Hornby Island Events, Sports & Initiatives Fund

# 2025 PROGRAM GUIDE

The Hornby Island Events, Sports & Initiatives Fund (ESI) is an emerging program from HICEEC, under funding from the MRDT taxation program.

# Program Overview

*The MRDT provincial program outlined in the legislation:*[*Designated Accommodation Area Tax Regulation*](http://www.bclaws.ca/civix/document/id/complete/statreg/93_2013)*, which sets out the authorized purposes for revenue under the MRDT program.  Authorized purposes of MRDT revenue for all designated recipients are tourism marketing, programs and projects.*

*Spending on tourism marketing, programs or projects under the MRDT should contribute to the increase of local tourism revenue, visitation, and economic benefits.*

On Hornby Island, the ESI fund invests in creating or enhancing the supply of sports, experiences, events, festivals and other initiatives.

As required by provincial legislation, to qualify for funding, ESI must attract visitors from off-island and inﬂuence increased tourism visitation and spending by increasing overnight stays on Hornby Island. HICEEC encourages new events and experiences that foster interest from new visitor demographics, including experts and educators attending to also elicit interest from local residents, particularly in the oﬀ-peak seasons.

# Program Goals

The ESI Fund aims to:

* + - Ensure that tourism makes meaningful contributions to the social, cultural and/or environmental well-being of Hornby Island;
    - Develop event and/or experience products that minimize impacts on the ferry capacity by positioning Hornby Island as a preferred multi-night tourism destination;
    - Increase overnight stays and oﬀ-peak season visitation (Fall, Winter, Spring); and
    - Increase the economic and social beneﬁts that ﬂow from tourism to residents of Hornby Island.
    - Encourage collaboration and partnerships to enhance the visitor experience.

# Program Criteria

## Eligible Applicants

Eligible applicants include businesses providing tourism-related activities (minimum 2 businesses collaborating), non-proﬁt organizations with programming that includes off-island participants, and Indigenous organizations on Hornby Island. Non qualifying event holders may apply through a qualifying sponsor organization. Events, Sports & Initiatives must take place/originate on the Island.

## Minimum Eligibility Requirements

The following requirements must be met to ensure eligibility:

* Event or experience must take place/originate on Hornby Island;
* Applicant must be a legal entity and provide a business number or society number, or have a qualifying sponsor organization;
* Applicant must maintain current, $2M level of liability insurance (proof of insurance to be provided upon request); and
* Applicant must possess and maintain valid licenses, permits, and all other regulatory requirements to operate where applicable.

## Eligible Costs

Eligible costs include the following expenses that are direct and necessary for the successful implementation of the event or experience:

* **Marketing costs** for out-of-region promotion (target audiences of Victoria, Vancouver island, Lower Mainland, Calgary and/or Edmonton):
  + Advertising – print (e.g., newspaper, magazine), radio, television, digital display
  + Digital Promotion – paid social media, search engine marketing, blogs
  + Marketing Collateral – brochures, rack cards, guides, maps, promotional giveaways
* **Consumer-focused asset development** such as photography, video, written content, event website or landing page
* **Market Research** costs, including event and/or experience economic assessments and feasibility studies
* **Event Production Costs** – Including but not limited to: venue rentals, performer

and speaker fees, signage, catering, decor, lighting, technology & equipment rentals, volunteer gifts, event prizing, etc.

Please note, the combined total of all line items can be up to $7,500 in total funding request.

## Ineligible Costs

* **General Administrative Costs** – Including staff salaries, wages and benefits, office

expenses, rent, and other normal costs of business

* **Application Submission Costs** – Any costs associated with developing and

submitting applications for funding

* **Costs Associated with Developing Strategic Plans** – Includes new and existing

events

* **Capital Costs** – Including equipment or software purchases, any capital costs

associated with marketing activities (such as vehicles, brochure display

racks), infrastructure builds(such as stages)

* **Contra or In-Kind Contributions** – Including but not limited to: accommodation,

transportation, meeting space, admissions and passes, etc.

* **Projects or activities already completed** or expenses incurred prior to funding

approval

* **Any marketing activities not directly related** to the specific event/experience

approved in the application (e.g. general business marketing)

* **Other expenses** deemed to be outside the scope of the ESI Fund

**25 HICEEC In-Kind Support**

HICEEC will help applicants expand their advertising reach through its owned distribution channels as determined by HICEEC and as noted below:

● Social Media – Pre-event content posted to “HORNBY ISLAND” social channels

(11,000+ followers on Facebook and 8100+ followers on Instagram)

● Website – Dedicated event listing on [www.hornbyisland.com/events](http://www.hornbyisland.com/events) (170,000+ visits

annually)

● Consumer Newsletter – Event featured in Mailchimp member newsletter (2,000+

subscribers) *\*Dependent on timely submission of event content to meet the quarterly*

*newsletter schedule.*

# Funding

* Applicants may apply to receive a **maximum funding contribution of $7,500**
* Application intake:

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| **Date of Event/ Experience** | **Application Intake Window** | **Notiﬁcation of Success** |
| January 15, 2025 -  March 31, 2026.  All approved funding must be  spent by December 31, 2025. | Fully completed applications will be considered on a rolling  ﬁrst-received, ﬁrst-reviewed  basis, until funding is fully  allocated. | Applicants will be notiﬁed of a funding  decision within 2-3  weeks of submission. |
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* All completed applications must be submitted by email
* All allocated funding received must be spent within 60 days of the end date of event/experience
* Priority funding will be for requests that are not for repeat funding requests for the same year-over-year activities/expenses.
* Funding is contingent upon the submission of a completed Application Form and signed Funding Agreement and adherence to the agreement terms and conditions.

## Funding Payment

If your application is approved, funding will be distributed in 2 payments:

* + - 80% payment will be made upon receipt of a signed Funding Agreement, your logo, proof of insurance; and
    - 20% ﬁnal payment will be paid upon submission of a funding claim that must include copies of receipts for all expenses totaling the amount of funding approved, advertising evidence acknowledging HICEEC sponsorship, and a short ﬁnal report

# Application Procedures

## Application Requirements

Information and resources for the Events, Sports & Initiatives Fund can be [**found here**](https://hiceec.org/mrdt). All applications must:

* Meet minimum eligibility requirements;
* Complete the application in full, including:
  + Event/Sport/Initiative description/overview;
  + Event/Sport/Initiative funding budget/eligible expenses costs;
  + Clear and supported demonstration of how the ESI aligns with, and will deliver on, desired outcomes and objectives;
* Agree to complete reimbursement and ﬁnal reporting requirements as determined by HICEEC;
* Agree to give recognition to HICEEC funding support by displaying the HICEEC logo if/when/where appropriate; and
* Sign and date declaration.

Applications must be submitted electronically via email to [karen@hiceec.org](file:///C:\Users\Karen\OneDrive%20-%20hiceec.org\Desktop\HICEEC\MRDT\Events\Hornby%20Island%20ESI\karen@hiceec.org).

## Evaluation Process

Applications will **only be received electronically via email**, using the Application Form provided. Applications will be evaluated by a Funding Committee comprised of members of the COMMUNITY, and HICEEC staﬀ. The Funding Committee will have the ﬁnal decision on any application. Applicants may be contacted by the Funding Committee to either clarify or consider changes to their application to better meet program requirements and criteria.

The decision of the Funding Committee is ﬁnal and not subject to appeal. Applicants declined for funding this year are welcome to submit an application in any subsequent years this program remains available.

The Funding Committee reserves the right to select and approve applications which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals.

Applications that meet all of the necessary requirements will be evaluated using a rubric which is weighted as follows:

1. Increase visitation and overnight stays on Hornby Island (10%)
2. Increase the economic and social beneﬁts that ﬂow from tourism to Hornby Island residents (30%)
3. Drive geographical and/or seasonal dispersion of travelers, building visitation in months and activities where capacity exists (25%)
4. Enhancement of Hornby Island’s competitive appeal and/or foster interest from new product sectors and new visitor demographics (10%)
5. Alignment with sustainable practices (e.g. one or more of the [United Nation’s Sustainable Development Goals](https://hiceec.org/mrdt) (20%)
6. Overall application/project appeal and assessment (5%)

## Funding Notiﬁcations and Funding Agreement

HICEEC will issue a funding notiﬁcation by email once a decision has been reached. The notiﬁcation will state one of the following:

* + - The request for funding has been approved in full; or
    - The request for funding has been denied.

Funding notiﬁcations will be issued within 2-3 weeks of the application submission.

## Successful Applicants must:

1. Commit to a formal signed contract, known as a Funding Agreement, which outlines the obligations of HICEEC and the Applicant;
2. Provide a high-resolution version of your organization’s logo and accompanying guidelines to be used for any HICEEC promotional activity for your event/festival;
3. Provide a copy of your liability insurance. HICEEC requires that all funded festivals, events, and initiatives purchase a minimum $2,000,000 in liability insurance and list HICEEC as an additional insured; and
4. Agree to give recognition to HICEEC’s funding support by displaying the HICEEC logo where appropriate; and
5. Complete a Final Report, which includes all data collected to measure the success of the event/experience.

## Program Execution Changes

Any signiﬁcant changes to the application will need to be approved by the Funding Committee, failure to do so may impact current and/or future funding disbursements.

## Reporting

Recipients must provide copies of receipts for expenses that equal the total amount of funds approved by HICEEC. Receipts must only be for products or services that fall within the eligible costs. Recipients must also complete a ﬁnal report which will require information such as the number of participants, attendees to the event/experience, and any key performance indicators (KPIs) available. The report template will be provided by HICEEC.

All copies of receipts must be submitted no later than 60 days after event completion in order to receive a ﬁnal payment of funding.

## Event/Experience Cancellation Policy

If your event or experience is cancelled, for any reason, any funds not yet spent must be returned within 30 days of the cancellation announcement. Eligible costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of ﬁnal report.

## Deﬁnitions & Examples

**Event/Festival/Sports:** Qualifying events or festivals should be open to the public/community, and can be ticketed (cost or no cost) or drop-in. Priority will be given to multi-day events/festivals.

**Experience/Initiatives:** A tourism product that visitors can participate in while they are on Hornby Island. This could include guided tours, self-guided experiences, or vacation packages. Experiences should incorporate a minimum of two (2) stakeholders (e.g. activity, dining and/or accommodation stakeholders collaborating together).

**“New” Event/Sport/Initiative:** An Event or Experience that is in its ﬁrst (1st) or second (2nd) year of occurrence.

**Event/Experience “Enhancement”:** An existing Event or Experience with a new

value-added component such as, but not limited to, increased length (e.g. 1 day event to 2 day), increased quantity or quality of the event/experience, attracting a new target market (geographical or demographics), and/or increased tourism stakeholder engagement/collaboration.

## Examples of Key Performance Indicators (KPIs):

* Digital promotion - number of impressions, reach, engagements, clicks, click through rate (CTR), conversions, cost per click, etc.
* Print marketing (ads or collateral) - distribution numbers and locations
* Asset collection - number of images captured, minutes of b-roll, number of videos created and where assets are (or will be) shared
* Market Research - number of responses/data sets, completion of analysis
* Year Over Year improvements (if applicable) - Number of guests/tickets, sales revenue, media pick up

**Examples of Market Research:** Data collection and/or analysis that gains insights on;

* Visitor motivations - what did, or would, inﬂuence their decision to participate/attend the event/experience;
* Visitor behaviours - what they participated in while on Hornby Island (e.g. length of stay, accommodation type, other activities, money spent); or
* Visitor satisfaction - did the event/experience, or Hornby Island as a destination, meet their expectations.

# Questions?

If you have any questions about the Events, Sports & Initiative Fund, please contact HICEEC, at [karen@hiceec.org](file:///C:\Users\Karen\OneDrive%20-%20hiceec.org\Desktop\HICEEC\MRDT\Events\Hornby%20Island%20ESI\karen@hiceec.org).

For more information about HICEEC, please visit the [HICEEC website](https://hiceec.org/mrdt).

To visit the Hornby Island outward reaching website visit [HORNBY ISLAND](https://hornbyisland.com).

Please note that information on subsequent application intake periods for this grant program will be posted to the [Events & Experiences webpage](https://hiceec.org/mrdt) as they become available.