

## Tourism Events Program – Application Overview Form

The following form will help you prepare your application information in advance. For more information on each of these sections, please refer to the instructions on the [website](#).

**Note: Once you begin your online application, there is no ability to save the application in progress. If you refresh or close your browser, your application will be lost. The session will also time out after two hours.**

### Section 1: Applicant Information

- ☒ Organizational Information: legal name, mailing address, website
- ☒ B.C. Registry Business Number (as it appears on [OrgBook BC](#), if you do not have a BC business number please contact program staff at [TourismEventsProgram@gov.bc.ca](mailto:TourismEventsProgram@gov.bc.ca))
- ☒ Primary and Secondary Contact information for TEP grant management

### Section 2: Mandatory Criteria

- ☒ Has the event been secured? Y/N
- ☒ Is the event financially viable? Y/N
- ☒ Does your event attract overnight visitors? Y/N
- ☒ Can your event spend minimum of \$10,000 on supplemental marketing? Y/N

### Section 3: Events Details

- ☒ Have you received funds from the Province of BC within the last 12 months? Y/N (you may need to upload the [FIN 312 Direct Deposit Application](#))
- ☒ Event Details: name, requested funding amount, dates, location, location (community and tourism region), population of host community
- ☒ Event description (250 words max)
- ☒ Previous event information: dates, location, attendance
- ☒ If event is ticketed approximately how many tickets will be sold and what will the anticipated ticket revenue be.

### Section 4: Budget and Use of Funds

- ☒ Uploaded completed [Budget Template](#)
- ☒ Detailed list of use of funds
- ☒ List of other sources of government funding, secured and requested

### Section 5: Event Impact

#### Tourism Benefits

- ☒ Forecasted event attendance (participants and attendees): local, regional, national, and international
- ☒ Description of how event strengthens the destination by promoting visitation in low or shoulder seasons, periods of off-peak demand and that avoid holiday or long weekend periods (250 words max)

#### Economic Impacts

- ☒ Estimate of total rooms nights generated by this event (250 words max)
- ☒ Estimate of average length of stay of visitors attending event (250 words max)

#### Provincial and Regional Reputation

- ☒ Description of how your event increases awareness of regional tourism attributes (250 words max)
- ☒ Description of how TEP funds would increase reach of the event and increase overnight visitation (250 words max)

- ☒ Description of how marketing activities align with key destination marketing/brand strategies (250 words max)

**Community Benefits**

- ☒ Estimated community impacts: jobs created, wages paid, volunteers, businesses engaged
- ☒ Description of local support: local government, First Nations, DMOs, businesses (250 words max)
- ☒ Description of how event promotes diversity, equity, and inclusion (250 words max)
- ☒ Description of how event promotes/advances reconciliation with Indigenous people (250 words max)
- ☒ Upload Letter(s) of Support (mandatory one; maximum five)

**Strategic Alignment**

- ☒ Description of how event supports priorities and actions in the Provincial [Strategic Framework for Tourism: 2022-2024](#) (250 words max)

**Section 6: Applicant Attestation**

- ☒ After the submit button has been clicked your application is complete