



## PEI EVENTS INNOVATION FUND

The PEI Events Innovation Fund (PEIF) has been established by the Tourism Industry Association of PEI (TIAPEI) to support innovative festival and event development to enhance the Island's tourism industry.

As an industry-led fund, priority will be given to festivals and events with the greatest potential for return on investment for the PEI economy. Event operators are encouraged to submit their application early as funds are limited.

### ELIGIBILITY CRITERIA

Applications to the PEI Events Innovation Fund must be submitted by an incorporated non-commercial entity (such as not-for-profit organizations, local development associations, municipalities and their agencies, business or technology institutes, industry/sector association, economic development associations, etc.) located within Prince Edward Island.

Partnerships between non-profit and for-profit entities are permitted to submit a joint project with the non-profit being the lead applicant, responsible for financial commitments and reporting. The partnered event shall be non-commercial in nature. The end beneficiary of investment shall be the tourism community at large.

Program contributions to any one festival or event is a minimum of \$7,500 to a maximum of \$125,000. Organizations who support more than one event may submit a separate application for each unique event.

Priority will be given to in-person events that generate significant visitation or brand development for PEI as a desirable destination. The PEI Events Innovation Fund does not fund community festivals or religious celebrations. Festivals and Events must take place before February 28, 2023.

### APPLICATION DEADLINES

There will be three (3) intakes to the PEI Events Innovation Fund. Events with larger budgets or longer lead times are encouraged to submit their proposals as soon as possible as the PEI Events Innovation Fund has limited resources available.

#### Application Deadlines

Spring intake	March 22, 2022	Events taking place before May 31, 2022
Summer intake	May 15, 2022	Events taking place before September 31, 2022
Fall / Winter intake	August 1, 2022	Events taking place before February 15, 2023

The PEI Events Innovation Fund review committee as appointed by TIAPEI will meet within two weeks of each intake deadline. Applicants will receive notification of recommendation within 5 business days following review committee meeting.

Please direct any inquiries to: **Kim Doyle, Industry Engagement & Communications Officer**  
**Tourism Industry Association of PEI**  
**[kdoyle@tiapei.pe.ca](mailto:kdoyle@tiapei.pe.ca)**  
**902-566-5008**





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## PROPOSAL REQUIREMENTS

The PEI Events Innovation Fund is seeking to support products that are innovative, scalable into the future and authentically Prince Edward Island.

Applicants should demonstrate the organization's capacity and experience in organizing events. Submissions should provide a clear overview of the event, schedule, staffing, utilization of local suppliers, and anticipated impact to the Prince Edward Island economy.

### Proposal Format & Checklist

#### Section 1 – Organizational Information

- Organization Information
- Non-profit status / partner organizations if applicable
- Mailing address
- Primary Contact including title, phone number and email address
- Organization capacity and experience in producing events of similar calibre

#### Section 2 – Event Information

- Name of event
- Dates of event
- Location of event (note any locations requiring Impact Assessment such as waterways, protected lands, etc.)
- New event or modification to existing event. If existing, state how many years the festival has existed
- Event website
- Event social media
- Event description: overview of activities, schedule, staffing, utilization of local suppliers and target market
- Amount requested

#### Section 3 – Alignment with PEI Events Innovation Fund Priorities

*Applications should address how the proposed activities align with the following key criteria:*

- Innovation** – Discuss how the festival or event will be innovative. This could include a new concept, a new twist on an existing festival or event or a new opportunity to promote the unique tourism attributes of an area within PEI. Highlight the use of any technology, formats, structure or engagement with attendees that might be unique or different.
- Product Opportunity** - Detail how the festival or event addresses a known demand and will fill a gap in programming either from a product or timing perspective. While visitation scenarios in 2022 may be uncertain at the time of application, discuss how the festival or event has the potential for growth as tourism recovers. Outline marketing plan including off-Island tactics, marketing partnerships and anticipated off-Island travel.





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- Community Development** – In this section, highlight how the festival or event will support a ‘cluster’ of tourism activity. Highlight benefits to other tourism operators in the area, including potential packaging or cross promotion opportunities and estimated room nights sold. Provide an overview of economic, cultural and social impacts including how the event or festival will support Island artists and products.
- Partners**–Address any supporting partners or clustering for the festival or event. This may include funding partners, sponsors, delivery partners or regional tourism stakeholders. Provide a brief explanation of their role in the festival or event. If the proposed project is a partnership between a non-profit and a commercial entity, outline the roles and responsibilities of each participating partner.
- Measurement of Success** – Outline measurable goals of the event such as attendance, ticket sales, visitation, off-Island participation, room nights sold, packages sold, email subscriptions, product sales, high yield visitors, etc.

When evaluating proposals, **priority** will be given to proposed activities that:

- Align to primary travel motivators in Atlantic Canada including culinary, culture, heritage, outdoor activities and coastal experiences.
- Align with one or more PEI tourism priorities as identified in PEI’s 2022-2023 Strategy, [“Charting the Course of Tourism in PEI for the Next Two Years.”](#)
- Align with applicable Regional Tourism Association or Destination Marketing Organization priorities.
- Generate incremental off-Island visitation to Prince Edward Island

### Section 4 – Event Budget

A detailed event budget outlining revenue and expenses along with amount requested from the PEI Events Innovation Fund (PEIF) must be included with each application. Note: applicant must identify a minimum of 50% of project expenses from other sources.

Proposals should be submitted to Kim Doyle, [kdoyle@tiapei.pe.ca](mailto:kdoyle@tiapei.pe.ca) in PDF format prior to 4:00pm ADT on the intake deadline.

### CONTRIBUTIONS AND REPORTING

Contribution from the PEI Events Innovation Fund shall not exceed 50% of eligible expenses. Successful applicants will receive a letter of offer detailing responsibilities of the applicant to access the approved funds. Up to 75% of approved funding may be released upon signing of contribution agreement between the applicant and TIAPEI.

The balance will be issued upon receipt of satisfactory final activity and financial report outlining the impact of the event on the economy, culture and social fabric of Prince Edward Island. The final activity report must include an overview of the event, local suppliers used, alignment with tourism priorities, marketing reach and attendance, noting the breakdown from



on-Island and off-Island attendees including estimated room nights sold. Full details of reporting requirements are outlined in each proponent's letter of offer.

### Events Impacted by COVID-19 Restrictions

The PEI Events Innovation Fund is designed to support organizations' development of impactful festivals and events with potential for growth and attracting high yield markets. While we are still in a pandemic some events may continue to be negatively impacted by outbreaks and public health guidelines. Events are encouraged to postpone to a future date however, this is not always possible. Significantly impacted and cancelled events may submit a claim of eligible expenses incurred. A final activity and financial report including copies of contracts and paid invoices will be required in these situations. Total contribution shall not exceed 50% of eligible expenses.

### Overpayment

If for any reason the amount of contribution disbursed exceeds the amount to which the recipient is entitled, the recipient organization shall be required to repay the overpayment amount within thirty (30) days of receiving notice of the overpayment.

## CONSENT

By applying to the PEI Events Innovation Fund, the Applicant Business/Organization declares and acknowledges that:

- The information provided is accurate,
- An audit may be conducted by the Government of Canada or any of its agents to ascertain the veracity of this attestation and the eligibility of the applicant under the program,
- The business/organization will provide TIAPEI with required financial information related to the proposed project,
- Application does not constitute a commitment from TIAPEI or the Government of Canada,
- The Project is not a "designated project" as defined in the Impact Assessment Act, S.C. 2019, c.28, s. 1 (IAA) and that an impact assessment (IA) or a determination under section 82 of IAA, are not required for the Project,
- The terms and conditions of any financing which may be authorized will be set forth in a Letter of Offer, for agreement and acceptance by the Applicant Business/Organization.
- You are granting TIAPEI access to personal information under the Personal Information Protection and Electronic Documents Act (PIPEDA). This information will be protected and used in conformity with PIPEDA and the Privacy Act. Under these Acts, each Recipient has access to their personal information and has the right to demand any modification. This information will be maintained by TIAPEI.
- Authorize TIAPEI, its officials, employees, agents, and contractors to make enquiries of such persons, firms, corporations, federal, provincial and municipal government departments/ agencies, and non-profit, economic development, or other organizations as may be appropriate, and to collect and share information with them, as TIAPEI deems necessary in order to assess this application, to administer and monitor the implementation of the subject project and to evaluate the results of the project and related programs.
- Consent to TIAPEI collecting and using the information referred to above, and to its disclosure to the organizations referred above and any person with whom you have or propose to have financial relations.