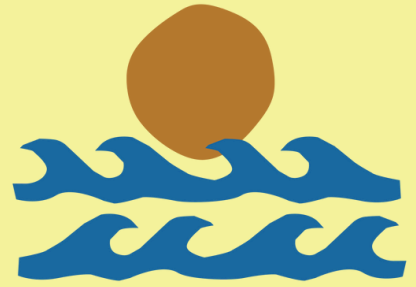


2026 EVENTS & EXPERIENCES FUND



**APPLICATIONS NOW
LIVE**

TOURISM
UCLUELET
DISCOVERUCLUELET.COM

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1. PROGRAM OVERVIEW

The 2025 Tourism Ucluelet Events & Experiences Fund aims to support innovative projects that attract visitors, particularly during the shoulder-season, and enhance the community's sustainability goals. The fund encourages events and experiences that align with Ucluelet's focus on sustainability, regenerative tourism, and fostering a strong connection to place.

Key qualifiers for this funding:

- The proposed event or experience is visitor-facing.
- The applicant is a registered stakeholder of Tourism Ucluelet.
- The applicant can demonstrate that the event will contribute economic, social,
- cultural, and environmental benefits to the Ucluelet region and its residents.



We will prioritize initiatives that:

- Aim to increase shoulder-season visitation or length of stay.
- Demonstrate sustainable environmental practices or qualify as regenerative tourism.
- Are Indigenous-led.
- Develop rainy-day experiences and unique offerings that complement Ucluelet's identity

2. PROGRAM GOALS

The Events & Experiences Fund seeks to:

- Increase shoulder-season visitation, length of stay, and repeat trips to Ucluelet.
- Support sustainability-focused initiatives and eco-friendly practices.
- Promote community connection through innovative and culturally significant projects.
- Align funded activities with Ucluelet's Tourism Master Plan.
- Diversify Ucluelet's experience offerings.
- Ensure that tourism contributes meaningfully to the local economy while benefiting the region's social, cultural, and environmental well-being.
- Encourage collaboration and partnerships to enhance the visitor experience.

3. ELIGIBLE APPLICANTS

- Be a tourism-related business, non-profit organization, or Indigenous organization
- Be a registered stakeholder with Tourism Ucluelet (registration is free)
- Propose a project that directly supports Ucluelet's tourism goals
- Deliver the event or experience within Ucluelet's municipal boundaries or surrounding areas and demonstrate clear local benefit

4. ELIGIBLE USE OF FUNDS

- Out-of-region marketing targeting BC, Alberta, and Washington State
- Digital advertising, traditional advertising, and marketing collateral
- Content creation (photography, video production, written content)
- Promotion of new initiatives or brand development
- Event hosting costs unrelated to infrastructure (e.g., catering, speaker fees)
- Directional signage (e.g., flags, banners, sandwich boards)

5. INELIGIBLE USE OF FUNDS

- General administrative costs (e.g., salaries, rent)
- Operational costs or general travel expenses
- Projects that have already been completed
- Training, construction materials, or software purchases
- Note: Fundraising events that otherwise meet all program goals and eligibility requirements may be considered for funding.

6. DEFINITIONS

- **Events / Festivals:** Public-facing, ticketed or drop-in events open to residents and visitors.
- **Experiences:** Visitor-facing products or initiatives that enhance the visitor experience, including guided tours, self-guided activities, or vacation packages involving a minimum of three (3) stakeholders.



7. TOURISM UCLUELET IN-KIND SUPPORT

- Social media promotion.
- A dedicated event listing on the
- Tourism Ucluelet website.
- Inclusion in the consumer newsletter.
- Visitor Centre promotion (posters, brochures).
- Optional local radio promotion

8. FUNDING OVERVIEW

- Maximum funding per applicant: \$7,000
- Approved funding must be spent by December 31, 2026, unless otherwise approved

9. APPLICATION TIMELINE

The Events & Experiences Fund operates on a structured rolling intake aligned with the Tourism Ucluelet Board governance calendar. This approach provides predictability for applicants while reducing administrative burden.

2026 Intake Windows

Early / Priority Intake (Winter & Early Spring Programming)

- Application Deadline: February 11, 2026
- Board Review: February 18, 2026

Intended for late-winter and early-spring initiatives or projects requiring early funding approval.

Primary Intake (Spring, Summer & Shoulder Season Programming)

- Application Deadline: March 4, 2026
- Board Review: March 18, 2026

This is the primary intake window intended to cover the majority of annual events and experiences.

Contingency Intake (Fall & Winter Programming – Subject to Available Funds)

- Application Deadline: First Wednesday of September 2026
- Board Review: September 16, 2026

This intake will only open if funds remain available.

Important Notes:

- Applications must be submitted by the stated deadlines to be considered for the corresponding Board meeting
- Applicants are strongly encouraged to apply as early as possible
- Late or incomplete applications may be deferred to a later intake window

10. APPLICATION SUBMISSION

- Applications must be submitted via email to: community@discoverucluelet.com
- Applicants will receive confirmation of receipt via email

11. EVALUATION PROCESS

Applications are evaluated by the Events & Experiences Fund Committee, with final approval by the Tourism Ucluelet Board of Directors

Applications are assessed using a weighted evaluation rubric based on:

1. Potential to increase off-season or overnight visitation, length of stay, and repeat travel (35%)
2. Incorporation of sustainable or regenerative practices (30%)
3. Clarity and effectiveness of tactics and delivery approach (15%)
4. Originality and innovation of the event or experience (10%)
5. Evidence of partnership and collaboration (10%)

12. FUNDING

NOTIFICATIONS

Applicants will be notified of funding decisions within two (2) weeks of the Board meeting at which their application was reviewed.

- Notification outcomes include:
- Full approval
- Partial approval
- Denial

13. FUNDING

DISPURSEMENT

- Approved funding will be:
- Issued as a single lump-sum payment following:
- Board approval
- Signed funding agreement
- Submission of required insurance documentation (where applicable)

14. SUCCESSFUL APPLICANT REQUIREMENTS

Successful applicants must:

- Sign a funding agreement with Tourism Ucluelet
- Provide proof of liability insurance with a minimum of \$2,000,000 coverage naming Tourism Ucluelet as an additional insured
- Include the Tourism Ucluelet logo and link on all promotional materials
- Use the hashtag #discoverucluelet in social media campaigns
- Grant Tourism Ucluelet rights to use photo and video assets created through funded activities

15. REPORTING & PERFORMANCE MEASURES

All funded recipients are required to complete a post-event report, including:

- Attendance and participation metrics
- Marketing and outreach performance
- Financial summary with receipts
- Economic impact indicators
- Sustainability and community benefit reporting

Upon receiving a notification of approval, successful applicants will be provided with a personalized digital folder containing all required reporting templates, funding agreements, and supporting documents. This folder will serve as the primary portal for submitting post-event reporting materials, including financial documentation and post-event photos.

Failure to submit required reporting may affect eligibility for future funding.

THANK YOU FOR YOUR INTEREST AND SUBMISSION!



QUESTIONS & SUPPORT

For questions or support related to the Events & Experiences Fund, please contact:

Nick Curry (he/him) Tourism Development Specialist

Tourism Ucluelet

community@discoverucluelet.com

250 Main Street #1, Ucluelet, BC

Tourism Ucluelet is honored to operate on the traditional territory of the Yuuʔuʔiʔath – Ucluelet First Nation. We recognize that they have been the caretakers of this land since time immemorial and Yuuʔuʔiʔath have deep ancestral and contemporary connections to this geographical area.