

Destination Events Support Fund

Applicant Guide | 2025-2026

Updated: July 2025

NOTE: This guide is a living document which will continue to be updated and refined as the program is implemented.

Program Overview

Tourism Kamloops is committed to elevating Kamloops as an attractive, year-round destination by investing in strategies that focus on off-peak visitation. We are seeking proposals from businesses and organizations who want to develop destination events in Kamloops between October and April.

Program Goals

- Generate incremental visitation and overnight stays in October, November, December, January, February, March & April.
- Develop the destination in off-peak months by creating events that enhance perception, increase awareness, and stimulate advocacy for Kamloops in key markets (social media & word-of-mouth)
- Enhance resident sentiment
- Increase net promoter score

Criteria for Proposed Events

- Event(s) must take place in October, November, December, January, February, March or April
- Event(s) must be inaugural, or a significant expansion of an existing event - priority will be given to inaugural events
- Event(s) must take place within 30km of the City of Kamloops
- Event(s) must deliver at least 100 room nights per day of the event
- Event(s) can be ticketed or free but must be accessible to the general public
- Events(s) must integrate and demonstrate IDEA (Inclusion, Diversity, Equity & Accessibility) into their plan
- Tourism Kamloops funds must be allocated to paying for the following:
 - o Talent (ex: Musician, DJ, Comedian, Drag Show, etc.)
 - o Talent travel expenses
 - o Project related permits, fees and other similar charges
 - o Fees related to securing event(s)
- Proposals must demonstrate co-operative or leveraged funds contributing to the overall event budget (who are you working with to make this event happen and what is contribution – financial, in-kind, etc.)

Please Note: *This opportunity is open to tournament organizers and event producers from within and outside of Kamloops.*

Funding

Generally, funding support of up to a maximum of 50% of eligible project expenses or \$25,000*, whichever is greater, may be requested by applicants. The decision to fund all or part of an applicant's request will depend on its fit with the Destination Event Support Fund program priorities and evaluation criteria, as well as the overall demand for funds in the program.

Please Note: *The Destination Events Support Fund program is a discretionary, non-entitlement program with a limited funding allocation each year. In some instances, a project that meets all program criteria may not be approved for funding as other projects may more effectively meet the criteria. Tourism Kamloops cannot guarantee funding to all applicants, nor can we ensure that the total amount requested by successful applicants will be granted.*

**if you're thinking big and planning to bring Taylor Swift to Kamloops, please let us know as this may be up for discussion.*

Submissions

Please submit a maximum 4-page overview including:

- An overview of your business or organization including:
 - o Your capacity to plan this event
 - o Previous event planning experience and execution
- A general overview of your event idea including:
 - o How your event aligns with the program goals (outlined above)
 - o Proposed venue
 - o Event dates
 - o Event partners
- A high-level budget for your event including:
 - o Other funding sources
 - o Your funding request from Tourism Kamloops should be included in your budget and clearly state how the funds will be used
- A high-level marketing plan including:
 - o The target audience for the event
 - o Details on how you will promote the event(s)
- A plan for how you will track out of town visitors and overnight stays
- A plan for how you will build this event to be sustainable without Tourism Kamloops funding in following years
- 2+ letters of support or testimonials from previous events/projects you've planned
- Any other important information

Please note: Tourism Kamloops will consider a maximum of two applications per organization per year for the Destination Events Support Fund.

Evaluation Process

Proposals will be reviewed by an Internal Evaluation Committee including 3 Tourism Kamloops staff members, 2 Tourism Kamloops board members, 2 Tourism Kamloops marketing advisory committee members, 1 City of Kamloops representative and Tourism Kamloops Auditor. Applicants can be sure that their information will be kept secure and confidential.

Proposals will be evaluated based on their details around the support funds criteria and the details included in the submissions area above.

Proposals that fail to meet any of the requirements or are incomplete will not be considered.

Evaluation Criteria

Proposals that meet all the eligibility requirements and are complete will be scored in accordance with the scoring system set out below.

Submission Complete & Meets Criteria	5%
Proposed Event Date, Location & Timing	5%
Annual Event	10%
Alignment with Funds Goals	25%
Overnight Visitation Tracking Plan	25%
Organizational Capacity	10%
Budget & Partner Involvement	20%
TOTAL	100%

Please note: All results are final. There is no appeal of the Evaluation Committee's recommendations regarding funding allocations.

Important Information for Successful Applications

Successful applicants will be required to enter into a formal Funding Agreement with Tourism Kamloops. In addition to outlining the terms and conditions for receiving funds, the Funding Agreement will also outline any further requirements (such as support, acknowledgement, etc.) associated with the project. A sample Funding Agreement is available on request.

All successful funding recipients are also required to submit a Final Activity Report detailing how awarded funding was used, as well as an evaluation metrics grid for input into our event impact calculator. This evaluation metrics grid will be provided as part of the project Funding Agreement.

Please note: *Failure to provide a Final Activity Report can result in non-payment of the final installment of funding, and automatic ineligibility for subsequent Tourism Kamloops funding.*

Contact

Proposals should be submitted electronically to chloe@tourismkamloops.com

For any questions or clarifications, please contact:

Chloe Pasemko | Destination Events Specialist

chloe@tourismkamloops.com | 250.318.4208