



REQUEST FOR SUPPORT APPLICATION FORM

Date of Request	March 18, 2025
Organization/Group making the request	Vancouver Island Exhibition
Contact Person	Karen Streeter
Address	[Redacted] Nanaimo [Redacted]
Telephone	[Redacted]
Email Address:	kstreeter@vix.ca
Type of Support Requested (Select one)	<input checked="" type="radio"/> Letter of Support in Principle <input type="radio"/> In-Kind Contribution <input type="radio"/> Partnership <i>Note: This policy is not applicable to requests for grant funding by the City, including Permissive Tax Exemption requests, or in-kind funding for facility rentals (see Grants Policy and Guidelines for further details)</i>

IF APPLICABLE:

Name of grant or program for which you are applying:

Destination Events Program grant

Amount of Funding Requested: \$50,000+ Grant Due Date: Apr 7 - May 5, 2025

Grant Organization: Ministry of Tourism, Arts, Culture & Sport

Address: Gov. bc. ca

City: Victoria Postal Code: _____

Telephone: 778-698-0450

Please provide an executive summary or short narrative that addresses each of the points outlined in the "Council Support policy". Include a draft letter, any supporting documents or materials and a detailed list of other funding partners (if applicable).

Please submit this form, with accompanying materials, to the attention of the Corporate Officer, Legislative Services, City of Nanaimo, 455 Wallace St. Nanaimo, BC V9R 5J6, or by email to: legislative.servicesoffice@nanaimo.ca.

Respecting Your Privacy

Freedom of Information and Protection of Privacy Act (FOIPPA) – Information collected on this form is done so under the general authority of the *Community Charter* and FOIPPA, and is protected in accordance with FOIPPA. Personal information will only be used by authorized staff to fulfill the purpose for which it was originally collected, or for a use consistent with that purpose. For more information, please visit the Legislative Services Department at 455 Wallace Street, call 250-755-4405, or email foi@nanaimo.ca.

Destination Event Program - Funding Opportunity

message

Tue, Mar 18, 2025 at 8:05 AM



Destination Events Program Funding Opportunity!

Applications will be accepted from April 7, 2025, until May 5, 2025, for events occurring between June 1, 2025, until September 30, 2026.

Ministry of Tourism, Arts, Culture and Sport is launching a Destination Events Program (DEP) to support tourism, arts, culture and sport events across British Columbia.

The DEP, (updated Tourism Events Program or TEP), will provide up to \$200,000 per event to support operational expenses and to help communities host events that:

- attract overnight visitors
- create jobs
- boost local economies
- foster tourism growth

Eligible Events: Agricultural events, such as:

- fairs, rodeos and exhibitions
- festivals held on farms, orchards or vineyards

For more information about the program and how to apply go to:

[Destination Events Program website](#)

After reviewing the program outline and criteria, if you have questions email the Destination Events team at DestinationEventsProgram@gov.bc.ca

March 20, 2025

Ministry of Tourism, Arts, Culture & Sport

800 Johnson St

Victoria, BC V8W 1N3

Dear Grant Review Committee,

Re: Letter of Support for Vancouver Island Exhibition Grant Application

On behalf of the Vancouver Island Exhibition (VIEX), I am writing to express our full support for the VIEX's application for the Destination Events Program. VIEX is a long-standing and significant events that plays an essential role in our community and beyond, promoting tourism, culture and the arts on Vancouver Island.

The VIEX, which has a rich history of attracting visitors from all over British Columbia and beyond, offers an unparalleled opportunity to celebrate local agriculture, art, culture and community spirit. The exhibition's diverse programming includes agricultural showcases, live entertainment, interactive workshops and cultural presentations, making it a vital event that draws attendees year after year. With its diverse appeal, the exhibition contributes significantly to the local economy by attracting visitors, enhancing the tourism sector, supporting local businesses and drives economic growth.

By providing funding through the Destination Events Program, your ministry would help ensure that the VIEX continues to be a prominent event that attracts both regional and international visitors. The funding will assist in enhancing the event's reach, scale and programming, ensuring that the exhibition remains an inclusive, accessible and valuable event.

We strongly believe that supporting the VIEX aligns with the goals of the sectors. We are confident that this funding will allow the VIEX to continue its tradition of excellence and remain a key destination event in British Columbia.

Thank you for considering this important application.

The City of Nanaimo is proud to support this exciting initiative.

Sincerely,

LEONARD KROG, Mayor