



Version 1.2 [May 2023]

DAUPHIN ADVENTURE FUND

Introduction

Starting in 2023, as recommended by the Accommodation Tax Sub-Committee of the Dauphin Economic Development Committee, the Dauphin Adventure Fund will provide financial assistance for hosting events in Dauphin. The Dauphin Adventure Fund will use a portion of the Economic Development & Tourism reserve on an annual basis. Its goal is to stimulate the local tourism economy, promote overnight stay and build community capacity in various ways, such as volunteerism, sports development, healthy living, and community engagement. For 2023 we propose to allocate \$40,000 towards the fund.

What is the Adventure Fund?

Hosting an event can be expensive or require up-front spending to secure a bid or promote the event. But hosting events in our community also has a great positive economic impact and are an important part of our tourism strategy (and our rural Manitoba city has demonstrated that we are pretty good at it!). Through the Dauphin Adventure Fund, financial assistance may be available to non-profit local organizations in the development, operation, and hosting of regional, provincial, national, or international events held within the City of Dauphin, and/or the RM of Dauphin's designated event, recreation, and sports location.

Funding amounts will be determined by the Sports-Tourism Sub-Committee of the Dauphin Economic Development Committee and approved by the Economic Development Manager. Funding requests over \$5,000 will require approval from City Council. We highly recommend that you contact the Marketing Coordinator or the Economic Development Manager before submitting your application to discuss the scope of your proposed event, event date, and other details. The City's Economic Development staff may be able to provide you with resources to enhance your project proposal.

Eligibility Criteria

- Only non-profit and community organizations are eligible for financial assistance through the Dauphin Adventure Fund, although requests from other organizations such as for-profit businesses may be considered depending on the uniqueness and scope of the event.
- Limit of one (1) application per organization per event
- Sporting events must be a minimum of two (2) days in duration or 1-day events with demonstrated overnight stays.
- A demonstrated intent from the organizers that at least one-third of the participants or spectators are staying overnight in the Dauphin area accommodations for a minimum of one (1) night. Some exceptions may apply.
- Applications can be made for new or recurring (* recurring events must demonstrate growth or introduction of new elements) events, sport meetings, cultural/art events, and conventions.

- Competitions must be open to spectators from the general public.
- Applications can be made for the following:
 - Tournaments (regional, provincial, national, international)
 - Festivals and competitions (music, art, sports, etc.)
 - Annual General Meetings (provincial, national, international)
 - Sport related meetings and summits
 - Training (officials, volunteers, etc.)
 - Local homegrown events with a regional focus
 - Conferences
- The events take place within proximity of the City of Dauphin, with overnight stays in the Dauphin area.

What we are looking for

The selection committee will consider the following criteria when evaluating an application to the Dauphin Adventure Fund:

1. Economic Impact
 - a. # of participants
 - b. # of spectators
 - c. # of hotel/motel room night stays
 - d. % of participants or spectators who reside outside the Dauphin area
2. Community Fit
 - a. Facilities capacity and use
 - b. Alignment with City of Dauphin objectives & plans
3. The event will meet minimum visitor experience standards:
 - a. Washrooms
 - b. Parking
 - c. Signage
 - d. Safety station if required.
 - e. Volunteer Training
 - f. Liability insurance
 - g. Inclement weather plans
4. Legacy
 - a. Potential leverage current available events for future events
5. Impact on local sports development
 - a. Increase sport profile.
 - b. Grow coaching, officials, and volunteer capacity.
6. Impact on local Culture and Arts Developments
 - a. Increase profile of Dauphin cultural diversity and background
 - b. Provide opportunities for art development and artists.
7. Social Impact
 - a. Engagement of local participants and spectators
 - b. We encourage events that promote inclusivity and acceptance of all backgrounds, race, gender or identity.
8. Events Resume
 - a. How an event impacts the event resume and profile of City of Dauphin

Eligible Expenses

The following expenses are eligible for financial assistance through the Dauphin Adventure Fund:

- Expenses directly related to bid preparations and presentation for hosting an event.
- Bond or holding fees required to secure an event upon acceptance of a successful bid.
- Design and development of new and existing events
- Facility rental fees
- Organization development & training/education including but not limited to, coaches, officials, volunteers.
- Purchase of equipment required to host the event.
- Expenses associated directly with the delivery or marketing of the event.
- Expenses associated with growing an existing event.
- Event research
- Economic impact studies

Ineligible expenses

- Non-profit overhead expenses (such as finance charges, utilities & rent)
- Salaries
- Gifts
- Equipment purchases not related to the event (such as office equipment).

Additional information

- Applications to the fund are accepted year-round and reviewed by the Sports-Tourism Subcommittee.
- The minimum review time is 30 days.
- Applications over \$5000 are subject to City of Dauphin Council approval and might be subject to City of Dauphin's Procurement and Purchasing Policy 4.2.
- The organizing committee shall submit a financial report consisting of a breakdown in actual expenses and revenues within 60 days of the end of the event. We request this to learn from this experience and gather as much background information and data as possible. A simple income statement is all we need.
- Tourism Dauphin will provide the successful applicant with a logo package for contribution recognition. By request we can provide advertisements and custom marketing materials.
- By request, and if available, Tourism Dauphin can provide the event organizers with merchandise such as water bottles and sunglasses to promote the Dauphin *Place Brand, Dauphin, Adventure From Here On Out!*