

## Overview

The Newell Regional Tourism Association (NRTA) Event Development Fund is designed to offer funding for new or enhanced events in the Newell region. The goal is to help increase the number of events held, create more sustainable events and enhance the image of the Newell region as a positive and attractive tourism destination in Southern Alberta.

These fund guidelines ensure access to tourism event funding for the Newell region, which includes the City of Brooks, Town of Bassano, Villages of Duchess and Rosemary, Siksika Nation and the County of Newell (Bow City, Cassils, Gem, Millicent, Patricia, Rainier, Rolling Hills, Scandia & Tilley). To qualify for funding support, events must comply with these guidelines.

The guidelines were developed by the NRTA and the Joint Services Committee to ensure Joint Services funding obligations to the NRTA are being met for this program.

The NRTA Event Development Fund is defined as a support initiative for local organizations involving financial investment from local government municipalities.

## Guidelines

1. There is no set or matching fund ratio and each event is individually assessed by a selection committee appointed by the NRTA.
2. There are three calls for funding in any given year. Applications are required to be submitted before the first of the month for the months of March, June and October. Grant applications can be submitted to [jmcintosh@brooks.ca](mailto:jmcintosh@brooks.ca).
  - a. Successful applications will have funds released for the event in the beginning of the following months (April, July, November).
  - b. Funding is given on a first come, first serve basis. When funding is no longer available for the year a new application must be submitted in the following year.
  - c. Events require three months of notice to be considered applicable for funding. For example, an event in April will need to submit an application at the October call for grants to be considered.
3. Funding is available for the following:
  - a. Helping with the creation of a brand new event
  - b. Enhancing current events by bringing in new experiences and/or new entertainment
  - c. Current events expanding their hours significantly (ex. moving from a one-day to two-day event)
4. Funding is not available for the following:
  - a. Marketing and advertising expenses
  - b. Management expenses
  - c. Capital costs
  - d. Municipalities and schools cannot apply
  - e. Recreational facility and community hall requests are not eligible and should be submitted to recreational boards
5. Events can receive funds for a maximum of three years.

6. New events must submit a proposed revenue and expense budget.
7. Existing events must submit their previous years complete financial statement as well as their proposed budget for the current year's event.
8. The program is designed to support many events in the region with an **end goal of event self-sufficiency**. It is not a program to subsidize existing events or events that are already financially viable.
9. Event Development Fund projects should support the goals and objectives of promoting the Newell region as a positive and attractive tourism destination in Southern Alberta.
10. All events supported by the Event Development Fund will need to include the Visit Newell logo on all marketing materials. Please contact [jmcintosh@brooks.ca](mailto:jmcintosh@brooks.ca) for an electronic copy of the logo.
11. Organizations are encouraged to contact the NRTA at the conceptual stage to discuss their idea and/or to review the funding criteria.
12. A completed application form must be submitted at the call for funding deadline in order for organizations to be considered for funding. The NRTA has an Event Development Fund application form to assist in completing a proposal. Upon review of the proposal, the NRTA will provide written confirmation of its level of support in the project.
13. Event Development Funds are not available on a retroactive basis. Approvals must be obtained in advance.
14. All approved projects must be evaluated and verified within 45 days of project completion. An evaluation form will be sent to you upon completion of your event. Copies of all supporting documents, invoices, proof of payment, etc. must be provided with the evaluation to substantiate project completion.

## Disclaimer

The NRTA has the right to limit funding available for each project. Acceptable applications are evaluated and assessed by a selection committee appointed by the NRTA.

Please contact Executive Director, Jaime McIntosh at [jmcintosh@brooks.ca](mailto:jmcintosh@brooks.ca) for further information.