

Francophone and Acadian Tourism Product Services Fund

Implementation of this financial assistance program for the development of services to provide the Acadian and Francophone tourism product on P.E.I. was made possible through the Canada PEI Agreement on French Language Services. Service projects shall be accompanied by a detailed plan of action on the measures to be taken to develop product and an evaluation plan. The contribution of the applicant, other government agencies and community partners will be taken into consideration by the program management committee. Financial support from this program cannot exceed 60% of the total project costs. A final report which will include a financial statement and activity report must be submitted in support of all claims.

PROGRAM DESCRIPTION

Component 1: Advertising Assistance

The Department of Tourism and Culture will provide financial assistance to non-profit community tourism groups to encourage the development of unique and innovative services to keep visitors longer in our Island communities; eg. posters, brochures, rack cards, ads, web pages, themed tours, half-day, full-day or multi-day itineraries, etc.

Component 2: Assistance for festivals and tourism product/experiences

The Department of Tourism and Culture will provide financial assistance to non-profit community tourism groups to provide services to plan, organize, promote and hold for profit and non profit festivals and tourism experiences. Existing festivals may request assistance for advertising as well as services for the development of new products and experiences.

DEADLINE

- All applications must be received and/or postmarked **no later than March 1, 2011**
- Projects submitted must be completed between **April 1, 2011** and **March 31, 2012**

Please send **4** copies of the completed application to:
Melody Gay, Department of Tourism and Culture
Francophone and Acadian Tourism Product Services Fund
P.O. Box 2000
Charlottetown, PE C1A 7N8

Project Title: _____

Event Location: _____

Contact person: _____

Mailing address: _____

Telephone: _____ Fax: _____

E-Mail: _____

Web site address: _____

Organization Name: _____

Registration Number

(If applicable) _____

Regional Tourism Association of which organization is a member of:

Name and title of officials

President

Vice President

Secretary

Treasurer

PROGRAM

Please check appropriate component

_____ Component 1: Advertising Assistance

_____ Component 2: Assistance for festivals and/or tourism product

Amount Requested \$

1. Date of project or activity. _____

2. Brief background of existing association. (10 - 12 lines)

3.A. Is this a new Festival/Product? Yes No

B. If No, what is being done to improve this existing product to meet market expectations and to increase visitor participation?

4. Project description. (Attach: maximum 2 pages)

- Dates, times
- Out of province attendance
- Tourism target market
- Growth potential
- Activities/experiences

5. Project objectives (Attach: maximum 1 page)

- How project will increase visitation to the area
- How the objectives of the project build on regional tourism strategies
- How the objectives of the project fit with the 5 year, PEI Strategy for Tourism Competitiveness 2005 - 2010 and industry priorities moving forward. The 2011-2015 strategy will highlight among other things, the priority vertical markets of Golf, Culinary and Culture.

6. Plan of action (Attach: maximum 1 page)

- Corporate sponsorship
- Where do you advertise
- Feedback from attendees (on-site survey, response cards)
- Revenue Generation
- Community support
- Partnerships

Revenues

Public and private-sector funding

Federal \$ _____
Provincial \$ _____
Municipal/Community \$ _____
Private-sector /sponsor \$ _____

Event revenues

Ticket sales \$ _____
50/50 \$ _____
Other \$ _____

Sales of goods (net profit)

Food and beverages \$ _____
Souvenir sales \$ _____

Other revenues

(Please attach) \$ _____

Organization's most recent financial statements

Does your organization have financial statements?

Yes No

If yes, provide your most recent statement.

If no, please provide your most recent treasurer's report.

Are you a member of Festival & Events PEI?

Yes No

Total Revenues \$ _____

Expenditures

Promotion

Website \$ _____
Media \$ _____
Public relations \$ _____
Printing \$ _____
Other marketing \$ _____
expenditures

Administration

Salaries \$ _____
(Including benefits)
Insurance \$ _____
Professional fees \$ _____
Permits \$ _____
Office supplies \$ _____
Telecommunications \$ _____
Postage \$ _____
Other administrative
expenditures \$ _____

Site management/facilities

Security \$ _____
Transportation \$ _____
Kiosks \$ _____
Rentals \$ _____
Site improvement \$ _____
Other site expenditures \$ _____

Entertainment

Performers -
On Island \$ _____
Off Island \$ _____
Lights/Sound etc. \$ _____

Other expenditures

(Please attach) \$ _____

Total expenditures \$ _____

Total Revenues - Total expenditures = \$ _____ (profit / loss)

- 7. How you determine out of province attendance.
- 8. Methods used to evaluate your project.
- 9. Please provide any other relevant information.

I, _____, certify the above information to be accurate and true.

_____	_____	_____
Name	Date	Signing Authority

APPLICANT COMMITMENT

Recipients of financial assistance under the program must submit financial statements and a project evaluation report before receiving the final 40% contribution. Our management committee reserves the right to request copies of invoices and/or cancelled cheques.

Applicant Freedom of Information and Protection of Privacy Act Commitment

Personal information on this form is collected under authority of the *PEI Freedom of Information and Protection of Privacy Act* (FOIPP) for program administration purposes. Questions regarding the collection or use of this information can be referred to the Tourism FOIPP Coordinator at 902-368-6628.

For more information, contact:
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Charlottetown, PE
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Telephone: (902) 368-6339