The City of North Bay, Event Hosting Fund
Application Form 2023
2023 SEASON DEADLINE: Open for 2023 While Funds Are Available

Any applications received after this date will only be processed if there are remaining program funds.

Assessment Criteria:

The application process is competitive.

- 25%   Event History (for reoccurring events) or Event Plans (for new events)
- 30%   Community Impact & Effectiveness (Organizational Effectiveness, Marketing & Promotion and Budget)
- 30%   Cultural or Sport Impact (Vision, Experience, Audience, Community)
- 15%   Innovative Programming (Innovation, Use of Event Site)

Eligible applications that have been declined by the Event Hosting Committee may not appeal the decision, but may apply the following year.

Successful returning events will not be guaranteed funds in future years.

Contact Information:

The primary event organizer is the person most responsible for decision making about the event, has signing authority for the organization, and is the primary contact.

Name of Event: _____

Name of Organization: _____

Date of Event: _____

Website: _____

Address: _____

City: _____ Postal Code: _____

Name of Lead Event Organizer: _____

Position in Organization: _____

Phone: _____

Email: _____

Event Information:

1. Provide a brief description of the proposed event.

2. Was the event held in previous years?

3. If yes, will the event be the same as last year?

   If no, please explain what will change?

4. Enter the estimated number of attendees:

5. Will there be fees charged or any activities during the event?

If yes, describe the activities for which fees will be charged?

6. Will alcohol be served at the event?

7. Event history and experience for new and returning events will be evaluated based on the following criteria:

- Advertising, promotion and sponsorship (please provide details to support this section)
- Previous and expected attendance
- Ability to meet deadlines
- Compliance with all guidelines and polices

Community Impact & Effectiveness 30%

Priority will be given to events that are deemed to add community benefit. The City encourages festivals and events to foster strong partnerships between community, government and private sector. The following criteria will help determine the festival's community impact:

- 10%   Organizational Effectiveness
- 5%   Marketing, Promotion & Partnership
- 5%   Event Security
- 10%   Budget

Organization Effectiveness 10%

The organization named in the contact information section above responsible for organizing this event is a:

- Commercial business
- Charitable organization
- Federally incorporated not-for-profit
- Provincially incorporated not-for-profit
- Unincorporated not-for-profit
- Ad hoc group collective

8. Business Registration Number:_____

9. Charitable Registration Number:_____

10. Incorporation Number: _____

11. Is the organization governed by a constitution and by-laws?

12. Is the organization governed by volunteer Board of Directors?

13. Is your organization currently receiving funds from The City of North Bay?

14. Organization Mandate

15. Strong organizational skills and an effective team are required to run an event. Describe the structure of the organization and how this will support the execution of the proposed event.

Marketing, Promotion & Partnership (5%)

Attach to your application any promotional material (press releases, articles, flyers, etc.) that is relevant.

16. Describe marketing and promotional plans with a city-wide reach, and a reach outside of North Bay. Provide examples of where you plan to advertise or promote your event, both in and outside of North Bay. Please indicate what kind of promotion it is (print, online, social media channels, radio etc.)

17. List past sponsors of this event, confirmed sponsors for the proposed event, and potential sponsors who will be approached for the proposed event.

18. List past grants received for this event, confirmed grants received for this proposed event and grant applications that will be submitted for the proposed event and amounts.

Safety & Security 5%

Safety & security plans will be evaluated. Security coverage is mandatory for all events. A safety & security plan that includes an inclement weather plan, security overview and overview of emergency medical services must be submitted.

19. Describe the safety & security plans for the proposed event.

Budget 10%

20. A complete event budget must be provided. The event budget should demonstrate the financial health of the event. **Budget must be included separately**.

Scoring is based on:

- A diversity of revenue (grant, sponsorship, etc.)
- A detailed budget of revenues and expenses
- Clear details for each budget line where required

21. If your event is a fundraiser please let us know what your fundraising goal is.

22. Other Revenues

23. In-Kind Donations

In-kind donation contributions are non-cash items such as donated rehearsal space, borrowed equipment or pro bono services. If required, list these contributions and include their real-world dollar value.

Cultural or Sport Impact 30%

Priority will be given to events that have an impact on Culture or Sport. The City recognizes that events are an important expression of culture or sport and community in North Bay. They are integral to building a strong sense of community pride. They offer a rich cultural or sport experience with breadth and depth, and programming that will attract a city-wide and diverse audience.

The following areas will help determine the events cultural or sport impact in the community:

- 10% Vision
- 10% Cultural or Sport Experience
- 10% Community

Vision 10%

24. Describe the vision for the proposed festival/event.

This is an opportunity to articulate the overall idea for the event in as much detail as required.

Cultural or Sport Experiences 10%

25. Describe how the planned activities create a significant cultural or sport experience.

Community 10%

26. Describe how the proposed event will have an impact on and benefit the community.

Innovative Programming 15%

Priority will be given to events that support Culture or Sport through innovation and engaging programming. In this section, provide specifics about the event that demonstrate innovation.

The following considerations will help determine the innovation of the event's programming:

1. 10%   Innovation
2. 5%   Use of space and facility

Innovation 10%

27. Points to address in the answer to the following questions include.

- How performers, performances and/or activations are new & different
- How there are a variety of activities planned (ex. Visual, digital and performing arts, sporting activities)
- How does the event leverage other community assets

Use of Event Site 5%

28. Explain what activities and/or performances will activate your event site.

I understand that if this application is approved, as the event organizer I must agree to the following:

- All funds are subject to the approval of the 2023 municipal budget being passed.

- The City of North Bay will be listed as a supporter in all advertising and promotional materials relative to the sponsorship amount provided.

- Must provide an invoice for the funds in order to receive payment. Please do not include HST in this.

- Must submit a Final Report and Final Event Budget 60 days after the event completion. The Final Report must include:

    o Description of success of community outreach
    o Number of attendees
    o Media coverage
    o Listing of all other event sponsors and recognition received

- I understand that it is the event organizer's responsibility to meet all requirements of The City of North Bay and other regulatory agencies.

I further acknowledge that all information contained on this application is to the best of my ability to be true, complete and accurate.

Name (please print): _____

Signature: _____

Date: _____

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Municipal Freedom of Information Act: Personal information contained on this form is collected under the authority of section 11 of the Municipal Act 2001, SO2001, c.25. The information will be used for the purpose of administering the City of North Bay Event Hosting Funds and will also be used for business you may conduct with the City.