



Community Partnership Fund Guidelines

Supporting Shoulder Season Events in Prince Edward County

Intake 1 Application Period: August 18, 2026 – September 25, 2026 (11:59 PM EST)

Intake 2 Application Period: October 5, 2026 - November 13, 2026 (11:59 PM EST)

Amount: Up to \$2500 per application

Overview

Visit The County's **Community Partnership Fund** is designed to support local organizations and collectives in delivering events that attract visitors and encourage overnight stays in Prince Edward County during the tourism shoulder season. The program aims to extend the benefits of tourism beyond the peak summer months, supporting economic activity, community vibrancy, and local collaboration during the quieter months of the year.

Eligibility Criteria

To qualify for funding, applicants must meet **all** of the following:

1. Event Timing

- Intake 1: The event must take place **between November 1, 2026 and December 31, 2026.**
- Intake 2: The event must take place **between January 1, 2027 and March 31, 2027.**



2. Location

- The event must take place **within the geographical boundaries of Prince Edward County.**

3. Applicant Type

- Applicants must be a **non-profit organization** or a **collective of businesses** working in partnership.
- **Individual businesses are not eligible** to apply on their own.
- Organizations or collectives may receive funding from this program a maximum of three times.

4. Tourism Impact

- The event must be designed to **promote overnight visitation** to Prince Edward County.
- Applicants must demonstrate how the event will attract visitors from outside the region, including plans for marketing, accommodations, and partnerships.

5. Event Content

- Funded events must be open, welcoming, and non-partisan. They cannot be used as a platform to promote political parties, candidates, religious conversion, or advocacy on social or political issues unrelated to the event's stated purpose.
- Applicants must disclose in advance any third-party vendors, exhibitors, or information tables that will be present at the event, so VTC can confirm they align with this requirement.
- VTC reserves the right to decline funding, withdraw approved funding, or require changes to an event if this criterion is not met.

6. Insurance

All events must provide a certificate of insurance stating Visit The County as additionally insured and must have at least \$2M General Commercial Liability coverage.



Funding Details

- The total funding available is **limited**, and **requests may be partially funded** based on demand, eligibility, and impact.
- Eligible expenses may include:
 - Marketing and promotion
 - Event logistics and production
 - Equipment rentals
 - Artist or performer fees
 - Venue costs
- Ineligible expenses include:
 - Alcohol or food purchases for resale
 - Capital improvements
 - Salaries for permanent staff
 - Costs associated with political, religious, or advocacy materials, displays, or activities unrelated to the event's tourism purpose

Assessment Criteria

Applications will be assessed based on the following:

- **Tourism Potential** – How well the event supports overnight stays, drives visitation, and aligns with shoulder-season tourism goals.
- **Community Benefit** – The event's contribution to local culture, collaboration, and economic activity.



- **Feasibility** – Evidence of a solid plan, budget, and organizational capacity to deliver the event.
 - **Marketing & Promotion Plan** – Strength of outreach efforts and targeting of potential visitors outside Prince Edward County.
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How to Apply

Applications for Intake 1 open **August 18, 2026** and close **September 25, 2026 at 11:59 PM EST**.

Interested applicants must:

1. Complete the **Community Partnership Fund Application Form** (available online at <https://visitthecounty.com/funding-opportunity> starting August 18).
 2. Submit the form with all required attachments:
 - Proposed budget
 - Event plan
 - Marketing/promotion strategy
 - Proof of non-profit status or collective agreement
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Reporting Requirements

Successful applicants will be required to:



- Submit a **post-event report** including attendance numbers, overnight stay data (as available), and financial summary within **30 days** of the event.
- Provide high-quality photos or videos that may be used by Visit The County for promotional purposes.

Questions?

For inquiries or assistance with the application process, contact:

 hello@visitthecounty.ca

 (613) 654-6622
