



NEW Existing Event Incentive Grant Program – 2018-2020

This Incentive Grant program is designed to support valued, existing community festivals and events which are open to all members of the public and which are held within the Township of Langley.

Criteria |

This Incentive Grant program is intended to:

- assist existing events which contribute to the broader well-being of the community
- support events that source local businesses and products for the event
- target events that take place between the months of October and April
- inspire local community event organizers to collaborate with one another and to source Township of Langley businesses first, where possible
- increase attendance of visitors from outside of the Township of Langley
- help event organizers improve/innovate/expand their festival or event within the Township of Langley

Application Requirements, Review Process & Event Incentive Grant Decisions |

1. Complete Incentive Grant Application form in full. Missing information will stop application from being reviewed. Festival or event must be open to all members of the public and held within the Township of Langley.
2. Attach requested supporting documents to your application. See Checklist at the end of the application.
3. Tourism Langley staff are available to check your application before its remitted – to better ensure it is complete. Contact staff no later than the 20th day of each month.
4. Email completed application to Erinn@tourism-langley.ca. You will receive an application receipt confirmation email along with the month in which your event application will be reviewed.
5. Tourism Langley's Board reviews applications monthly, during the 1st week of each month. Estimated grant decision time is approximately 60 days. Please note that applications may not necessarily be funded at the full amount requested.
6. Grant recipients agree to comply with all terms identified herein, and to submit a Post Event Report Form with receipts by December 31. Applicants awarded multi-year grant terms are not required to resubmit an application form in subsequent years if Tourism Langley Association has acknowledged receipt of prior year's completed Post Event Report Form.
7. Approved funds must be spent in their entirety as outlined in this application and by December 31 of the year for which funds were requested.
8. Grant recipients agree to acknowledge that the financial support of Tourism Langley will be prominently displayed in the organization's event promotional material and media, and understands that there is no obligation of Tourism Langley to provide ongoing funding.
9. Direct inquiries to Erinn@tourism-langley.ca

Tourism Langley Association | Events Incentive Grant Application Form

Section 1 Organization Information			
Organization's Legal Name			
Address		City	
Postal Code		Daytime Phone #	
Email Address		Website	
Registered Non-Profit Society	<input type="checkbox"/> Yes		<input type="checkbox"/> No
Society No.		Date of Incorporation	
Primary Contact Name			
Title			
Daytime Phone #		Email Address	
Provide a brief description of your organization, its purpose and its membership.			

Section 2 Event Information			
Event Name			
Event Description			
Describe your event (ie: number of years event has taken place in Township of Langley, event overview, and activities - in 500 words or less)			
Event Location			
<i>(include a description if location is a geographical area)</i>			
In which community does this event take place?			
<i>(ie: Aldergrove, Murrayville, etc.)</i>			
Does your event take place between October and April?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Event Start Date		Event End Date	
Has this event received Incentive Grant from Tourism Langley Association in the past?		<input type="checkbox"/> Yes – list in which year(s) <input type="checkbox"/> No	

Section 3 Incentive Grant Request
Your event must fall under one of these 2 event categories:
<input type="checkbox"/> Community Spirit Event benefits overall community, contributes to community pride & spirit, encourages community attendance and interaction.

By submitting this application, your organization certifies that the information included in this application is accurate and true, and agrees to comply with all terms stipulated.

Economic and Tourism Event | has a positive impact on local businesses & local economy, attracts visitors & tourists from lower mainland and across BC, celebrates the unique advantages that the Township as a community has to offer.

Category	Rationale	Incentive Grant Requested
Community Event		\$ _____
Economic and Tourism Event		\$ _____

Please indicate for which term you wish to apply for Incentive Grant 1 Year 2 Years 3 Years

Does your organization have other confirmed grants and/or Incentive Grants funds for this event? YES NO

If YES, please list each including confirmed funding value.

Section 4 | Event Marketing

4.1 What makes this event unique & valued by those who attend it?

4.2 How will you market this event? How does your event intend to raise awareness about festivals, events, attractions and tourism options in the Township of Langley?

4.3 Describe how the event contributes to the community including any support that it makes to local charities, local teams, etc.

Section 5 | Tourism Value and Economic Impact

Participant Attendance	Number	Visitor Attendance	Number
Organizers & Staff		National / International	
Volunteers		BC	
Businesses		Regional / Lower mainland	
Employees of Businesses		Local	
Total		Total	

What was the attendance for the last 2 events

Does this event generate overnight hotel stays in the Township? If yes, what is expected total number of hotel room nights Nights

Expected (i) full-time and (ii) temporary jobs created
(please provide details that support this information)

Section 6 | Local & Regional Support & Partners

List the other groups/organizations that are working jointly with your organization to make your event successful.

Detail the support your event has from local community, area stakeholders, and relevant organizations.

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Section 7 | Evaluation and Reporting

How do you evaluate the success of your event? How will you compare the success of your event from prior years to this year?

Note: Should your event be sponsored by Tourism Langley Association, the evaluation criteria you describe above should be used when completing the Post Event Form.

Submission Authorization

This application must be signed by 2 signing officers of your organization. Where 2 or more organizations are collaborating on an application, 1 signing officer per organization is sufficient.

Single Organization Signatories

Signature (1) Name (please print) Title Date

Signature (2) Name (please print) Title Date

Joint/Collaborating Organization Signatories

(Signature space provided for up to 3 organizations. Should additional space be required, please attach separate sheet in application submission)

Signature (1) Name (please print) Title Date

Signature (2) Name (please print) Title Date

Signature (3) Name (please print) Title Date

Reminder: If any of the above required information is missing, your application will be ineligible for review.

Documentation Checklist

- Completed application; signed original required
- Event Budget / Financial Planning statement
- Financial statements presented at last AGM OR financial statement/accounting of last year's event
- Broadcast media plan (if applicable – see 6.4 above)

Submit completed application to:

In-Person or By-Mail:

Tourism Langley Association
E206 20159 88 Avenue, Langley, BC V1M 0A4

By Email:

Erinn@tourism-langley.ca

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Appendix 1 | Financial Planning / Budget

Please complete the table in full (note: incomplete applications will be returned) indicating the total cost of project event expenses along with the corresponding cash allocations and in-kind donation of goods/services.

 1 Year

 2 Years

 3 Years

The following expenses are ineligible. If you are unclear about eligibility of an expense, please contact Tourism Langley Association staff.

- Alcohol or tobacco purchases
- Cash prizes
- Grants to other organizations
- Municipal facility rentals
- Music or performance rights
- Ongoing operating expenses of the organization
- Staffing wages & benefits
- Travel expenses

Expenses	Cash Amount (A)	In-Kind Amount (B)	Total Expense (A + B)
Administration			
Artist & Performer Fees			
Costumes / Uniforms			
Design / Production Costs			
Entertainment			
Equipment Rental			
Equipment / Instrument Purchase			
Event Producer			
Food & Beverage			
Insurance / Permits			
Marketing & Advertising			
Other Contracted Services			
Printing & Copying			
Security			
Venue Rental			
Volunteer Recruitment & Training			
Other			
Total	\$	\$	\$

What are the event's sources of revenues?	
Cash Donations	
Cash Incentive Grant	
Merchandise / Product Sales	
Ticket Sales / Admissions	
Vendor Booth Rental	
Other Grants EXCLUDING Township of Langley Grants	
Total Revenues	\$

Calculate the demonstrated financial need	
Total expenses	\$
Total revenues	\$
Demonstrated Incentive Grant Need	\$

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