

While Charlottetown has been very fortunate to have a tremendous inventory of year-round operators, there is no question that COVID has made this business model more difficult. Through the **Winter Product Development Ignition Fund**, Discover Charlottetown would like to continue the work they have been doing on shoulder season development by helping to **fund and create** product in collaboration with private operators. With the added financial strains on many organizations, this is a timely moment to help enliven the shoulder season and add to the existing winter inventory of programming, infrastructure & winter assets.

The goal is to incentivize private operators to come up with inspired ideas outside of what they already offer throughout the year and encourage locals and visitors to get out and enjoy all that Charlottetown has to offer, specifically in the winter season. Discover Charlottetown has set the basic criteria, but will leave things open for creative ideas. They will also engage a board sub-committee across industries to determine the grant recipients and ensure a fair selection process.

The hope is that increased programming will allow for:

- More reasons for visitors from Atlantic Canadians and Islanders to visit Charlottetown
- Ability for operators to retain staff
- Busier restos/accommodations/retailers/experience providers
- A strong shoulder season brand that does not rely predominantly on a 3-month tourism season
- Infrastructure that will help establish Charlottetown as a hub of winter activity, inspiration and instagrammable moments



A portion of this fund will be used by Discover Charlottetown to build small infrastructure, programming or creative elements throughout the city.

HOW TO APPLY

Template for Grant Distribution:

Each of the categories will be reviewed based on their ability to engage the most amount of visitors /locals, enhance the Charlottetown experience, while following current public health guidelines. Events can take place over multiple days and operators are encouraged to collaborate with various partners.

OTHER CONSIDERATIONS

- Events or products can help to build additional revenue for the applicant
- Participants are asked to submit no more than a one-page document outlining their proposed event/product/infrastructure and to outline a budget, as well as how it will benefit winter tourism this year and help to build Charlottetown's winter brand into the future



- All events must list Discover Charlottetown as a partner, and where applicable create a facebook event and make Discover Charlottetown a co-host to allow for additional online promotion
- Programming that expresses a commitment to shoulder season extension and a desire to explore these as annual events will receive priority.
- Events/products/installations should take place between Jan 1, 2021 and March 31, 2021. Costs must also be incurred in this period.



Signature Events - **MAX \$7,500 Contribution (MAX 3)**

Gold Events - **MAX \$5,000**

Silver Events - **MAX \$2,500**

Bronze Events - **MAX \$1,000**

Micro Events - **MAX \$250 ***

*This money will be used to pay for smaller type programming to take place at various businesses. DC will work with partners to create a diverse schedule of events.

EXAMPLES OF EVENT/PRODUCT DEVELOPMENT

ACTIVITIES or Infrastructure:

- Outdoor Retail Market
- Artisan Markets - in parkades, on the street, etc.
- Specialty Workshops
- Art Installations
- Sommeliers at Bars & Restaurants
- Cooking Classes
- Creating "Instagrammable Moments" - Iconic spots for winter shots
- Winter Decor - That can be used every year
- Outdoor Adventure Product Creation (snowshoes and stargazing, fat biking lessons/demos)
- Free Public Workshops (paid by Ignition Grant)

In addition to helping fund private sector initiatives, Discover Charlottetown is continuing to work on their in-house shoulder season product development.

Some of these COVID-friendly activities/events include:

- The ALL-NEW Scarecrows in the City Festival
- Snowshoes in the City
- The Charlottetown Christmas Festival (expanded to have programming begin Nov. 13th)
- Snoga in the Park
- Island Tides Yoga & Wellness Festival
- Cozy Winter Patios (cost-sharing with restaurants on red adirondack chairs to create outdoor winter patios). These spaces will provide for "Instagrammable content" and help DC's quest to romanticize winter and have charming photo assets.



Please send applications to heidi@discovercharlottetown.com prior to January 15. Applications will be reviewed as they come in. All applications are required to have operational plans in place for public health.

