

# PRINCE EDWARD ISLAND ACADIAN AND FRANCOPHONE TOURISM DEVELOPMENT PROGRAM

The implementation of this financial assistance program for the promotion and development of the Acadian and Francophone tourism product on P.E.I. was made possible through the Canada-Prince Edward Island General Agreement on the Promotion of Official Languages. All promotion and development projects shall be accompanied by a detailed plan of action on the measures to be taken 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 will provide financial assistance to non-profit community tourism groups to encourage the development of unique and innovative concepts to keep visitors longer in our communities, ex. packages, kits, posters, brochures, ads, rentals, Web pages, memberships.

### Component 2: Assistance for festivals and tourism product/ experiences

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

## DEADLINE

Applications will be considered by the Program Management Committee during a meeting scheduled for April 2007.

- All applications must be received and/or postmarked **no later than March 1, 2007.**
- Projects submitted must be completed between **April 1, 2007 and April 1, 2008.**

**Four** copies of the completed application forms must be sent to:

**Melody Gay - Tourism Development Officer**  
PO Box 2000  
Charlottetown, PE C1A 7N8

Project Title

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Name of applicant

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Mailing Address

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Event Location

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Contact for the application

Name of Contact

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Telephone(     )                      Fax(     )

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E-Mail

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Web site address

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Organization

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Registration Number

(If applicable)

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Regional Tourism Association of which organization is a member of:

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## Name and title of officials

Pres

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Vice Pres

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Secretary

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Treasurer

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## PROGRAM

### Please check appropriate component

\_\_\_\_\_ Component 1: Advertising Assistance

\_\_\_\_\_ Component 2: Assistance for festivals and/or tourism product

Amount Requested \$

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**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. Methods used to evaluate your project (Rationale for use of these methods).
8. Please provide any other relevant information.

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

_____	_____	_____
Name	Date	Signing Authority

**APPLICANT COMMITMENT**

Personal information on this form is collected under authority of the *PEI Freedom of Information and Protection of Privacy Act* for program administration purposes. Questions regarding the collection or use of this information can be referred to the Director of Tourism Development at 902-368-5540.

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.

For more information, contact:

**Melody Gay**  
**Tourism PEI**  
**P.O. Box 2000**  
**Charlottetown, PE**  
**C1A 7N8**  
**Telephone: (902) 368-6137**