

This development program focuses on improving event sustainability, improving your event-hosting capacity, and promoting the unique character of your community.

The following questionnaire can help you decide if you should apply.

This questionnaire is a planning tool for you and not part of your application. Answer 7 questions to find out if your project fits our program requirements.

1 Is your group eligible for funding?

Your group is eligible to apply if **one** of the following statements is true:

- Your group is a registered non-profit society or non-profit cooperative – You have a NS Registry of Joint Stocks number.
- Your group is part of a local government body: municipality or band council – You have a Canada Revenue Agency number.

2 Is your festival or community event eligible for funding?

Your event is eligible to apply if **all** of the following statements are true:

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

3 Does your festival or community event have local government support?

- YES**, it has municipal/band funding or letter of support or evidence of collaboration.
- NO** Do not apply until you can demonstrate at least support in principle.

4 Does your festival or community event tie into our Culture Action Plan themes?

Link to Culture Action Plan: novascotia.ca/culture

Your project could be selected for funding if your event ties into **one or more** of our themes:

- Event promotes Mi'kmaw culture.
- Event promotes creativity and innovation.
- Event strengthens education, partnerships, and understanding.
- Event advances cultural diversity.
- Event fosters excellence in cultural stewardship.
- Event drives awareness and economic growth of the culture sector.

5 Does the specific project you have identified match one of our funding purposes?

Your project could be selected for funding if it matches at least **one** of our funding purposes.

- It will improve your **event-hosting capacity**. – Having event-hosting capacity means that your staff or volunteers have the tools and skills to better run your event. For example, your board members learn about board governance. Your staff learn how to use social media to better promote your event. Your team learns techniques to grow your event audience.
- It will support a home-grown event that promotes or strengthens the **unique character** of your community and its culture. – Unique means that it is especially suited to your community and can't be held just anywhere. For example, St Peter's hosts Nicolas Denys Days because of his historic connection to that community.
- It will improve the **sustainability** of your unique community event. – A sustainable event survives and grows year after year without government funding.

6 Does your project budget include any items that our program cannot support?

Confirm that your project expenses **exclude all** of the following items:

- Project expenses do not include fireworks.
- Project expenses do not include alcoholic beverages.
- Project expenses do not include capital contributions—for new buildings, new wings, major renovations.
- Project expenses do not include infrastructure costs—for items like signs, minor renovations, plaques, gardens, monuments.
- Project expenses do not include membership fees.

7 Is this the only application for funding your group is submitting to CCH this year?

- YES**
- NO** If you are approved for another funding program, we would need to confirm that items being funded do not overlap significantly.

Is this program a good fit for you?

IF ALL of the following statements are true:

- 1 Your group is eligible.
- 2 Your festival or community event is eligible.
- 3 Your festival or community event has local government support.
- 4 Your festival or community event ties into our Culture Action Plan.
- 5 Your specific project matches our funding purposes.
- 6 Your project budget excludes all the items we cannot fund.
- 7 Your festival or community event falls between April 1, 2019 and March 31, 2020.

THEN you could be a good fit for this funding program.

We encourage you to apply by filing out the following application.

Before you Apply

- Read the entire application and contact the program officer if you have any questions
- Complete the following form
NOTE: Handwritten and electronic applications will not be accepted. If this is a barrier to apply, please contact the program officer.
- Print and sign
- Submit your signed form and detailed budget **by 4pm on February 28** (see #21 for more information)

Questions?

Call: Events Division, Program Officer, 902-424-6010

1 Give your organization's information

* MANDATORY FIELDS

Name of applicant organization* _____

Street number* _____ Street address* _____

PO Box _____ City/town* _____

County* _____ Province* _____

Postal code* _____

Email* _____ Website _____

Twitter _____ Facebook _____

Nova Scotia Registry of Joint Stocks Number, if applicable: _____

or

Canada Revenue Agency identification number: _____

2 Give your contact details

* MANDATORY FIELDS

Chairperson* _____

Phone (primary)* _____ Phone (alternate) _____

Fax _____ Email* _____

Other contact who can answer questions about your application: _____

Phone (primary)* _____ Phone (alternate) _____

Fax _____ Email* _____

3 Tell us about your festival or community event and your current project.

Name of festival or event: _____

Location (town and county): _____

Event start date (MM/DD/YYYY): _____ Event end date (MM/DD/YYYY): _____

How many years has this event operated? _____

Event website url: _____

Project start date if different than event (MM/DD/YYYY): _____

Project end date if different than event (MM/DD/YYYY): _____

Which type of growth and development does your project include?

Select all that apply.

professional development

marketing

consulting services

fees for professional Nova Scotia artists

financial management and advice

other (please specify): _____

4 Request funding for up to 75 per cent of the total PROJECT cost, not total event budget.

Total project cost (as shown in your detailed budget): \$ _____

X 0.75

Amount requested: \$ _____

Make sure that the amount you request is 75% of your total project cost, or less.

Note: Requests of more than 75% of project costs/expenses disqualifies your application.

Confirm your eligibility for development program funding.

5 Did this event receive any provincial funding in the last 3 years?

YES If yes, declare the amount and the program or department:

\$ _____ from _____

\$ _____ from _____

\$ _____ from _____

NO No provincial funding received in the last 3 years

6 Is this the only application for funding your organization is submitting to CCH this year?

- YES
- NO** Note that if you get approved for another CCH funding program before this one, you may no longer be eligible if the items being funded are the same or overlap.

7 Confirm that your event meets our eligibility criteria

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

Describe your festival or community event.

This section is worth **30 points**. Each question is worth 5 points.
Your overall application must score at least 75 points to be considered for funding.
Give detailed information for each question. If this will be the first year of your event, describe your vision (strategic plan) for the next few years.

8 Give an overview of your festival or event in about 100 words.

9 How does your festival or event promote or strengthen the unique character of the community?

How is it unique to your community? Is it tied to your community's culture, history, or ethnicity?

10 Who typically attends your festival or event?

Give a sense of who attends, who participates. How broad is its appeal locally? Does it attract other Nova Scotians? Other Canadians? International performers or attendees?

| Attendees | Local | Other NS | Canada | International | Total |
|---|-------|----------|--------|---------------|-------|
| Participants (such as organizing committee, performers) | | | | | |
| Volunteers | | | | | |
| Spectators | | | | | |
| VIPs (such as sponsors, government officials) | | | | | |
| Media | | | | | |
| Total | | | | | |

11 What methods do you use to track attendance and participation?

- ticket sales
- survey
- other: _____

What other methods could you use to track these numbers?

12 How does your festival or event support Nova Scotia’s Culture Action Plan?

Link to plan here: novascotia.ca/culture

Culture Action Plan themes:

- promotes Mi’kmaw culture.
- promotes creativity and innovation.
- strengthens education, partnerships, and understanding.
- advances cultural diversity.
- fosters excellence in cultural stewardship.
- drives awareness and economic growth of the culture sector.

Pick at least one theme and illustrate how your event ties into the theme in about 100 words. Point form is acceptable.

13 What does success currently look like for your festival or event? How do you measure that success?

Explain how this project would improve your festival or event.

This section is worth **50 points**. Each question is worth 12.5 points.

Your overall application must score at least 75 points to be considered for funding.

Use this section to explain how the funding you are requesting in your project budget would increase the viability or sustainability of your festival or community event or increase the event-hosting capacity of your staff or volunteers.

We evaluate your responses in light of our funding purposes:

- to improve your **event-hosting capacity**.
Having event-hosting capacity means that your staff or volunteers have the tools and skills to better run your event. For example, your board members learn about board governance. Your staff learn how to use social media to better promote your event. Your team learns techniques to grow your event audience.
- to support a home-grown event that promotes or strengthens the **unique character** of your community and its culture.
Unique means that it is especially suited to your community and can't be held just anywhere. For example, St Peter's hosts Nicolas Denys Days because of his historic connection to that community.
- to improve the **sustainability** of your unique community event.
A sustainable event survives and grows year after year without government funding.

14 Explain why you are requesting the funding and exactly how it will help achieve one or more of our program objectives.

Outline specific goals and objectives. Be concise.

What does your event need to succeed? To grow? To attract more participants, spectators, sponsors, or volunteers? To become self-sustaining and increase its viability?

15 Explain how you will measure success if you receive funding for this project?

This needs to be quantifiable. You need to be able to identify the baseline and to measure what improved as a result of this initiative.

16 Explain whether this project is part of a multi-year plan to increase viability, sustainability, or capacity of your festival or event.

Set out your multi-year plan to meet your development goals and objectives. How will your plan enable your event to be self-sufficient and self-sustaining in future years?

17 Explain how the money being requested will be spent.

Will it be used strategically? Will it meet an immediate need? Will it fill a current gap? Will it help in long-term sustainability? Will it build your event-hosting capacity?

Set out your Event Budget and Project Budget

This section is worth **20 points**. Your budget must score **over 10 points** to keep your project in the running. Your overall application must score at least 75 points to be considered for funding.

18 Attach a detailed budget for your festival or event, including all costs associated with the project you are proposing

Make sure that your budget includes the following:

- complete **event** revenues and expenses.
- complete **project** revenues and expenses – Your funding request may include **up to 75%** of these project costs.
- a statement outlining how any profits in excess of 20% of the total budget will be allocated.

19 Confirm that your project expenses exclude all of the following items

- Project expenses do not include fireworks.
- Project expenses do not include alcoholic beverages.
- Project expenses do not include capital contributions—for new buildings, new wings, major renovations.
- Project expenses do not include infrastructure costs—for items like signs, minor renovations, plaques, gardens, monuments.
- Project expenses do not include membership fees.

Make it official

20 Sign your application and agree to our terms

- 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: _____

Printed name of the Authorized Official: _____

Title of Authorized Official: _____

21 Submit your application by 4 pm on February 28

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 by February 28 or couriered/hand delivered by 4 pm.

Questions?

Call: 902-424-6010