

Venture Creation and Marketing Guide for Businesses and Non-profits

St. Peter's
&
Richmond County in General

March 2019

Not copyrighted – feel free to edit and share for your own local needs.

Visit <http://www.stpeters-edo.com> for more information

Last Updated: March 19, 2019

Table of Contents

1	OVERVIEW	3
2	DELIVERY CONSIDERATIONS	3
2.1	ORGANIZATION TYPE	3
2.2	TARGET CLIENT CONSIDERATIONS	3
2.3	FINANCIAL CONSIDERATIONS AND REPORTING	4
2.4	FUNDING/SPONSORING OPPORTUNITIES	5
2.5	BUSINESS/VENUES PRESENCE ONLINE	5
2.6	VOLUNTEER SOURCING	6
3	COMMUNICATION CHANNELS	6
3.1	EMAIL	6
3.2	WEBSITES	6
3.3	SOCIAL MEDIA	7
3.4	RADIO	8
3.5	TV	8
3.6	NEWSPAPERS/MAGAZINES	8
3.7	CHURCH BULLETINS	8
3.8	ELECTRONIC BILLBOARDS	8
3.9	ES2 DIGITAL CLOSE CIRCUIT TV	8
3.10	POSTERS	8
3.11	BANNERS AND FLAGS	8
3.12	NEWSLETTERS	9
3.13	TRADESHOWS	9
4	COMMUNICATION PLAN	9
5	CREATIVE	10
6	EVENT CHECKLIST	12
6.1	PRE-EVENT PLANNING	12
6.2	DAY OF EVENT PLANS	12
6.3	POST-EVENT PLANS	12
7	COMMUNICATION CHART	13
8	OTHER FUNDING SOURCES	14
8.1	COMMUNITIES CULTURE AND HERITAGE	14
8.2	SPORT AND RECREATION FUNDING PROGRAMS	15
8.3	TRAIL FUNDING PROGRAMS	15
8.4	COMMUNITY FUNDING AND AWARDS	15
8.5	CULTURE FUNDING AND AWARDS	15
8.6	HERITAGE FUNDING	15
8.7	CANADIAN HERITAGE	16
8.8	CULTURE, HISTORY AND SPORT	16

1 Overview

This document gathers together links discovered over the last few years that can help you develop and promote businesses, events, festivals and special offerings whether initiated by individuals, groups or businesses. A business, event or festival can be of any size or duration, repeated or not. How much effort you can put into any aspect of the project is of course proportional to the resources and network you have available to you. There are many online resources available online to give guidance on creating a business, event or festival. Some of those guides and toolkits are presented below.

2 Delivery considerations

2.1 Organization Type

<http://straitareachamber.com/business-suite-101/>

<https://novascotia.ca/sns/access/business/registry-joint-stock-companies/forms-information.asp>

<https://www.canada.ca/en/revenue-agency/services/forms-publications/publications/t4117/income-tax-guide-non-profit-organization-information-return.html>

<https://capebretonpartnership.com>

2.2 Target Client Considerations

What travel Explorer Quotient (EQ) are you and what EQ is your product seeking out.

Know your own classification and learn the keywords that make your message attractive to your audience.

<https://quiz.canada.travel> and learn the keywords that make your message attractive to your audience.

<https://www.destinationcanada.com/sites/default/files/archive/206-Explorer%20Quotient%20Toolkit/toolsexplorerquotienttoolkitjul2018en.pdf>

<https://tourismns.ca/>

<https://tourismns.ca/portal-login>

https://tourismns.ca/sites/default/files/2017-01/a_guide_to_planning_and_hosting_festivals_and_events_in_nova_scotia_0.pdf

<https://tourismns.ca/sites/default/files/2017-01/2011-experience-ns-toolkit.pdf>

<https://www.cbisland.com/industry/>

<http://www.tians.org/programs/best-practice-resources>

<https://www.legalinfo.org/i-have-a-legal-question/non-profit-charitable-organizations/#non-profit-guide-2>

<http://www.cbregionalchamber.ca/wp-content/uploads/2019/01/WORKSHOP-PRESENTATION.pdf> *Sport Tourism 101*

<https://uwaterloo.ca/community-relations/campus-event-planners/event-planning>

<https://trello.com>

The event management checklist in Attachment 1 is based on a Trello online Project Management template. A Google search of 'Project management online tool' shows other online tools.

Business and Event Promotion Reference Sheet
St. Peter's and its Richmond County Neighbours

2.3 Financial Considerations and Reporting

Template based on Cape Breton Partnership and Destination Cape Breton Association financial reporting templates.

REVENUES								
Item	Qty.	Unit	Unit Price	2019 Budget	2019 Actual		Item	2018 Actual
MEMBERSHIP FEES							MEMBERSHIP FEES	
REVENUE/FUND RAISING							REVENUE/FUND RAISING	
GRANTS							GRANTS	
SPONSORS							SPONSORS	
INVESTMENT INCOME							INVESTMENT INCOME	
DONATIONS							DONATIONS	
FUND TRANSFERS							FUND TRANSFERS	
LOANS							LOANS	
TOTAL INCOME							TOTAL INCOME	

Expenditures					
Item	Qty.	Unit	Unit Cost	2019 Budget	2019 Actual
Admin/Operations					
Education and Training					
Insurance					
Professional Fees					
Salaries					
Advertising Promotion					
Other Marketing					
Rentals/Services					
Minor capital/expense/Purchases					
Prizes and Awards					
Food and Entertainment					
Food					
Entertainment					
Other					
Memberships					
Loans and Mortgages					
TOTAL EXPENDITURES					

Item	2018 Actual
Admin/Operations	
Education and Training	
Insurance	
Professional Fees	
Salaries	
Advertising Promotion	
Other Marketing	
Rentals/Services	
Minor capital/expense	
Prizes and Awards	
Food and Entertainment	
Food	
Entertainment	
Other	
Memberships	
Loans and Mortgages	

<https://www.stpeters-edo.com/reference-documents>

2.4 Funding/Sponsoring Opportunities

<https://www.canada.ca/en/services/culture.html>

<https://www.canada.ca/en/atlantic-canada-opportunities.html>

<https://www.cbisland.com/industry/>

<http://www.richmondcounty.ca/grants-and-programs.html>

<https://www.visitstpeters.com/our-local-directory/>

Create contests, sell souvenirs and T-shirts. The options are endless given the resources.

Also see Janine's Funding Sources summary on page 14.

2.5 Online Presence

2.5.1 Setup on Nova Scotia.com

Create a free partner or operator account to enter and update your Nova Scotia travel packages, experiences and festival & events on NovaScotia.com

Partner Portal (<https://partners.novascotia.com>) is the online database where qualifying tourism business operators submit and manage their own online listings for festival, events, packages and experiences to be promoted on [NovaScotia.com](https://www.novascotia.com).

Information on listing a package/experience: <https://tourismns.ca/marketing/novascotiacom/list-your-package>

Information on listing a festival/event: <https://tourismns.ca/marketing/novascotiacom/list-your-festival-event>

Unlisted **Accommodation** business operators should contact Janette.Wallace@NovaScotia.ca for more information on becoming Quality Approved with Tourism Nova Scotia.

If tourism business operators would like more information on listing their business with Tourism Nova Scotia, they should first read this page: <https://tourismns.ca/marketing/novascotiacom/list-your-tourism-business> and they can contact Natalie.Craig@NovaScotia.ca.

2.5.2 Setup on Destination Cape Breton Association

Create a free account to enter and update Events & Experiences and Accommodations. *DCBA suggest 'that all operators list their events and experiences on NovaScotia.com, which will then feed to cbisland.com.'*

For more information on listings on cbisland.com see <https://www.cbisland.com/industry/> or contact Kristine at 902-563-4636 or kristine@dcba.ca

2.5.3 Setup on GoogleMyBusiness

Ensure your business or venue(s) are on GoogleMyBusiness. If you don't own the venue and can't find it on Google maps encourage the owner to create it, or consider creating it and have the owner take over ownership. <https://support.google.com/business/answer/3039617?hl=en> will lead you through the exercise.

2.5.4 Setup on Trip Advisor

Ensure the venue(s) are on Trip Advisor.

<https://www.tripadvisor.ca/GetListedAttraction>

2.5.5 In St. Peter's

Check out some of these options.

<https://www.visitstpeters.com/live-music/>

Bonnie Brae, 12 Toulouse St, St. Peter's, NS, E-Mail kalpal@seaside.ns.ca, Phone 902-535-2835, Contact Ken Leachman

The Firehall

<http://www.visitstpeters.com/st-peters-volunteer-fire-department/>

2.5.6 In River Bourgeois

<https://www.facebook.com/taralynnecommunitycenter/> or <http://riverbourgeois.ca/contact/>

2.5.7 In L'Ardoise

L'Ardoise Community Center, 206 Chapel Cove Rd, L'Ardoise, NS B0E 1S0, (902) 587-2011

Contact: Terry Clements, Phone: 902 587-2511

<http://www.richmondreflections.com/businesses/all-businesses/l-ardoise-community-center/>

Royal Canadian Legion Branch 110: <https://novascotiainconnect.cioc.ca/record/MCR0079>

Royal Canadian Legion Branch 47: <https://novascotiainconnect.cioc.ca/record/MCR0082>

2.6 Volunteer Sourcing

Once you start knowing your needs consider making an Event Volunteer's Page on Facebook and post a volunteer call on Events St. Peter's <https://www.facebook.com/EventsStPeters/> or other sites to attract what you need.

Checkout <https://www.facebook.com/groups/1734552593338233/> EAST RICHMOND COMMUNITY VOLUNTEERS

Community Skill Exchange-Richmond County <https://richmondcounty.timebanks.org>

3 Communication Channels

3.1 Email

Think that email is passé. If you can get a mailing list together then take a good look at what something like <https://mailchimp.com/create/> can do to create great HTML emails as well as integrate them with social media like Facebook and Instagram. Experiment with a free Mailchimp account (2,000 emails) before signing up for a more professional account. Especially easy if you have some content management experience.

3.2 Websites

A website is a great place to present fairly static and easily retrievable online information. It can also be a place to link to our own social networks such as a Facebook or Instagram as well as do online commerce such as selling tickets or souvenirs.

You may also link to independent sites and organizations that have a clear business case to keep their sites current and reliable such as an event venue, a performer or a weather/music station. Those sites should be opened in their own tab so you don't lose the viewer. This single source of the truth (SSOT) concept means that you only need to be responsible for content management/editing your own data.

3.2.1 St. Peters Website/VIC Things to Do List

<http://www.visitstpeters.com> promotes experiences and events in St. Peter's and Area, provides windows into Facebook and Instagram and allows for feedback among the many pages. It is the GoTo website in the area. Among others subjects it includes a Things To Do page that includes current listings of Richmond County activities maintained year round by Ann Marie Yorke of the local Visitors Information centre. [Contact Us](#) (VIC) on that website will allow you to send in your event details to her in text format. Or email her at annmarieyorke@hotmail.com. Her list gets emailed to over 90 individuals and businesses as well as referenced at the VIC.

3.2.2 Telile TV Website

Business and Event Promotion Reference Sheet

St. Peter's and its Richmond County Neighbours

<https://www.telile.tv/scroll.htm> has a mostly free TV Scroll service that accepts text and graphic messages under various topics. Contact them at <mailto:ads@telile.tv>

3.2.3 Music Cape Breton

<https://www.musiccapebreton.com> is likely the most comprehensive site for listings all things music and tons of tourism related links.

3.2.4 101.5 The Hawk Neighbourhood Events

<https://www.1015thehawk.com/neighborhood/> has a web presence listing Hawk Neighbourhood Events, Special Events, Local Festivals, Local Yard sales and Jobs Around The Hawk. The text is entered online and then any graphics gets submitted separately. You are advised to contact the **PROMOTIONS DIRECTOR**, Denise Sampson (902) 625-1220, email: denise@1015thehawk.com for more details. See all contacts at <https://www.1015thehawk.com/contact-us/>.

3.2.5 goCapeBreton

<https://capebreton.lokol.me> is gathering followers and may be a good place to add posts with a link back to your organizations Facebook page and website. An organization can also post here but with monthly fees.

https://www.youtube.com/watch?v=_xd7uu1w9kA&feature=youtu.be

<https://capebreton.lokol.me/how-to-post-on-gocapebretoncom>

<https://capebreton.lokol.me/events>

3.3 Social Media

The following is an edited reference from Eventbrite's - How to Promote an Event on Social Media in 12 Steps. Please visit the site for expanded details on steps 2 - 12. <https://www.eventbrite.com/blog/how-to-promote-event-social-media-ds00/>

Step 1: Choose and create your social network presence i.e Facebook, Instagram, LinkedIn, twitter, Snapchat

Step 2: Choose your event hashtag

Step 3: Upgrade your social profiles

Step 4: Create your Facebook Event and direct tickets sales.

Step 5: Craft your content carefully

Step 7: Run a social media contest

Step 8: Work with influencers

Step 9: Launch paid social media ads

Step 10: Create a Snapchat geofilter

Step 11: Use live video on event day

Step 12: Measure your social media activity

3.3.1 Facebook

Create an account, Business or Group. You can share event updates, engage followers, and create event pages. You can also target your messaging to specific groups using paid promotion. Also consider that venues, organisers and entertainers should be creating Facebook events when possible so that the event is easily shared by viewers and prominent when looking for events in the area. Note that co-hosting an event means others will display the event on their page BUT also have edit rights. If you are organizing an event it may be more cautious to ask associated venues and performers that have Facebook pages to share your event on their pages and make their own promoting their perspective.

3.3.1.1 Events St. Peter's

Serves St. Peter's and Area to include a lot of Richmond County events.

<https://www.facebook.com/EventsStPeters/>

This is the more dynamic sister to the website <https://www.visitstpeters.com>

3.3.1.2 Telile Community Television public group

<https://www.facebook.com/groups/215471155231598/>

This is the more dynamic sister to the website <https://www.telile.tv/index.htm/> It is viewed on Channel 536 (Bell Satellite), Channel 17 Bell FibreOp, Channel 4 (EastLink), Channel 10 (Antenna), Channel 63 (Seaside)

3.3.1.3 Music Cape Breton

<https://www.facebook.com/musiccapebreton>

3.3.1.4 goCapeBreton

<https://www.facebook.com/gocapebreton/>

Business and Event Promotion Reference Sheet

St. Peter's and its Richmond County Neighbours

3.3.2 Instagram

Create an account -Link that Instagram to your Facebook page and website. Note of you change your Facebook Admin page you may have to delink and relink the Instagram page to pull updates. Encourage your supporters to use your unique event tag as well as some of the generic tags – up to 30!.

#stpetersnovascotia		#lobsterfestCB	
#stpetersNS		#lobsterfestNS	#festivaloftrees
#exploreCB	#nicolasdenysdays	#lobsterlover	#festival
#exploreNS	#festival	#lobster	#festivalscapebreton
#visitcapebreton	#festivalscapebreton	#lobsterfest	
#visitcapebretonisland	#stpeterspiratedays	#festival	#celticcoloursstpeters
#novascotia	#piratescapebreton	#festivalscapebreton	#celticcolours
#capebreton	#piratesnovascotia		#celticmusic
	#piratescanada	#swimthecanalstpeters	#festival
#kitchenfeststpeters	#pirates	#swimthecanal	#festivalscapebreton
#kitchenfest	#festival	#swimthecanalCB	
#festival	#festivalscapebreton	#swimthecanalNS	
#festivalscapebreton	#seasidelobsterfest	#swimthecanalCanada	

3.3.3 LinkedIn

Great for B2B and industry networking, this professional social media platform is a good choice for company news and event announcements.

3.3.4 Twitter

Use posts and an hashtag to build excitement before and during your event. These start with @ instead of #.

3.3.5 Snapchat

Appeal to young audiences by building a presence on Snapchat.

3.4 Radio

101.5 The Hawk has a strong presence and reception in this area. Check out <https://www.1015thehawk.com/advertise-with-us/> for more details on getting airtime and social media exposure.

Potlotek Radio

3.5 TV

3.5.1 Seaside Cable Community Channel 10 on Seaside Cable

*****<http://www.seaside.ns.ca/community-channel-10> is a community channel serving the St. Peter's area. Their direct email is psa@seaside.ns.ca. You can also create your ad in PowerPoint and email it to <mailto:stpeterslions@hotmail.com>.
<mailto:channelads@hotmail.com>***

3.5.2 Telile TV Website

<https://www.telile.tv/scroll.htm> has a mostly free TV Scroll service that accepts text and graphic messages under various topics. Contact them at <mailto:ads@telile.tv>

3.5.3 Eastlink Community Bulletin Board Channel 85 on Seaside Cable

<https://my.eastlink.ca/eastlinktv/home/communitybulletins.aspx>

3.6 Newspapers/Magazines

3.6.1 Cape Breton Post

www.capebretonpost.com for advertising call (902) 563-3873

Business and Event Promotion Reference Sheet
St. Peter's and its Richmond County Neighbours

3.6.2 The Reporter

<http://porthawkesburyreporter.com/events/>

Want your event added to their Community Calendar? Email their editor, Melinda at melinda@porthawkesburyreporter.com

3.6.3 The Inverness Oran

<https://www.invernessoran.ca/about-us/advertise>

3.6.4 Saltscapes Magazine

<http://www.saltscapes.com/community.html> allows you to add an entertainment or education opportunity.

<http://www.saltscapes.com/media-kit-request>

<http://media.saltscapes.com/images/mediakit/2018/2018-SS-Media-Planner.pdf>

3.6.5 Motorcycle Tour Guide - Nova Scotia & Atlantic Canada

<https://www.motorcycleourguidens.com/advertising>

3.7 Church Bulletins

Holy Guardian Angels, L'Ardoise; Immaculate Conception, Barra head; St. John the Baptiste, River Bourgeois; St. Peter's Catholic Church, St. Peter's; Chapel Island: Send bulletin announcements to: bulletinsjbsp@gmail.com by 3PM Wednesdays.

Example: <http://www.eastrichmondcatholic.com/current.html>

St. Peter's United Church, St. Peter's: dale@capebretonrealty.com

Example: A few lines of text. Consider reminders of AGM's, major events, volunteerism requests, etc.

3.8 Electronic Billboards

<https://www.facebook.com/FleurDeLisSigns/> owned and operated by Alex Pate,

fleurdelis@seaside.ns.ca, (902)-587-2937, has about 20 advertisers on his electronic billboard in St.

Peter's. Consider approaching one of those advertisers to replace their ad with your event poster for a few weeks just before and during your event to capture the interest of the travelling public. Engage Alex or others to create a highly visible and easily readable sign. There are other electronic billboards on the island where similar negotiations may be successful to advertise our bigger events and in a larger catchment area. Budget \$100 per week sponsorship.



3.9 eS2 digital Close Circuit TV

<http://es2.ca/digital-advertising/>

For non-profits they charge \$15/month for advertising any 3 screens (15 second ad). Cycles through quickly enough for multiple views. The screen locations can be found here: <http://es2.ca/category/ad-network-locations/>. Contact Robert Samson. Sherry MacLeod of Cape Breton Realty also has a screen on the same network. Sherry (sherry@capebretonrealty.com) is willing to consider sharing it for some event promotion.

3.10 Posters

Hardcopy can be sized for sandwich boards, kiosks, store bulletin boards and the like. Digital versions can be used on websites, social media, TV, CCTV and Billboards.

3.11 Banners and Flags

<http://www.flagshop.com> was the supplier for the St. Peter's Streetscape project. There are 52 lampposts in St. Peter's along Grenville Street and Pepperell Street. that can handle 2' x 4' banners. The Village of St. Peter's has lighthouse and lock banners to cover them all. Groups can approach the village to get individualized banners hung for a period of time around their festival or event. 6- 10 banners event banners recommended. Budget about \$80 - \$100 per banner for the smaller quantity.



3.12 Newsletters

Creating your own electronic newsletter can be challenging but could be beneficial if you can deliver timely and interesting information. Consider purchasing an ad in an existing newsletter such as the quarterly newsletter issued by the Village of St. Peter's. The ad fee is minimal for non profits and gets distributed as hardcopy to all water and sewage subscribers with the quarterly bill as well gets posted on their Facebook <https://www.facebook.com/villageofstpeters/>. The village's other Facebook page <https://www.facebook.com/groups/1426518037588401/files/> also has the newsletter filed and posted.

3.13 Tradeshows

<http://saltscapesexpo.com> is a popular tradeshow for the tourism and local producer/craft sector. DCBA supported participation in 2018 <http://dcba-info.novastream.ca/marketing-promotion/> buy contributing to booth costs and advertising. Check in with them and the Municipality of Richmond to see what support is available.

<https://10times.com/halifax-ca/tradeshows> lets you search for Sydney, Nova Scotia and many other cities.

4 Communication Plan

What is a Communications Plan

Based on <https://uwaterloo.ca/it-portfolio-management/methodology/project-management/planning/communications-plan>

This communication plan suggests how and when communication might take place for an event/festival. This communications plan identifies communication objectives for an event/festival, key messages for important questions, how participants can communicate, and timing considerations for those communications based on the overall event/festival plan. An effective communication plan introduces consistency to communications and messages, assists in managing stakeholders and audience expectations during execution, facilitates team development, increases event/festival performance, mitigates risks, and is one of the most important enabling tools towards event/festival success. The communication plan must give your different audiences what they want.

A communications plan is a living document that is created while the event/festival is in the planning stage. It is monitored, updated along with the stakeholder/target audience register and executed during the event/festival planning, execution, review and closure.

Communications Plan Participants and Approvers

One of the most important sources of input is the stakeholder/target audience register, since it identifies their interests and impacts pertaining to the event/festival. This should drive the content and timing of communications. Input into the communication plan may also come from similar community event/festival documentation, feedback from your sponsors and/or project owner, or conversations with specific stakeholders/target audience about their communications needs and preferences. The author of the plan is the Project Manager or Campaign Manager. The sponsor and project owner should review the plan to make sure it is aligned with their objectives.

Action Items

1. Review event/festival mission statement and related information by reading documentation and Registry of Joint Stock mission statement, and discuss with the sponsor, project owner, and stakeholders.
2. Create the communication plan. Examples of information that needs to be communicated on a regular basis may include dates, venues, age limitations, budgets, costs and transportation options. The green italic text contains instructions for filling out the template and can be removed for the final version of the document.
3. Review with applicable stakeholders, project team, sponsor, and project owner for accuracy and completeness.
4. Execute the communication plan, and modify as required until project/program is closed.

Audiences

Who needs to know something about the event/festival? The various consumers are obvious targets of these communications, but the stakeholders and sponsors need to be included as well. Include who the target audiences are and what they need to know. Examples: Board members, Public-funding partners, Sponsors, Volunteers, Locals, Tourists.

Communication Objectives

Provide a description of the specific communication objectives for the event/festival. This will help streamline the communications plan development effort. Some important key communication objectives for an event/festival may include: a call to action; encourage recipients to communicate with their friends; engage them before the event, during and after the event/festival; identify crucial components and aspects of each event/festival communication; schedule and facilitate updates to stakeholders and decision makers; schedule and facilitate creation of future documentation; obtain buy in/support/sponsorship for the event/festival.

Key Messages

The key messages section provides the opportunity to document some of the key messages that should be related for the event/festival by answering some of the common questions that will be asked. The key messages should answer questions pertaining to what the event/festival is doing, why the event/festival is doing this, what is the benefit to key stakeholders, how the event/festival will make the change, and how will stakeholders be supported. The text for these key messages can then be used by the whole team to deliver consistent messages to various audiences.

Communication Issues, Constraints, and Assumptions

List any communication issues, constraints, and assumptions for the communication plan. These should be monitored throughout the project and the communications approach modified if necessary due to changes to issues, constraints, and assumptions. Examples: Budget, Deadlines.

5 Creative

Graphics Design and Production

The following can create graphics suitable for production and can have various items produced including signs, posters, mugs. There are also online sources.

Fleur-de-Lis Signs: <https://www.facebook.com/pg/FleurDeLisSigns/about/> Contact Alex Pate

Joe Pop: <https://www.facebook.com/JoePop-images-197748326915951/> Contact Colin MacDougall

Greg Silver Designs: <https://www.gregsilver.ca> Contact Greg Silver

Video

Telile Community TV Contact email <http://www.telile.tv/archive.htm>; gives you an idea of the types of productions created by this community channel. Contact telile@telile.tv Phone: (902) 226-1928; Fax: (902) 226-1331 to check out the possibilities.

<https://sellcapebreton.com/video/> - Jeff and Justin Stanley – Video and Drone Services

Crests, Tropies and Awards

C & M Video St. <https://www.facebook.com/CMVIDEOSTPeters> Contact Cheryl

Crowd Sourcing Photo Ops

To encourage photo opportunities for crowd sourcing think about getting a photo popup or booth created. Passers-by can stop and take the picture. Make sure to promote your prime #hashtag and a few top alternatives. Encourage participants to put their photos on Instagram. Check source of photos for subjects under age of consent. You can curate the results and add more generic #hashtags and tags later. You may want to include the event name and location on the popup itself or assume folks posting will indicate where it was taken. For non-profits popups that will be exposed to weather can be printed on aluminium and trimmed for you to then mount on plywood. \$350 + tax from Alex Pate. Non-weather resistant foam board popups can be printed and trimmed for less.

Check out <http://4quran.info/head-cut-out-photo-prop.html> and Google "Cut Out Photo Prop" and "Photo Booth Props" <https://www.google.com>

Do-It-Yourself (DIY)

You can use Microsoft Word, Adobe, or other applications as well as tools like <https://www.canva.com> and go a long way in creating your own great collateral. Don't forget to investigate the resolution, format and aspect ratio that are best for each of the channels. And don't forget ASCII Art if graphics are not supported on a channel.

For production services consider the businesses listed above as well as services like City Print + in Sydney, Strait Printing & Publishing in Port Hawkesbury or various online services like Vistaprint.ca dependent upon resources and time frames.

Business and Event Promotion Reference Sheet

St. Peter's and its Richmond County Neighbours



Winter Festival

January thru February



KITCHEN FEST!

Jun 29 – Jul 7, 2018



SEASIDE LOBSTERFEST

Jul 10 – Jul 15, 2018



NICOLAS DENYS DAYS

July 30 – Aug 5, 2018



Wallace MacAskill Cup

Aug 3 – Aug 5, 2018



St. Peter's

WHERE THE OCEAN
MEETS THE ISLAND SEA



CAPE BRETON



www.visitspeter.com



SWIM THE CANAL

Aug 5, 2018



PIRATE DAYS

Sep 13 – Sep 16, 2018



CELTIC COLOURS

Oct 5 – Oct 13, 2018



FESTIVAL OF TREES

Nov 17 – Nov 18, 2018



ENTERTAINMENT

All Year Round



SPEDO

Economic
Development
Organization



VILLAGE OF THE CANAL

ASSOCIATIONS



St. Peter's Lions Hall

CAPE BRETON

6 EVENT CHECKLIST

6.1 PRE-EVENT PLANNING

Event Details

Prime:

Description:

Edit Date:

Time:

Location:

- ☐ Confirm opening and closing speakers
- ☐ Confirm entertainment
- ☐ Judging details
- ☐ Prize/award details
- ☐ Sponsor details
- ☐ Signage - directions, event, setup, takedown explained to signage coordinator
- ☐ Fees and Payments

Venue(s) Details

Prime:

Description:

Location Name:

Event Space:

Maximum Capacity:

Address:

Contact: Email:

Phone: Cell:

Venue Website:

- ☐ Contact venues for price & availability
- ☐ Confirm Photography and Videography details
- ☐ NSLC permits in place
- ☐ Security reviewed
- ☐ Emergency plan in place
- ☐ Parking reviewed
- ☐ Audio/Video setup reviewed
- ☐ Sign contract/permits & pay as required
- ☐ Confirm marketing and social media by the venue
- ☐ Set Up Registration as required
- ☐ Retailing and sales space established as required
- ☐ Cleanup
- ☐ Washrooms
- ☐ Food and Beverage

Special Requirements

Prime:

Description:

- ☐ Additional Seating
- ☐ Lighting
- ☐ Audio/Visual equipment
- ☐ Portable washrooms and supplies
- ☐ Refuse and recycle

Resources/Volunteers/Guests/Entertainers

Prime:

- ☐ Volunteer list per event complete
- ☐ Clean-up
- ☐ Water and Food
- ☐ Schedules
- ☐ Contact List
- ☐ Accommodation
- ☐ Transportation

Catering To-Dos

Prime:

Description:

- ☐ Contract in place
- ☐ All Done

Marketing

Prime:

Description:

- ☐ Communications plan created.
- ☐ Marketing material created
- ☐ Marketing Coordinator
- ☐ Swag
- ☐ All done

Survey Data

Prime:

Description:

- ☐ All Done

Swag

Prime:

Description

Checklist

- ☐ All Done

6.2 DAY OF EVENT PLANS

- ☐ Audio Visual
- ☐ Swag Materials
- ☐ Registration Materials
- ☐ Photographer
- ☐ Signage in Place/Removed

6.3 POST-EVENT PLANS

- ☐ Clean-up
- ☐ Lessons Learned
- ☐ Celebration
- ☐ Next Meeting
- ☐ All Done

<https://www.stpeters-edo.com/reference-documents>

Business and Event Promotion Reference Sheet
St. Peter's and its Richmond County Neighbours

7 Communication Chart

The chart shown below should ensure the communication objectives identified above are addressed, and take into account any documented communication issues or constraints. It should reflect a strategy to support an upwards communication channel to governance and stakeholders, as well as a parallel communication channel to project team members, other event/festival, vendors, target audiences, et cetera.

Example rows have been included in the chart below. For larger, more complex projects, a communications calendar may also be added after the chart or in the appendix to summarize the timing of various communications.

No	Objective	Audience	Text/Graphics/Video	Distribution Method	Qty	Frequency	Budget \$
1	Inform stakeholders of status, and what is coming up	Directors, project team, sponsor, key stakeholders	Text, No graphics required.	Email, Facebook groups.	1 digital	Monthly	N/A
2	Publicize event, dates, venue(s), cost, general activities etc	Local, island, province, language specific?	Graphics Text Existing-Video New-Video	Email Websites Social-Media Posters	1 digital	Earliest, 3 months or December of year before.	
3	Seek service providers	Venue, food, entertainment, EHS, Safety, Security, Volunteer coordinators	Graphics and Text	Email Websites Social-Media Posters	1 digital, 4 posters	Event – 4 months	
4	Publicize event, dates, venue(s), cost, detail of activities etc	Local, island, province, language specific?	Graphics, Text Existing-Video	Email Websites Social-Media TV Radio Posters Billboards CCTV	3 digital, 1 x10 posters	Event - 3 months, - 2 months, - 1 month.	
5	Request for volunteers	Skill location based?	Graphics, Text Existing-Video	Email Websites Social-Media TV Radio Posters CCTV	1 digital, 1 x 4 posters	Event - 3 months	
6	Publicise dates	Drive-by traffic	Graphic for electronic sign, graphic for sandwichboard(s)	Electronic billboard, sandwich boards at each end of downtown	1 digital, 1 x 2 posters	14 days up to and including event	
7	Way-finding	Ensure participants know what is going on and where to go when.	Graphics and Text	Websites Social-Media CCTV Posters Signage Banners	1 digital, 8 signage, 4 banners	Days of the event	
8	Drive enthusiasm	Participants and wanna-bees on line	Video	Live streaming	All events	During major point of interest	

Email Websites Social-Media TV Radio Newspaper Church Billboards CCTV Posters Signage Banners Existing-Video New-Video

<https://www.stpeters-edo.com/reference-documents>

8 Other Funding Sources

As sourced by Janine Mombourquette – 2019 Canal 150 Project Coordinator to strengthen youth attachment to Canada.

8.1 Communities Culture and Heritage

<https://cch.novascotia.ca/investing-in-our-future>

Culture Innovation Fund

The Culture Innovation Fund supports initiatives and projects that use culture in new and better ways to create social or economic value. The fund supports partnerships and collaborations that use the full range of our broad and diverse culture to address social issues and opportunities in communities. The fund also helps strengthen the role of museums and libraries.

Visit the [Culture Innovation Fund](#) program page for more information.

Creative Industries Funding

Creative Industries Funding will help develop and grow creative industries, especially those focused on export markets. It will be available to for-profit businesses, not-for-profit organizations and social enterprises operating in the creative industries, including music, publishing, film, craft, visual arts, performing arts, and design fields. For more information, contact Mickey Quase 902-424-3701 Mickey.Quase@novascotia.ca (link sends e-mail) or Susan Jeffries 902.424.2873 Susan.Jeffries@novascotia.ca (link sends e-mail).

Visit the Creative Industries Fund program page for more information.

Visit the Screenwriters Development Fund program for more information.

Major Event Hosting

If you are hosting a major event, on a scale such as the Canadian Country Music Awards or Canadian Seniors Curling Championships, please chat with our staff about opportunities in Nova Scotia. Contact Neal Alderson at 902-424-6010 or email Neal.Alderson@NovaScotia.ca (link sends e-mail).

Strategic Funding Initiative program

The Strategic Funding Initiative program provides one-time funding to projects that are significant to communities. These apply to cultural, heritage, sport and community-based initiatives. For more information, contact Christopher Shore, 902-424-8443, christopher.shore@novascotia.ca (link sends e-mail).

Community Transportation Action Plan

We are making community transportation more affordable, accessible, convenient, and reliable.

Visit the [Community Transportation Action Plan](#) page for more information.

Let's Get Moving Nova Scotia

Let's Get Moving Nova Scotia is an action plan to create a more active, inclusive and healthier population.

Visit the [Let's Get Moving Nova Scotia Action Plan](#) page for more information.

Festival and Community Event Development

Each year Nova Scotia hosts dozens of festivals and events. These festival and events help build stronger communities and attract visitors to all regions of our province. As part of this program the province makes funding available to [support initiatives related to Festivals and Events](#). For more information contact Angela Dennison at 902-424-3876 or angela.dennison@novascotia.ca (link sends e-mail)

8.2 Sport and Recreation Funding Programs

Sport and Recreation leads government efforts and collaborates with communities to improve the quality of life of Nova Scotians through sport and recreation. It supports the sector to develop an effective and integrated system of high quality opportunities and supports for Nova Scotians to live actively.

[Community Recreation Capital Grant](#)
[Recreation Facility Development Grant](#)
[Gender Equity Capacity Building Support Fund](#)
[Planning Assistance Program](#)
[Provincial Recreation/Physical Activity Project Funding](#)
[Community Development Grant](#)
[Sport Hosting](#)

8.3 Trail Funding Programs

[Recreational Trail Expansion Grant program](#)
[Trail Maintenance Program](#)
[Community Trails Leadership Fund](#)
[Engineering Assistance Grant Program](#)

8.4 Community Funding and Awards

Developing partnerships, creating jobs and fostering sustainability contribute to a community's health, well-being and social prosperity. To support these activities, the Department of Communities, Culture and Heritage offers funding opportunities that help communities enhance assets such as facilities, public places and programs.

[Business ACCESS-Ability Grant Program](#)
[Community ACCESS-Ability Program](#)
[The Lieutenant Governor's Community Spirit Award](#)
[Community Facilities Improvement Program](#)
[Diversity and Community Capacity Fund](#)
[Legion Capital Assistance Program](#)
[Building Vibrant Communities Grant](#)

8.5 Culture Funding and Awards

Artists and cultural communities contribute to quality of life in Nova Scotia. Recognizing the importance of this role, the Department of Communities, Culture and Heritage offers peer adjudicated funding opportunities in support of artistic works and cultural projects.

[Cultural and Youth Activities Program](#)
[One-time Emerging Culture and Heritage Initiatives Program](#)
[Operating Assistance to Cultural Organizations](#)

View the [Gaelic Language in the Community Program](#) website for more information.

[Mi'kmaq Cultural Activities Program](#)

8.6 Heritage Funding

Throughout this province, there are objects, buildings, places and stories that connect us to the past. Recognizing the importance of preserving and sharing these vital heritage links, the Department of Communities, Culture and Heritage provides funding opportunities to support the collection, preservation and interpretation of historic assets.

[Community Museum Assistance Program](#)
[Heritage Development Fund \(Heritage Property\)](#)
[One-time Emerging Culture and Heritage Initiatives Program](#)
[Strategic Development Initiative](#)

View the [Nova Scotia Museum Research Grants Program](#) website for more information.

View the [Provincial Archival Development Program](#) website for more information.

Support4Culture

[Support4Culture](#) is a collection of programs that support arts, culture, and heritage in communities across Nova Scotia. Funds are raised through the sale of designated ticket lottery products via the [Nova Scotia Gaming Corporation](#), and the programs are managed by the Department of Communities, Culture and Heritage and Arts Nova Scotia.

Arts Nova Scotia

Investment opportunities through grants, funding programs and awards are available from [Arts Nova Scotia](#), the provincial funding agency that provides support to professional artists, arts organizations, arts education programs, and a number of arts awards and prizes. Governed by an 11 member board of directors, Arts Nova Scotia is an arm's length agency of the Nova Scotia Department of Communities, Culture and Heritage.

Community Access Program

We would like to introduce the newly formed [Community Technology Network of Nova Scotia \(CTNet NS\)](#), with a board comprised of 10 representatives from around the province, including a French component, in partnership with the Réseau des Technologies Communautaire de la Nouvelle Écosse. When the federally funded Community Access Program (CAP) ended, we continued as NSCAP, providing technology services to communities across Nova Scotia. We saw a major need to continue these services and to continue to champion NSCAP's causes. After a few years, we decided to formalize a new group and re-brand, bringing new energy to this program. During this fiscal year, we have worked as a group to ensure these changes happened as quickly as possible.

8.7 Canadian Heritage

<https://www.canada.ca/en/services/culture/events-celebrations-commemorations/funding.html>

[Celebrate Canada](#)

Apply for funding for activities organized on: National Aboriginal Day (June 21); Saint-Jean-Baptiste Day (June 24); Canadian Multiculturalism Day (June 27); and Canada Day (July 1).

[Commemorate Canada](#)

Learn about funding opportunities for initiatives of national significance that commemorate important aspects of Canada's history.

[Remembering Canada's Veterans](#)

Discover funding programs that honour those who served Canada in times of war, military conflict and peace, and keep the memory of their achievements and sacrifices alive for all Canadians.

[Community Anniversaries – Building Communities Through Arts and Heritage](#)

Apply for funding for non-recurring local events, with or without a minor capital project.

8.8 Culture, history and sport

<https://www.canada.ca/en/canadian-heritage/services/funding.html>

[Aboriginal Peoples' Program](#)

The Aboriginal Peoples' Program promotes Indigenous languages, strengthens cultural identity and increases Indigenous participation in Canadian society.

[Athlete Assistance Program](#)

The Athlete Assistance Program supports high-performance Canadian athletes who are preparing for and participating in international sport.

[Building Communities Through Arts and Heritage](#)

Building Communities Through Arts and Heritage supports community celebrations, such as festivals, events and projects.

[Canada Arts Presentation Fund](#)

The Canada Arts Presentation Fund provides financial assistance to organizations that professionally present arts festivals or performing arts series (arts presenters) and organizations that offer support to arts presenters.

[Canada Arts Training Fund](#)

The Canada Arts Training Fund supports the training of artists with high potential through organizations that offer high-calibre training.

[Canada Book Fund](#)

The Canada Book Fund promotes a strong book industry that publishes and markets Canadian-authored books.

[Canada Cultural Investment Fund](#)

The Canada Cultural Investment Fund encourages private sector investment, partnership and sound business practices to help arts and heritage organizations be better rooted and recognized in their communities.

[Canada Cultural Spaces Fund](#)

The Canada Cultural Spaces Fund supports the improvement of physical conditions for artistic creativity and innovation.

[Canada History Fund](#)

The Canada History Fund supports the development of learning materials and activities that contribute to increasing Canadians' knowledge about Canada.

[Canada Media Fund](#)

The Canada Media Fund encourages the creation of popular, innovative Canadian content and software applications.

[Canada Music Fund](#)

The Canada Music Fund supports a wide range of musicians and entrepreneurs who create, produce and market original and diverse Canadian music.

Business and Event Promotion Reference Sheet
St. Peter's and its Richmond County Neighbours

[Canada Periodical Fund](#)

The Canada Periodical Fund provides financial assistance to Canadian print magazines, non-daily newspapers and digital periodicals.

[Canada Travelling Exhibitions Indemnification Program](#)

The Canada Travelling Exhibitions Indemnification Program assists eligible Canadian art galleries, museums, archives and libraries by assuming financial responsibility for loss or damage to objects or appurtenances in eligible travelling exhibitions.

[Canadian Conservation Institute internship programs](#)

The Canadian Conservation Institute offers paid post-graduate internships and curriculum internships that provide learning opportunities for the conservation community in Canada and abroad.

[Canadian Film or Video Production Tax Credit](#)

The Canadian Film or Video Production Tax Credit supports Canadian programming and the development of an active domestic production sector.

[Celebrate Canada](#)

Celebrate Canada provides funding for activities organized on National Aboriginal Day, Saint-Jean-Baptiste Day, Canadian Multiculturalism Day and Canada Day.

[Commemorate Canada](#)

Commemorate Canada provides financial support to initiatives that commemorate Canada's significant people, places, achievements and life events.

[Community Support, Multiculturalism, and Anti-Racism Initiatives Program](#)

The Community Support, Multiculturalism, and Anti-Racism Initiatives Program supports the socio-economic integration of individuals and communities and helps them to contribute to building an integrated, socially-cohesive society.

[Court Challenges Program](#)

The Court Challenges Program provides financial support to Canadians to bring cases of national significance related to constitutional and quasi-constitutional official language rights and human rights before the courts.

[Creative Export Canada](#)

The Creative Export Canada program provides funding contributions to Canadian organizations that wish to carry out an export project.

[Destination Clic — French Enrichment Bursary Program](#)

Destination Clic is a summer bursary program for francophone students who attend a French-as-a-first-language school and live outside of Quebec.

[Documentary Heritage Community Program](#)

The Documentary Heritage Community Program ensures that Canada's continuing memory is documented and accessible to current and future generations by adopting a more collaborative approach with local documentary heritage communities.

[Economic Development Initiative](#)

Learn about the funding available for activities related to business and economic development that encourage growth in Northern Ontario's Francophone communities.

[Exchanges Canada](#)

The Exchanges Canada program helps youth to enhance their knowledge and understanding of Canada, while connecting with other young Canadians.

[Explore — Second Language Bursary Program](#)

Explore is a five-week, intensive language immersion bursary program.

[Film or Video Production Services Tax Credit](#)

The Film or Video Production Services Tax Credit promotes Canada as a location of choice for film and video productions employing Canadians.

[Movable Cultural Property Grants](#)

Movable Cultural Property Grants help designated organizations acquire cultural property of outstanding significance and national importance to Canada.

[Museums Assistance Program](#)

The Museums Assistance Program supports heritage institutions and workers in the preservation and presentation of heritage collections.

[Odyssey — Language-Assistant Program](#)

Odyssey is a bilingual, paid work experience that provides opportunities for post-secondary students to travel to another province.

[Official Languages Funding Programs](#)

Official Languages Funding Programs promote French and English languages in Canadian society and encourage the development of Francophone and Anglophone communities in minority situations.

[Sport Canada Hosting Program](#)

The Sport Canada Hosting Program assists sport organizations to host the Canada Games and international sports events in Canada.

[Sport Support Program](#)

The Sport Support Program supports the development of Canadian athletes and coaches.

[Young Canada Works](#)

Young Canada Works offers a variety of summer job and internship programs to job seekers and employers.

[Youth Take Charge Program](#)

The Youth Take Charge Program supports youth-led projects that exemplify the ability to strengthen youth attachment to Canada.