



Comox Valley Events & Experiences Fund

2026/27 PROGRAM GUIDE

The Comox Valley Events & Experiences Fund is a program from [Experience Comox Valley](#), which is the tourism service of the [Comox Valley Regional District](#) (CVRD), and administered by 4EVER Strategies of the [4VI Group](#).

1) Program Overview

The Events & Experiences Fund (EEF) invests in creating or enhancing the supply of experiences, events and festivals that attract visitors to the Comox Valley and improve our region's competitive appeal as a preferred multi-night destination on Vancouver Island.

To qualify for funding, events and experiences must attract visitors from outside of the Comox Valley and influence increased tourism visitation and spending by increasing overnight stays in the Comox Valley. Experience Comox Valley encourages new events and experiences that foster interest from new product sectors and new visitor demographics, particularly in the off-peak seasons.

1.1 Program Goals

The Events & Experiences Fund aims to:

- Increase overnight stays and off-peak season visitation (Fall, Winter, Spring);
- Develop event and/or experience products that position Comox Valley as a preferred multi-night tourism destination;
- Foster regional inclusiveness with First Nations;
- Increase the economic and social benefits that flow from tourism to residents of the Comox Valley;
- Ensure that tourism makes meaningful contributions to the social, cultural and/or environmental well-being of the Comox Valley; and
- Support sustainability and eco-friendly practices.



2) Program Criteria

2.1 Eligible Applicants

Eligible applicants include tourism and tourism-related businesses, non-profit, and Indigenous organizations in the Comox Valley Tourism Service area: City of Courtenay, Town of Comox, Village of Cumberland, Baynes Sound portion of Electoral Area A, Electoral Area B (Lazo North) and Electoral Area C (Puntledge – Black Creek). Events and experiences must take place/originate within the Comox Valley.

2.2 Minimum Eligibility Requirements

The following requirements must be met to ensure eligibility:

- Event or experience must take place/originate within the Comox Valley tourism service area;
- Applicant must be a legal entity and provide a business number or society number;
- Applicant must maintain current, \$2M level of liability insurance (proof of insurance to be provided upon request); and
- Applicant must possess and maintain valid licenses, permits, and all other regulatory requirements to operate where applicable.

2.3 Eligible Costs

Eligible costs include the following expenses that are direct and necessary for the successful implementation of the event or experience:

- **Marketing costs** for out-of-region promotion (target audiences of Victoria, Lower Mainland, Calgary and/or Edmonton);
 - Advertising – print (e.g., newspaper, magazine), radio, television, digital display (Max \$5,000)
 - Digital Promotion – paid social media, search engine marketing, blogs (Max \$5,000)
 - Marketing Collateral – brochures, rack cards, guides, maps, promotional giveaways (Max \$5,000)



- **Consumer-focused asset development** such as photography, video, written content, event website or landing page (Max \$5,000); and
- **Market Research** costs, including event and/or experience economic assessments and feasibility studies (Max \$7,500).

Please note the maximum amounts for each individual eligible expense, the combined total of all line items can be up to \$7,500 in total funding request.

2.4 Ineligible Costs

Ineligible costs include the following:

- Operating costs of business/organizations including administration, staff salaries, wages and benefits, on-going maintenance, funding shortfalls/debt, and other fundamental/operational business expenses;
- Travel, food & beverage costs;
- Application submission costs, any costs associated with developing and submitting applications for funding;
- In-region marketing costs, including advertising, promotion, production, development, or distribution of any marketing materials within the Comox Valley region or target audience of local residents;
- Legal, audit or interest fees;
- Insurance, buyouts, restructuring costs, refundable goods and service tax (GST);
- Capital costs, including equipment or software purchases, any capital costs associated with marketing activities (such as vehicle leasing, brochure display racks), rental or lease of equipment or facilities;
- In-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.;
- Fundraising events;
- Projects or activities already completed or expenses incurred prior to funding approval;
- Expenses related to an applicant's participation in an event, festival or tradeshow; and
- Other expenses deemed to be outside of the scope of the Events & Experiences funding program.



3) Funding

- Applicants may apply to receive a **maximum funding contribution of \$7,500**
- Application intake:

Date of Event/ Experience	Application Intake	Notification of Success
April 1, 2026 to March 31, 2027	Fully completed applications will be accepted until April 2, 2026	All applicants will be notified by April 30, 2026
September 1, 2026 to March 31, 2027	A secondary application intake window will open from June 1 to 15, 2026 pending remaining budget	If funding is available, successful applicants will be notified by June 30, 2026

- All allocated funding received must be spent within 60 days of the end date of event/experience
- Repeat funding requests for the same year over year activities/expenses will not be considered
- Funding is contingent upon the submission of a completed Application Form and signed Funding Agreement and adherence to the agreement terms and conditions
- For applications approved during the first intake, eligible expenses can be incurred as April 1, 2026, and applications in second intake (if applicable) can be incurred as of September 1, 2026

3.1 Funding Payment

If your application is approved, funding will be distributed in 2 payments:

- 80% payment will be made upon receipt of a signed Funding Agreement, your logo, proof of insurance; and
- 20% final payment will be paid upon submission of a funding claim that must include copies of receipts for all expenses totaling the amount of funding approved and a short final report.



4) Application Procedures

4.1 Application Requirements

Information and resources for the Events & Experiences Fund can be [found here](#). All applications must:

- Meet minimum eligibility requirements;
- Complete the application in full, including:
 - Event/Experience description/overview;
 - Event/Experience funding budget/eligible expenses costs;
 - Clear and supported demonstration of how the Event/Experience aligns with, and will deliver on, desired outcomes and objectives;
 - Sustainable Development Goals checklist for tourism events and experiences
- Agree to complete reimbursement and final reporting requirements as determined by Experience Comox Valley;
- Agree to give recognition to Experience Comox Valley funding support by displaying the Experience Comox Valley logo if/when/where appropriate; and
- Sign and date declaration.

Applications must be submitted electronically via the application form provided.

4.2 Evaluation Process

Only complete applications will be considered, following the intake schedule as outlined in section 3, using the Application Form provided. Applications will be evaluated by a Funding Committee comprised of members of the Comox Valley Tourism Advisory Committee, and 4VI staff. The Funding Committee will have the final decision on any application. Applicants may be contacted by the Funding Committee to either clarify or consider changes to their application to better meet program requirements and criteria.

Consideration will be given for dispersion of funds to be spread geographically across our region's communities.



The decision of the Funding Committee is final and not subject to appeal. Applicants declined for funding this year are welcome to submit an application in any subsequent years this program remains available.

The Funding Committee reserves the right to select and approve applications which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals.

Applications that meet all of the necessary requirements will be evaluated using a rubric which is weighted as follows:

1. Increase visitation and overnight stays in the Comox Valley (30%)
2. Increase the economic and social benefits that flow from tourism to Comox Valley residents (30%)
3. Drive geographical and/or seasonal dispersion of travelers, building visitation in months and activities where capacity exists (20%)
4. Enhancement of Comox Valley's competitive appeal and/or foster interest from new product sectors and new visitor demographics (10%)
5. Alignment with sustainable practices (e.g. contribute to one or more of [UN's Sustainable Development Goals](#)) (5%)
6. Overall application/project appeal and assessment (5%)

4.3 Funding Notifications and Funding Agreement

Experience Comox Valley will issue a funding notification by email once a decision has been reached. The notification will state one of the following:

- The request for funding has been approved in full; or
- The request for funding has been denied.

Funding notifications will be issued following the schedule as outlined in section 3.

Successful Applicants must:

- a) Commit to a formal signed contract, known as a Funding Agreement, which outlines the obligations of Experience Comox Valley and the Applicant;



- b) Provide a high-resolution version of your organization's logo and accompanying guidelines to be used for any Experience Comox Valley promotional activity for your event/festival;
- c) Provide a copy of your liability insurance. Experience Comox Valley requires that all funded festivals and events purchase a minimum \$2,000,000 in liability insurance and list Experience Comox Valley as an additional insured; and
- d) Agree to give recognition to Experience Comox Valley's funding support by displaying the Experience Comox Valley logo where appropriate; and
- e) Complete a Final Report, which includes all data collected to measure the success of the event/experience.

4.4 Program Execution Changes

Any significant changes to the application will need to be approved by the Funding Committee, failure to do so may impact current and/or future funding disbursements.

4.5 Reporting

Recipients must provide copies of receipts for expenses that equal the total amount of funds approved by Experience Comox Valley. Receipts must only be for products or services that fall within the eligible costs. Recipients must also complete a final report which will require information such as the number of participants, attendees to the event/experience, and any key performance indicators (KPIs) available. The report template will be provided by Experience Comox Valley.

All copies of receipts must be submitted no later than 60 days after event completion in order to receive a final payment of funding.

4.6 Event/Experience Cancellation Policy

If your event or experience is cancelled, for any reason, any funds not yet spent must be returned within 30 days of the cancellation announcement. Eligible costs incurred prior to



cancellation will still be processed upon submission of copies of receipts and completion of final report.

4.7 Reallocation of Unused Funds

If the recipient does not utilize the full approved amount, the remaining funds will be returned to Experience Comox Valley. These funds may be reallocated to other eligible projects or reserved for future funding opportunities.

In some cases where funds remain unused, recipients may request approval to redirect the surplus toward other eligible activities within the same project scope. Approval must be obtained in writing before reallocation.

5) Definitions & Examples

Event/Festival: Qualifying events or festivals should be open to the public/community, and can be ticketed (cost or no cost) or drop-in. Priority will be given to multi-day events/festivals.

Experience: A tourism product that visitors can participate in while they are in the Comox Valley. This could include guided tours, self-guided experiences, or vacation packages. Experiences should incorporate a minimum of three (3) stakeholders (e.g. tour, dining and accommodation stakeholders collaborating together).

“New” Event/Experience: An Event or Experience that is in its first (1st) or second (2nd) year of occurrence.

Event/Experience “Enhancement”: An existing Event or Experience with a new value-added component such as, but not limited to, increased length (e.g. 1 day event to 2 day), increased quantity or quality of the event/experience, attracting a new target market (geographical or demographics), and/or increased tourism stakeholder engagement/collaboration.



Examples of Key Performance Indicators (KPIs):

- Digital promotion - number of impressions, reach, engagements, clicks, click through rate (CTR), conversions, cost per click, etc.
- Print marketing (ads or collateral) - distribution numbers and locations
- Asset collection - number of images captured, minutes of b-roll, number of videos created and where assets are (or will be) shared
- Market Research - number of responses/data sets, completion of analysis
- Year Over Year improvements (if applicable) - Number of guests/tickets, sales revenue, media pick up

Examples of Market Research: Data collection and/or analysis that gains insights on;

- Visitor motivations - what did, or would, influence their decision to participate/attend the event/experience;
- Visitor behaviours - what they participated in while in the Comox Valley (e.g. length of stay, accommodation type, other activities, money spent); or
- Visitor satisfaction - did the event/experience, or Comox Valley as a destination, meet their expectations.

Questions?

If you have any questions about the Events & Experiences Fund, please contact Experience Comox Valley's Tourism Development Specialist, Tanya Massa, at Funding@experiencecomoxvalley.ca.

For more information about Experience Comox Valley, please visit the [Tourism industry and business Information page here](#).

Please note that information on subsequent application intake periods for this grant program will be posted to the [Events & Experiences webpage](#) as they become available.