



# FESTIVALS AND EVENTS TOURISM GROWTH PROGRAM

## PROGRAM GUIDELINES

## I. INTRODUCTION

The Festivals and Events Tourism Growth Program has been established to assist festivals and events in Alberta realize their tourism potential. Festivals and events are great celebrations of art, culture, history, nature, and sport. They also offer compelling tourism experiences that draw visitors to communities across the province. They give people a reason to visit, return, and explore surrounding communities. Festivals and events are increasingly seen as an important way to make a community stand out in a crowded, competitive marketplace. The Government of Alberta recognizes the value of festivals and events, and the contributions they make to our quality of life and tourism industry.

The Festivals and Events Tourism Growth Program makes funding available to eligible organizations that deliver festivals and events to work with a third-party consultant to evaluate the festival or event, identify tourism growth opportunities, and set clear steps towards growing the visitor experience, tourism revenues, visitation and organizational capacity. The result will be a Festival/Event Tourism Growth Plan that will help the organization realize the full tourism potential of its festival or event.

Budget allocation for the 2012 – 13 fiscal year is \$200,000. Organizations will be selected through a competitive application process to receive funding of \$25,000 to \$40,000 each. The funding amount will be determined by Alberta Tourism, Parks and Recreation based on the location, scope and size of the festival or event.

Application deadlines are:

**April 5, 2012**

**September 21, 2012**

**February 15, 2013**

## 2. PROGRAM GOALS AND OBJECTIVES

The program aims to assist organizations realize the full tourism potential of their festivals and events. The overall goal of the program is to help increase tourism revenue and visitation in Alberta through investment in festivals and events demonstrating high tourism growth potential. As a result of the program:

1. Tourism revenue generated at Alberta festivals and events increases
2. The number of visitors to Alberta festivals and events increases
3. The visitor experience at Alberta festivals and events is expanded and enhanced
4. The tourism potential of Alberta festivals and events is realized over time through organizations implementing their Festival/Event Tourism Growth Plan

Organizations selected to participate in the program will work with a third-party consultant to evaluate their festival or event, identify tourism growth opportunities, and set clear steps to grow the visitor experience, revenue, visitation and organizational capacity. As a result of participating in the program, an organization will develop a Festival/Event Tourism Growth Plan that sets clear and measurable targets for the next three to five years. Development of the Festival/Event Tourism Growth Plan will involve the organization and third-party consultant working collaboratively to:

1. Evaluate the festival or event to determine its tourism growth potential (e.g. identify growth opportunities related to target markets, programming and visitor experiences, sponsorship, vendor program, media relations, marketing, packaging, etc.)

2. Develop a three to five year Festival/Event Tourism Growth Plan in which the festival or event will, for the following year, enhance the quantity or quality of programming by 20%, increase visitor attendance by 10%, and increase revenues by 10%.
3. Identify organizational improvements required to implement the Festival/Event Tourism Growth Plan (e.g., recommendations related to internal systems, annual planning cycle, partnerships, volunteer/staff development, etc.).

### 3. ELIGIBLE ORGANIZATIONS

Organizations that plan and deliver festivals or events demonstrating high tourism growth potential are eligible to apply. Festivals and events most appropriate for the program attract regional, provincial, national or international visitors, and have an annual audience of at least 1500, of which a minimum 25% are out-of-town visitors.

Organizations must meet the following requirements to be eligible for the program:

1. Be a registered not-for-profit organization, municipality, or First Nations or Métis government in Alberta
2. Commit to Section 5 of the application form

### 4. ROLES AND RESPONSIBILITIES

The program is funded by Alberta Tourism, Parks and Recreation, and delivered by third-party consultants hired by selected organizations. The roles and responsibilities of all parties are:

1. **Alberta Tourism, Parks and Recreation (ATPR)** is the funding partner that administers the program and issues funding to selected organizations. ATPR staff monitor and evaluate the program, and provide guidance and support to organizations and their consultants.
2. The **Organization** is the grant recipient responsible for procuring the services of a third-party consultant. The organization and consultant will enter a contract based on an agreed project charter, schedule of deliverables, and payment schedule. On being selected for the program, the organization will formally establish a Tourism Growth Program Committee that reports to the organization's board and works with the consultant to undertake the program objectives.
  - a. The **Tourism Growth Program Committee** must consist of a minimum of three people actively involved in planning and delivering the festival or event, and should have representation from key partners that benefit from the growth of the festival or event (e.g., tourism operators, municipality, Chamber of Commerce, local, regional or provincial tourism organizations, or other related organizations). The committee works in collaboration with the consultant and commits to providing information and resources (e.g., existing plans, documents, and knowledge), assisting/facilitating data collection for event evaluation (e.g., visitor, volunteer, vendor, and/or coordinator surveys), reviewing draft plans, providing input, direction and feedback, and approving the final plan.

- b. The committee is led by a **Committee Chair** who is the primary contact and liaison between the organization, committee, consultant, and ATPR. The chair is an active member of the committee; providing day-to-day leadership for the committee and consultant; and coordinating administrative, reporting and payment processes. The chair keeps the committee and board updated, informed, and on track.
3. The **Third-Party Consultant** enters into a contract with the organization to meet the objectives of the program. The consultant reports to the chair, and works in collaboration with the committee to evaluate the event, identify tourism growth opportunities, and set clear steps to grow the visitor experience, revenue, visitation and organizational capacity. The consultant works closely with the chair and committee to develop the resulting Festival/Event Tourism Growth Plan. The consultant is responsible for ensuring the project methodology and schedule are adhered to and addresses issues, as required.

## 5. PROGRAM RESOURCES AVAILABLE

Alberta Tourism, Parks and Recreation will make the following resources available to selected organizations:

1. ATPR staff member available to provide guidance, support and advisory services
2. Program goals, objectives and performance measures
3. Contract management tools
4. Project management tools
5. Grant reporting tools
6. List of possible consultants (on request)

## 6. MANDATORY ATTACHMENTS

Organizations are required to submit the following documents with the application:

1. Letter from the president of the organization supporting the application
2. A copy of signed minutes from organization's board meeting demonstrating majority support for participation in the program
3. Letter from the individual committed to chair the Tourism Growth Program Committee supporting the application
4. Letter from a key partner supporting the application (e.g., municipality or industry organization)
5. List of individuals committed to participate in the Tourism Growth Program Committee (include name, title, organization, daytime phone number, and email)
6. Budget for the last iteration of the festival or event

## 7. APPLICATION INSTRUCTIONS

It is the applicant's responsibility to ensure the application is complete and submitted with all mandatory attachments. Incomplete applications will not be processed. Keep a copy of your application for your records.

Applications may be submitted in person or by mail, fax or email to:

Destination Competitiveness Branch  
Alberta Tourism, Parks and Recreation  
6th Floor, Commerce Place  
10155 – 102 Street  
Edmonton, Alberta T5J 4L6

Fax: 780-427-0778

Email: [festivalsandevents@gov.ab.ca](mailto:festivalsandevents@gov.ab.ca)

You are welcome to contact Alberta Tourism, Parks and Recreation for more information or to discuss your application. Please contact a Tourism Development Officer at 780-638-3350 or [festivalsandevents@gov.ab.ca](mailto:festivalsandevents@gov.ab.ca).

## 8. APPLICATION REVIEW PROCESS

All applications will be reviewed and evaluated by a selection committee comprised of staff from Alberta Tourism, Parks and Recreation, and Travel Alberta. Upon receipt, applications will be reviewed to ensure applicants are eligible as outlined in the program guidelines. Decisions on complete applications will be rendered according to the decision periods. During the eligibility review stage, key contacts may be asked to provide additional information.

Following final grant approval by the Minister of Alberta Tourism, Parks and Recreation, applicants will be informed in writing of the decision on their application. Alberta Tourism, Parks and Recreation will aim to inform applicants of the decision on their application within two months of the application deadline.