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Page 2: Business Information

Q1

New Events

Project Application Category

Q2

Project Name

Great Big Music Festival

Q3

Name of Business

Legal Name

The Great Events Company

Operating Name

Great Events Co.

Q4

Business Address

Street address

123 Main Street

City/Town

Brockville

Province

Ontario

Postal Code

K0K 1K1

Country

ca

Q5

Brockville

Sub-region/Destination

Q6

Business Website

www.greateventscompany.ca/example

Q7

Contact Person

First name	John
Last name	Smith
Title	CEO

Q8

Contact Person Telephone Number

Phone number **+1 613 111 1111**

Q9

Contact Person E-mail Address

Email address **john.smith@greateventscompany.ca**

Q10 Date (MM/DD/YYYY) **02/16/2024**

Date of Submission

Q11

Please indicate any past projects your business has undertaken that have been supported through the RTO 9 Partnership Fund and the year of completion:

None.

Q12

Answer here:

Objectives & Goals:

The Great Events Company is putting on a two-day music festival in Hardy Park in Brockville, Ontario on August 30th & 31st, 2024 called "The Great Big Music Festival". This music festival will feature a mix of bigger Canadian artists and local up and coming artists to offer a diversity in performances throughout the two-day line-up. Our objective with this project is to provide an annual live music event to the area, increase visitation and encourage overnight stays for our partners, and to increase visibility for Brockville as a great place to visit. For our first year of operation, we are setting a goal of 1,200 tickets sold for the two-day festival, with at least 800 of the guests coming from at least 40km away. We also have a goal of partnering with at least 25 local vendors to provide food services, beverages and merchandise purchasing opportunities for guests while visiting the festival. This event will increase brand exposure for the Great Events Company and showcase our business for hire as an event organizer and management company. This event will be the first of its kind in the Brockville area.

Stages & Milestones:

This project began with market research to determine the demand for this type of event in Brockville, and an event planning session with staff to allocate resources and tasks. Then we moved on to securing the venue and artists to perform at the event to ensure that we have an established lineup and confirmed location to hold the event. Next, it will be crucial that we reach out to community partners and businesses to establish packages, garner support, and confirm their involvement with the event. Once we have confirmed that all the main components of the event have been secured, we will begin advertising for the event and opening up ticket sales to provide guests with enough lead time to make plans for their visit to the area. This is also an ideal time to see attendance numbers and to ensure we have enough security, medical staff and outhouses rented to ensure crowd comfort and safety throughout the event. Venue set up will begin a few days out of the event, and on-the-ground staff will be available each day to ensure everything goes smoothly. After the event execution on August 30th & 31st, we will hold a post-event evaluation to see what went well throughout the project, what could be improved for next year, and where the event can be grown.

Q13

Answer here:

- Sell 1,200 tickets (with 800 tickets sales coming from 40+km away).

We will utilize an online platform for ticket sales to allow guests from across Ontario to purchase festival passes. The platform will collect postal codes as part of the registration process which will allow us to determine where guests are coming from.

- Partner with at least 4 local accommodations for packages.

We will approach local accommodation partners to create accommodation and restaurant packages with festival tickets to encourage overnight visitation to the area. These will be offered as an additional option on the ticket sales so we can determine the success of the packages.

- 10% increase in website traffic.

We will use Google Analytics on our website to benchmark website traffic before event advertising. We will then utilize Facebook/Instagram and Google Ads to drive traffic to the website for ticket sales, and we will gauge our success based on the increase seen in traffic numbers through Google Analytics.

- 15% increase in newsletter subscriptions.

We will collect email addresses and add an opt-in option to our monthly newsletter upon check out for tickets to encourage guests to join our newsletter list. This will allow us to stay connected with them and advertise other events as they come up. We will utilize MailChimp for marketing purposes, and will record the subscriber numbers before and after the event.

Page 5: Project Timelines

Q14

Project Activities & Timeline for Completion for Each Activity:

Activity #1:	November 2023: Secure venue and permits.
Activity #2:	December 2023: Secure artist line up.
Activity #3:	January 2024: Community outreach to secure local vendors for food services & merchandising. Build out packages with local accommodations.
Activity #4:	April 2024: Begin advertising, open ticket sales. Hire out security, secure rental equipment, outhouses, crowd control fencing, etc.
Activity #5:	August 27-29, 2024: Venue set up.
Activity #6:	August 30-31, 2024: Event Execution.
Activity #7:	September 8, 2024: Post-event evaluation.

Page 6: Other Financial Contributions

Q15

Please list the source organization for the funding and their contributing amount below (if no other sources, please put N/A for amount #1):

Source & Amount #1: **N/A**

Page 7: Project Budget

Q16

Upload your project budget here.

2024-2025-Budget-Template-GreatEvents.docx (56.5KB)

Page 8: Project Economic Benefits

Q17

Answer here:

The project will be of great benefit to the local economy by driving visitation to the area through the two-day music festival. We will partner with at least 4 local accommodations to encourage overnight visitation from festival goers, which will in turn drive traffic to local restaurants and retail locations. We will also approach local suppliers for food services, beverages and merchandising. We will also utilize local vendors for rental equipment, and security/medical staff on-site for that day.

We anticipate this becoming an annual event for the area, with growth projected for each subsequent year through increased ticket sales, securing a larger artist line up, and increasing the number of partnering organizations. After the event we will assess what went well and what could be improved, to assist in growth of the event.

Confirmed Partner Organizations:

- Holiday Inn Brockville
 - Noble Suites
 - Hampton Inn Brockville
 - Days Inn Brockville
 - Super 8 Brockville
 - Travelodge Brockville
 - Tall Ships Landing
 - Brockville Tourism
 - Brockville BIA
 - Brockville Chamber of Commerce
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Q18

Optional for event applications: upload a Tourism Regional Economic Impact Model (TREIM) report to accompany your submission.

TREIM_greatevents.pdf (256.8KB)

Page 9: Communications Plan

Q19

Answer here:

We will be utilizing an agency, A+ Graphics Agency, who will be creating all materials for the event, and will be promoting the event through the Great Events Company Facebook/Instagram pages, as well as Google Ads and MailChimp to advertise directly to our newsletter subscribers. The Facebook/Instagram/Google ads are all targeted towards the Ottawa, Toronto and Montreal markets to draw in a larger outside audience. The RTO 9 and Ontario logo will be included on all materials used to promote the event, including the landing page for ticket sales, the newsletter, and use of the Ontario/RTO 9 hashtags on all social posts related to the event.

Media releases are planned for local papers, as well as for advertising in bigger papers in our target markets.

Page 10: Management and Support Plan

Q20

Answer here:

The Great Events Company has been in operation since 2011, providing event management for both small and major events throughout Ontario. John Smith has over 25 years of experience in event management and human resource management. He leads a team of 4 dedicated individuals who cover accounting, marketing, administration, and community relations. All individuals will be working on the planning and execution of the project.

We will also be working with A+ Graphics Agency who are specialists in graphic design and digital advertising, they will be handling all advertising campaigns associated with the event.

The Great Events Company has a local lawyer available to consult and offer legal advice throughout the project.

Q21

Letter of support from project partner or community organization.

Example%20Letter%20of%20Support.docx (13.3KB)

Q22

Letter of support from project partner or community organization.

Example%20Letter%20of%20Support.docx (13.3KB)

Q23

Letter of support from project partner or community organization.

Example%20Letter%20of%20Support.docx (13.3KB)

Page 11: Supporting Documentation

Q24

Please provide one of the following: Proof of Not-For-Profit status, Proof of Corporate Status with legal operating name, CRA Business Number (BN), Certificate of Indian Status Registry Number, or Métis Registry Number.

Corporate%20Status_GreatEventsCo.pdf (70KB)

Q25

Letter of Support from DMO/DMP/DMMO.

DMO-DMP%20Letter%20of%20Support.docx (13.1KB)

Page 12: Final Checklist

Q26

Please ensure that you have submitted, and are aware of, the following:

Proof of Not-For-Profit Status, Proof of Corporate Status with Legal Operating Name, Certificate of Indian Status Registry Number, or Metis Registry Number.

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Letter of Support from your local DMO/DMP.,

Project budget showing eligible expenses and the 50% contribution split with the RTO 9.

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IF YOU ARE APPROVED FOR FUNDING: Commercial general liability insurance of \$2M.

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IF YOU ARE APPROVED FOR FUNDING: use of the RTO 9 and Ontario logos recognizing support.

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All sections of the application have been completed fully.
