

TOURISM EVENT MARKETING GRANT INFORMATION & GUIDELINES



DISCOVER
Surrey





TOURISM EVENT MARKETING GRANT

Every year, Surrey celebrates multiculturalism and music; country fairs and conservation; Vaisakhi and Canada Cup. And these are just a few of the festivals and events held annually in the city. Events can give Surrey a competitive advantage, and whether it is a home-grown event or a major one-off international tournament, events increase overnight visitation, generate increased spending, and showcase our people and places.

The **Discover Surrey Tourism Event Marketing Grant** provides eligible associations and organizations with funding to assist with the costs to promote and market a festival, event or tournament.

This program is designed to provide marketing funding to event organizers for new and existing **cultural events, festivals and tournaments that demonstrate the potential to grow tourism and attract overnight visitors to the city of Surrey.**

Preference will be given to events that take place during non-peak seasons – November through May.

The intent of the Discover Surrey Tourism Event Marketing Grant is to:

1. Develop Surrey's profile as a destination for vibrant arts, culture, music, food, beverage, recreational and sporting events.
2. Grow tourism by attracting visitors from outside the city to attend events in Surrey, particularly during non-peak seasons (November - May).
3. Support events which increase the potential for overnight stays in Surrey.

Eligible Events - The following types of events may be considered for funding:

- Sporting events and sport-related festivals (spectator sports events, races, competitions, exhibitions).
- Arts and culture events and festivals (multicultural, art and film festivals, comedy, dance, etc).
- Live music festivals.

Ineligible Events - the following types of events will not be considered for funding:

- Fully virtual events, or those that are primarily academic, political, or religious are not eligible for sponsorship.
- Events that run an extended length or a full season, or primarily target Surrey residents are ineligible.



Important Information

It is important that organizations read the Program Guidelines section below outlining the criteria before completing and submitting the application package. If approved for funding, the organization will sign a contract and by doing so, will agree to the following terms:

- Provide required documentation within all outlined timelines.
- Use funding only to cover ELIGIBLE COSTS - claim forms and invoices need to include only eligible costs totaling the approved funding amount.
- Plan for and follow all public health and safety restrictions in place at the time of the festival or event. It is important to regularly check this provincial site for updates:
<https://www2.gov.bc.ca/gov/content/health/keeping-bc-healthy-safe/pses-mpes/major-planned-events>
- Applications are to be submitted electronically via email. Paper applications will not be accepted.
- There will be two application intakes:
 - Wednesday, January 31, 2024, by 4:00 pm
 - Friday, June 28, 2024, by 4:00 pm

Program Guidelines

To be considered for support, projects should demonstrate the potential to grow tourism and attract visitors to the city of Surrey.

Applications will be reviewed by a special committee composed of Discover Surrey staff, Discover Surrey board members and City of Surrey staff. Note that applications may be:

1. Accepted
2. Accepted with changes or,
3. Rejected

If accepted with changes, then requested changes must be submitted prior to final approval.

Eligibility Requirements:

- The festival or event must take place in the city of Surrey.
- Applicants should address how the project will generate new visitation to Surrey and extend the length of stay and spending of visitors.
- Applicants must have proper liability insurance and the appropriate permits from the City of Surrey.
- Applicants must have a public health and safety plan and an event evacuation/emergency plan.
- All events receiving funding support must display the Discover Surrey logo on marketing materials as appropriate and wherever sponsors are recognized. The use of the logo must be approved by Discover Surrey prior to publishing.



Please read the following sections carefully:

Approved Expenditures:

Funds approved may only be used for marketing the event to out-of-town visitors, and for specific pre-approved items. Funds will only be reimbursed to the organizer upon submission of proof of payment of expenses.

Eligible Expenses	
• Billboards/display ads	• Media campaigns (print, digital, broadcast, radio)
• Event Posters	• Google AdWords & Search Engine Optimization
• Promotional signage	• Printed/digital programs for the event
• Contracted marketing expenses	• Social media marketing

In-eligible Expenses: <i>(Ineligible costs cannot be included in the claims.)</i>	
• Administrative/operating costs	• Performer or speaker fees
• Travel and/or accommodation	• Giveaways
• Prizes, awards, medals	• Volunteer appreciation (Honourariums/gifts/t-shirts)
• Event security	• Alcohol and catering
• Value of in-kind donations	• Human Resources/Staff wages
• Capital expenses and equipment	

Funding Amounts:

Funding will depend upon events meeting all the criteria set out above. Additionally, funds will be awarded in proportion to the tourism impact expected, totaling no more than 15% of the event's overall budget.

Maximum funding amounts per event:

- Provincial - up to \$5,000
- North American/National Canada - \$10,000 to \$15,000
- International - up to \$25,000



Application Process

Applicants are required to include the following information as part of the Application Package to be considered for funding through this program:

- A completed application form
- A copy of your City of Surrey event permit
- A well-developed event plan and budget, which includes:
 - Marketing plan aimed at driving visitation from outside of Surrey.
 - Estimated economic impact of the event.
 - Clear statement of diversity, equity, and inclusion.

Deadlines: Wednesday, January 31, 2024, and Friday, June 28, 2024

Post Event Reporting: Within 60 days after the event, you must submit a report which includes:

- How the funding was used.
- Receipts for eligible expenses you wish to claim, showing as paid. (non-eligible costs cannot be included.)
- Event attendance, with home community/point of origin.
- Estimated hotel room nights the event generated.
- Total number of volunteers and/or jobs created.
- Impact of the marketing funds provided by Discover Surrey.

Your Commitments:

1. Complete the Funding Application in good faith, with an Event Plan and Budget.
2. Use funding for the purpose/s they were approved for.
3. Complete Post-Event Reporting within 60 days of the event's end.
4. Acknowledge the support of Discover Surrey in all public materials.

Who is Discover Surrey?

Discover Surrey is the official Destination Marketing Organization (DMO) for Surrey, operating as an independent, non-profit organization. We are governed by a volunteer Board of Directors with three representatives from the accommodation sector comprising Surrey hotels and motels, and four from the tourism sector comprising attractions, restaurants, experiences, and operators.

Discover Surrey's goal is to increase awareness of tourism opportunities in Surrey and increase overnight visitors to the city. We work to promote Surrey's partners and products to ensure we're providing a full, authentic story.

Source of Funding?

Discover Surrey and the Tourism Event Marketing Grant program is funded through the Municipal & Regional District Tax (MRDT), which is a tax applied to guests staying at local Surrey hotels, motels, and short-term rentals (i.e., AirBnB). The purpose of the MRDT is to raise revenue for tourism marketing, programs, and projects. The MRDT is jointly administered by the Ministry of Finance, Ministry of Tourism, Arts, Culture & Sport, and Destination British Columbia.