitter _____

Nova Scotia Registry of Joint Stocks number: _____

Canada Revenue Agency identification number: _____

2 How do we contact you?

Chairperson, president, executive director

Name*: _____

Main telephone number*: _____ Alternate telephone number: _____ Fax: _____

Email*: _____

Other contact who can answer questions about your application

Name*: _____

Main telephone number*: _____ Alternate telephone number: _____ Fax: _____

Email*: _____

3 Tell us about your festival or community event

Name of festival or event: _____

Community: _____

Event start date (mm/dd/yyyy): _____ Event end date (mm/dd/yyyy): _____

How many years has this event been going on? _____ Event website url: _____

Event social media handles:

Facebook _____ Twitter _____

Instagram _____ Other _____

Note: Community means any municipality, city, town, village, or First Nation community.

3.1 Give us an overview of your festival or community event in about 100 words

Tell us the basics:

- Is this a one-time festival/event or does it occur annually, every 4 years, etc.?
- What is the purpose of the festival/event?
- What sorts of activities take place?
- Who is the main audience for this festival/event?
- Is the festival/event volunteer-driven or do you have any staff?

3.2 Tell us the type of project for which you are requesting funding

Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> professional development or training for staff/volunteers | <input type="checkbox"/> marketing |
| <input type="checkbox"/> fees for professional Nova Scotia artists | <input type="checkbox"/> consulting services |
| <input type="checkbox"/> financial management or advice | <input type="checkbox"/> other (specify): _____ |

3.3 Tell us how your festival or community event ties into at least one of the 6 Culture Action Plan themes

<https://novascotia.ca/culture/Culture-Action-Plan--English.pdf>

Enter only the themes that your festival or community event ties into.
Keep your answers to 100 words per theme or use point form.

Event promotes Mi'kmaq culture. See page 7 of the Culture Action Plan.

Application for Funding Festival and Community Event Development Program



Event promotes creativity and innovation. See page 9 of the Culture Action Plan.

Event strengthens education, partnerships, and understanding. See page 11 of the Culture Action Plan.

Event advances cultural diversity. See page 13 of the Culture Action Plan.

Event fosters excellence in cultural stewardship. See page 15 of the Culture Action Plan.

Event drives awareness and economic growth of the culture sector. See page 17 of the Culture Action Plan.

3.4 What methods do you use to track attendance?

- ticket sales
- survey
- social media engagement: _____
- other, explain: _____

Do you plan to serve alcohol at your event? Yes No

This information is for planning purposes only. Your answer will NOT affect your funding application.

Would you like a representative from Alcohol, Gaming, Fuel and Tobacco to contact you to discuss a Special Occasion Liquor License for your festival or event? Yes No

To discuss obtaining a Special Occasion Liquor License, please contact Alcohol, Gaming, Fuel and Tobacco at 1-877-565-0556.

4 Tell us about your project

Project start date if different than event (mm/dd/yyyy): _____

Project end date if different than event (mm/dd/yyyy): _____

4.1 Tell us how your project matches at least ONE of our 3 funding purposes:

- Improve event-hosting capacity—this means that your staff or volunteers will gain the tools and skills they need to improve your festival or event.

- Supporting a home-grown event that promotes and strengthens the unique character of your community and its culture—this means your festival or event is particularly suited to your community and cannot be held just anywhere. For example, the community of Baddeck could host an Alexander Graham Bell event because of his historic ties to that community.

- Improving the sustainability of your festival or event - this means that your project will help your festival or event survive, improve, or grow.

Note: A multi-year development plan or business plan for your festival or event is strongly recommended. Plans can be attached as an additional separate document to your application.

5 Tell us about your request for funding

5.1 How much money are you asking for?

Applicants can request a MAXIMUM of \$10,000 from this program.

Amount you are asking for: \$ _____

5.2 Complete this budget for your festival or community event

Enter only the revenue and expenses you expect.

In addition to filling out the budget templates below, you may also attach your own festival/event budget and project budget.

Note: budgets showing a loss will not be considered eligible.

Proposed Event Budget

	Projected	Income to date	Variance
Income			
Municipal			
Provincial			
Federal			
Grants/Trusts/Foundations			
Sponsorship (list all)			
Ticket sales/admissions			
Merchandise			
Food and beverage			
Other income			
Total income			
Expenses			
Administration			
General administration			
General insurance			
Travel and accommodation			
Staff salaries and fees			
Management fees (if applicable)			
Other administration expenses			
Subtotal administration			

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Festival and Community Event Development Program



	Projected	Income to date	Variance
Event costs			
Development/bid costs			
Rights fee (if applicable)			
Facility/venue			
Production			
Security			
Health and safety (permits)			
Event insurance			
Ceremonies			
Entertainment/artistic program (fees and costs)			
Hospitality			
Cost of merchandising			
Travel, accommodation and services			
Communications (radio, etc.)			
Ticket production (include service fees)			
Other event expenses			
Subtotal event costs			
Marketing and promotion expenses			
Advertising			
Design fees and print production			
Direct mail/distribution/display			
Internet and digital media			
Media relations and PR			
Sponsorship servicing			
Market research			
Other marketing and promotions			
Subtotal marketing and promotions			
Sustainability			
Planning/research			
Program development			
Total Expenses			
Add contingency (5 % of total expenses)			
Total expenses + contingency			
Surplus / deficit			

5.3 Complete this budget for your project

Enter only the revenue and expenses you expect for your project.

Proposed Project Budget

	Projected	Income to date	Variance
Income			
Total income			
Expenses			
Total Expenses			
Surplus / deficit			

5.4 Are you asking for funding from any other Communities, Culture and Heritage programs?

- Yes
- No

If yes, which programs?

6 Print your completed application form. Complete the rest by hand

Sign your application and agree to our terms.

Read each statement carefully before checking the box. When you certify a statement, you are declaring it to be true.

I certify that the following statements are true:

- I certify that the information provided in this application is true, correct, and complete in every respect. I understand that if it is not, the application may be considered ineligible.
- I agree to provide digital photos of the festival or event and permission for the Province of Nova Scotia to use the photos for promotional purposes, including websites.
- I understand that successful applicants must sign a "Terms and Conditions" letter that outlines the requirements and responsibilities that come with the funding.
- I understand that once funding is approved any change to the proposal must have prior approval of the Department of Communities, Culture and Heritage and that a new budget may need to be submitted reflecting the changes.
- I understand that the personal information provided on this form and any attachments will be used only for the purposes of administering the Festival and Community Event Development Program. It is collected under the authority of Section 26(a) of the Freedom of Information and Protection of Privacy Act and is protected by the privacy provisions of the act.
- I understand that, if successful, our organization name, project, or event name (as noted on the application form), and approved funding amount may be disclosed in accordance with the departmental Routine Access Policy.

Signature of authorized official: _____ Date (mm/dd/yyyy): _____

Printed name of the authorized official: _____

Title of authorized official: _____

7 Submit your application by 4 pm on February 28, 2020

Communities, Culture and Heritage
Festival and Community Event Development Program
1741 Brunswick Street, 3rd Floor
PO Box 456
Halifax, NS, B3J 2R5

To be eligible, applications must be either postmarked or hand delivered by 4:00 pm AST February 28.

Questions? Call: 902-424-3876 or 902-424-2170