



**Tourism Industry
Association of
Prince Edward Island**

25 Queen Street, 3rd Floor
Charlottetown, PE, C1A 4A2



www.tiapei.pe.ca



1-902-566-5008



Reanimate our Island Fund

- A TIAPEI Initiative -

PROGRAM INTRODUCTION

The Reanimate our Island Fund (ROI) has been established by the Tourism Industry Association of Prince Edward Island (TIAPEI) to support events that benefit local businesses and communities across the Island. Funds shall support non-commercial event initiatives to reanimate main streets, and encourage more vibrant downtowns and neighbourhoods, by increasing activity and traffic in those areas.

The Reanimate our Island Fund (ROI) is supported by the Rediscover Main Streets (RMS) initiative of the Atlantic Canada Opportunities Agency (ACOA). 'Main Street' is defined as an area located in a central business district, which includes retail shops, restaurants, corner stores, social enterprises, etc., as well as businesses of strategic importance to a community, in both a rural and an urban context.

Non-profit organizations are encouraged to develop inspired ideas outside of what they already offer to encourage locals and visitors to enjoy their downtowns and communities. Activation of new events and activities, and amplification of existing projects are eligible until February 28, 2023. Applicants shall be accepted until 4:00pm ADT on Friday, June 3, 2022.

PROGRAM INFORMATION

Eligibility Criteria

Applications to the Reanimate our Island 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.



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Increasing traffic to the community core is important. Businesses, such as retail shops, restaurants, and businesses of strategic importance to the community have all felt the negative impacts of the pandemic. Applications that target those impacted businesses will be priorities.

Successful applicants will aim to entice Atlantic Canadians to explore their provinces on a local and regional level help build an inclusive economy through projects that support under-represented groups and take into consideration their unique challenges.

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 community at large.

Program contributions to any one project is a minimum of \$3,000 to a maximum of \$30,000. Contributions shall not exceed 50% of eligible project expenses. No portion of HST shall be deemed an eligible expense. Organizations who support more than one event or activity may submit a separate application for each unique project. Applications can include infrastructure tied to an event or activity. All projects must take place before February 28, 2023.

Eligible Activities

The Reanimate our Island Fund will provide support for community impact events, activities and projects involving:

Activation: Development of new events and local experiences to activate and animate the downtown cores and community main streets. This can include projects that encourage community participation in new events and activities and bring much-needed consumers to our local businesses.

Amplification: Scaling of existing events, adaptation of products, product clustering, diversification, and innovation to existing event offerings. Projects can include those that amplify and/or reanimate existing events and activities to support traffic to local businesses.

Marketing and Promotion: Building awareness, promotional marketing activities, packaging and signage. Projects include those that help promote reanimating downtowns and main streets.



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Partnership and collaboration:

Organizations are highly encouraged to leverage resources by fostering partnerships and by demonstrating economies of scale.

APPLICATION PROCESS

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 respective community.

Process and Timelines

The Reanimate our Island Fund aims to have projects kick-off in time for the summer season. The deadline for applications shall be June 3, 2022. The Reanimate our Island Fund review committee as appointed by TIAPEI will meet within two weeks of each intake deadline.

Application Submission

Applications for the Reanimate our Island Fund will be accepted in Adobe Acrobat PDF format until 4:00pm ADT on intake date via email kdoyle@tiapei.pe.ca.

Please direct any inquiries to:

Kim Doyle

Industry Engagement & Communications Officer

Tourism Industry Association of PEI

kdoyle@tiapei.pe.ca

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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 – Project Information

- Name of project
- Operational dates
- Location (note any locations requiring Impact Assessment such as waterways, protected lands, etc.)
- Website
- Social media
- Partnership structure if non-profit partnering with private sector
- Funding amount requested
- Detailed description of activities
- Summary of alignment & benefits to the community:
 - Describe how project meets objectives of ROI
 - Outline measurable socio-economic benefits to the community such as attendance, community engagement, local business impact, etc.

Section 3 – Event Budget

A detailed event budget outlining revenue and expenses along with amount requested from the Reanimate our Island Fund (ROI) must be included with each application. Grants shall range from \$3,000 to \$30,000 representing a maximum of 50% of project. Note: Applicant must identify a minimum of 50% of project expenses from other sources. No amount of HST shall be deemed an eligible expense. Projects must be completed by February 28, 2023.

Example:

Event budget \$20,000 may be eligible for up to \$10,000 in ROI contribution. Applicant must identify sources for the remaining \$10,000.

CONTRIBUTIONS & REPORTING

Contribution from the Reanimate our Island Fund shall not exceed 50% of eligible expenses. Successful applicants will receive a letter of offer detailing responsibilities of the applicant to



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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 community. The final activity report must include an overview of the event, local suppliers used, alignment with ROI priorities and impact on the local community. Full details of reporting requirements are outlined in each proponent's letter of offer.

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 Reanimate our Island Fund, the Applicant Business/Organization/Partners declare(s) 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.