

## Support Program for Outaouais Festivals, Events and Small Attractions 2017–2020



For Outaouais Tourism (OT), developing the tourism offer is a regional priority. Consequently, we offer a funding program for festivals, events and small attractions that have **tourism potential** and provide a **quality visitor experience**.

Eligible costs can include direct expenses (tangible or intangible), products and/or services.

That is why OT has allocated a funding envelope of \$150,000 over three years (\$50,000 per year for 2017–18, 2018–19 and 2019–20). The maximum funding amount for any one project is \$5,000 and will be issued as a non-repayable grant.

### Program objectives:

- To meet the needs of several festivals, events and small attractions that are established in their community, attract tourists (and have the potential to attract more), and have an operating budget of less than \$300,000.
- To streamline the application process so that funding applications are reviewed and processed promptly.
- To provide funding for local initiatives that do not necessarily meet the criteria for provincial or federal funding programs for larger-scale projects.
- To support the efforts of tourism promoters and entrepreneurs to attract more tourists to the territory.
- To increase the visibility of the Outaouais as a tourism destination.

### YOUR FUNDING APPLICATION TO OT MUST INCLUDE THE FOLLOWING DOCUMENTS:

- Completed and signed application form (including the amount of funding requested)
- Budget (revenues and expenses) for the next edition of the event or the project being implemented
- List of financial partners (indicating contributions of goods and services and volunteer hours)
- Budget and communications and marketing plan (calculated based on actual costs)
- Financial statement for the previous year (except for new projects)
- Partnership and visibility plan (for festivals and events)
- List of board members (for festivals and events)
- Completed visibility agreement form

If available:

- Programming
- Letters of support
- Business plan
- Client survey

### APPLICATIONS WILL BE ACCEPTED ACCORDING TO THE FOLLOWING SCHEDULE:

**By July 14, 2017** for festivals and events taking place in summer 2017;

Between **July 1 and October 31** for festivals and events taking place the following winter;

Between **November 1 and April 30** for festivals and events taking place the following summer.

Other applications may be considered, subject to funding availability. Outaouais Tourism will make a decision within 30 business days of receipt of an application accompanied by the required supporting documents. During the three-year program period, applicants can submit a second application for the same event or for a new project. Outaouais Tourism reserves the right to accept or reject the application depending on event/project eligibility and available funding.

**ASSESSMENT CRITERIA:**

- Quality of the concept and theme, and its innovative, distinctive or unique, and appealing characteristics.
- Quality of the communications and marketing plan.
- The proposed client base must include a significant proportion of tourists (more than 40 km and/or visitors from outside Quebec), or the event or project must demonstrate the potential to increase that client base.
- Location, notably priority tourism hubs (Chelsea–Wakefield–Gatineau Park, Montebello, and Gatineau [downtown]) and emerging hubs.
- Connection to priority tourism products: culture (tourist routes, arts and heritage, agritourism, gourmet tourism), outdoors (cycling, cross-country skiing, water sports) and winter.
- Actual or projected economic, tourism and media benefits (including event duration).
- Compliance with application and submission deadlines.

Organizations and businesses receiving funding from OT must accept the partnership and visibility terms specified in the enclosed **visibility guide**.

All files will be kept strictly confidential.

Unless otherwise indicated, all files will be retained by OT for future reference and will not be returned to applicants.

Please email your application and supporting documents to [programmes@tourisme-outaouais.ca](mailto:programmes@tourisme-outaouais.ca)

**Exclusions**

The following are not eligible for funding under this program:

- Individuals;
- Municipalities,\* RCMs\* and government departments;
- Organizations whose financial situation is precarious;
- Organizations or projects dedicated to a political or religious cause;
- Personal projects and cooperative undertakings;
- Charitable activities;
- Neighbourhood or community festivals;
- Other exclusions may apply.

\* Note: A municipality or RCM may apply on behalf of a project initiated and coordinated by the local community.

**Last updated September 7, 2017**