

**The City of North Bay, Community Centennial Celebrations Event Hosting Fund**

**Application Form 2025 Celebrations**  
**DEADLINE: Friday, September 13<sup>th</sup>, 2024 at 4:30 pm**

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 Centennial Impact & Effectiveness (Organizational Effectiveness, Marketing & Promotion and Budget)
- 30% Cultural or Historical Impact
- 15% Innovative Programming (Innovation, Use of Event Site)

Eligible applications that have been declined by the Event Hosting Committee may not appeal the decision.

**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: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Name of Lead Event Organizer: \_\_\_\_\_

Position in Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Event Information:**

1. Is your event:
  - A new Community Centennial Celebration
  - An existing event with a Community Centennial Celebration enhancement
2. Provide a brief description of the proposed event.
  
3. Please explain how your event will celebrate the Centennial of the City of North Bay.
  
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. **Event History 25%**

Event History and/or experience for new and returning events will be evaluated based on the following criteria:

- 10% Advertising, promotion and sponsorship (please provide details to support this section)
- 5% Previous and expected attendance
- 5% Ability to meet deadlines
- 5% Compliance with all guidelines and policies

## **Community Centennial Impact & Effectiveness 30%**

Priority will be given to events that are deemed to add value and align best with the overall goals of the Community Centennial Celebrations. The Community Centennial Committee encourages festivals and events to partner with local groups, organizations and businesses. The following criteria will help determine the Centennial Celebration 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:

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

7. Business Registration Number: \_\_\_\_\_

8. Charitable Registration Number: \_\_\_\_\_

9. Incorporation Number: \_\_\_\_\_

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

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

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

13. Organization Mandate

14. 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.

15. 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.)

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

17. 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.

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

## **Budget 10%**

19. 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

20. Other Revenues

21. 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 Historical Impact 30%**

Priority will be given to events that have an impact on Culture or historical experiences. The City recognizes that events are an important expression of culture or history and community in North Bay. They are integral to building a strong sense of community pride. They offer a rich cultural or historical 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 Historical Experiences
- 10% Community

### **Vision 10%**

22. 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 Historical Experiences 10%**

23. Describe how the planned activities create a significant and memorable Centennial Celebration.

**Community 10%**

24. Describe how the proposed event will have an impact and lasting memory for the community.

## **Innovative Programming 15%**

Priority will be given to events that showcase the history of North Bay 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:

- 10% Innovation
- 5% Use of space and facility

### **Innovation 10%**

25. 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%**

26. 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 2025 municipal budget being passed.
- The City of North Bay Community Centennial Celebrations will be listed as a supporter in all advertising and promotional materials relative to the sponsorship amount provided.
- Must provide two separate invoices for the funds in order to receive payment. 25% of approved funds will be released 30 days prior to the event and the remaining 75% of approved funds will be released after the completion of the event. Please do not include HST in this.
- Successful applicants must ensure they're up to date on any monies owed to the City prior to payment being issued.
- Must submit a Final Report and Final Event Budget 60 days after the event completion. The Final Report must include:
  - Description of success of community outreach
  - Number of attendees
  - Media coverage
  - 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: \_\_\_\_\_

Do you give Tourism North Bay permission to reach out to discuss how they might be able to support your event.      Yes      No

### **The City of North Bay Community Centennial Celebrations, Event Hosting Fund – Application 2025**

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 Community Centennial Celebrations Event Hosting Funds and will also be used for business you may conduct with the City.