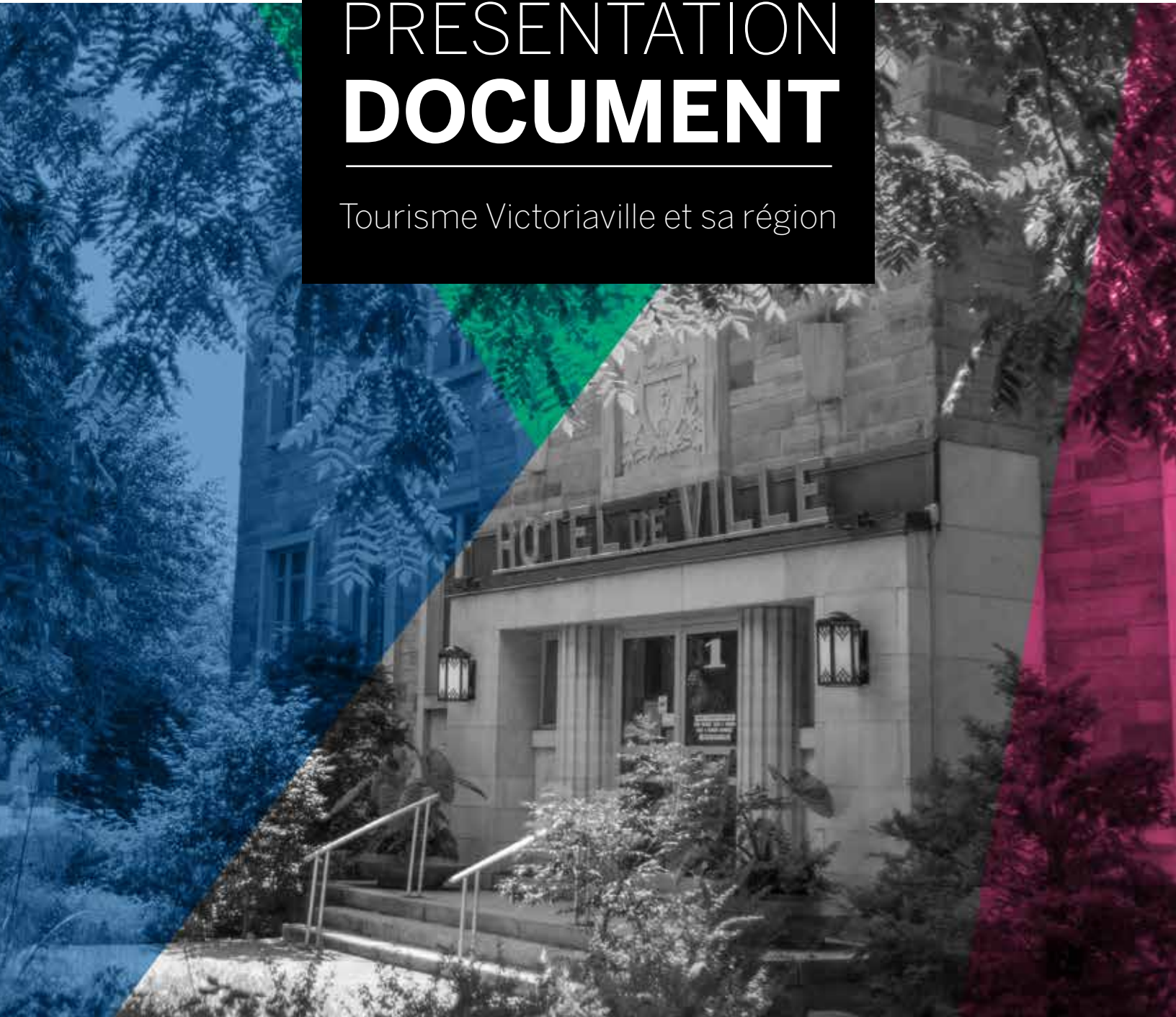




Destination
Victoriaville
Fonds dédiés aux congrès et événements

PRESENTATION
DOCUMENT

Tourisme Victoriaville et sa région



GOAL

The funds destined for congresses and touristic events was created to attract new congresses and events and to promote Victoriaville and its area.

OBJECTIVES

- Increasing the number of overnight stays in Victoriaville hotels;
- Promoting Victoriaville and its area.

MEANS

- Providing financial and technical support for congresses and events organizers.

ELIGIBLE ORGANIZATIONS



Public or private organizations,
profit or non-profit making



People or committees duly
recognized or supported and
deemed eligible according to
Destination Victoriaville committee.

THE NATURE OF THE FINANCIAL AND TECHNICAL SUPPORT

Financial support may be granted in the form of cash grants, coordination resources or any alternative deemed acceptable by the Destination Victoriaville committee.

ADMISSIBILITY CRITEREA

The congress or event must be held in Victoriaville for the first time or must not have been held there for the last 10 years;

A congress or event for which a contract guarantees the renewal of its activities could receive financial support for each of its events, for a maximum of 3 years;

It must generates a minimum of 175 overnight stays in commercial hotels in Victoriaville (e.g. 35 rooms x 5 nights = 175 overnight stays);

The planned overnight stays and the follow-up measures must be analyzed as realistically as possible;

The promoter must fill the form;

The financial support application must be addressed to Destination Victoriaville before confirmation of the congress or event;

There must be an organization or an organizing committee and a project timetable.

INELIGIBLE CONGRESS AND EVENTS

Congresses and events that do not fit with the funds goal, objectives and criteria.

ADMISSIBLE EXPENSES

- Payment of fees, professional fees and other expenses incurred by the organization related to the congress or the event;
- Acquisition or rental costs related to the congress or the event;
- Advertising costs related to the congress or the event.

NON-ADMISSIBLE EXPENSES

- Operating expenses related to the organization normal functioning, the payment of regular employees' salary, debts or future loans;
- The acquisition or rental of equipment not related to the congress or the event.



EVALUATION CRITERIA

Those criteria will be considered for the evaluation; without being all necessary

The number of overnight stays;

The regional, provincial, national and international nature;

The visibility and the media coverage;

The feasibility and realism of the congress or the event;

The access to historical or factual data;

The quality of the organization, the planning, the activities;

The assistance provided directly by Victoriaville city.

PROJECTS ANALYZE

Eligible applications will be analyzed by the evaluation committee who will, on the basis of the defined criteria, determine the admissibility of the application and establish the financial support value between 1 500 \$ and 15 000 \$;

The evaluation committee will make its recommendation to Destination Victoriaville for final approval.

FINANCIAL SUPPORT VALUE

The financial support will be based on the amount available, the project quality, the submitted budget and the eligible expenses;

When the financial support is granted, the fact of cashing the check corresponding to the financial support will be considered a commitment to carry out the planned congress or event.



OBLIGATIONS OF THE ORGANIZATION

Carry out the project for which the organization received financial support from Destination Victoriaville;

Acknowledge Destination Victoriaville contribution in whatever medium used by the organization: advertisement, press conference, report, publication, poster, flyer, program, etc.

Comply with the conditions if use of the grant, if applicable;

Inform promptly and get approval by the Destination Victoriaville representative and the head of the dedicated funds of any changes to the objectives, schedule or any other aspect of the project for which a financial support was granted;

If there is failure to comply with the conditions, the organization shall reimburse part of or the entire amount awarded. Performance measures will be determined in the agreement and following the congress or the event.

In order to validate the achievement of the minimum number of room, you have to make sure that your hotel is advised to count up all the booking related to your event. You should also inform your participants to clearly identify the name of your event in their room reservation.



APPLICATION PROCEDURE

The organization who wants to apply must

FILL OUT THE FORM PROVIDED FOR THAT PURPOSE

PROVIDE

- A resolution of the board or the committee;
- A letter of commitment from the partners, if applicable;
- Any other document supporting the project: program, visual documentation, quotations, etc.

To be subject to evaluation, the documents must be complete, understandable and based on accurate data. Otherwise, the applicant will need to make the rectifications in the allotted time, if necessary.

Unless in exceptional circumstances, an approximate period of 30 days should be allowed between the application and the decision announcement.



The financial support application form is available on the website of Tourisme Victoriaville et sa région www.tourismeregionvictoriaville.com or in hard copy et Tourisme Victoriaville et sa région.

THE APPLICATION MUST BE SENT TO



Marilyne Allaire
Tourisme Victoriaville et sa région
Destination Victoriaville
819 758-9451 # 423
mallaire@cdevr.ca



747, boulevard Pierre-Roux Est, Victoriaville (Québec) G6T 1S7



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