

### Event Hosting Grant Application Summary – April 2024

Brandon’s Accommodation Tax Funding Program was established July 1<sup>st</sup>, 2012 to act as an incentive for event organizers to host their events in Brandon. The program is funded through an accommodation tax that is levied on overnight stays in Brandon. Grants are available to support event acquisition and retention and capital repairs / upgrades related to same. Additional information is available at [www.brandon.ca/accommodation-tax/overview](http://www.brandon.ca/accommodation-tax/overview).

To ensure that Brandon hosts as many events as possible and to minimize date and hotel availability conflicts, please submit all of your events (current and future) online to [www.brandon.ca/events-calendar](http://www.brandon.ca/events-calendar) or notify Brandon Tourism at 204-729-2129

**Since inception of the Accommodation Tax program, 219 event hosting grant applications have been approved totalling \$3,250,153 and generating a projected 165,063 overnight stays in Brandon.**

Type of Application	Event Name	Event Date	Room Nights	Grant Approved
New Event	2024 Knette Western District Convention	May 30-Jun 2, 2024	150	\$3,500
New Event	Bdn Minor Ball, 15U & 18U AA Provincials	Jul 26 - 28, 2024	300	\$5,000
New Event	Cdn Junior Hereford Assoc National Show - Bonanza 2024	July 22-28, 2024	750	\$16,500
Event of Significant Economic Impact	Brandon Tournament of Champions	Feb 1-4 & 8-11, 2024	2,177	\$ 15,239

January 1 <sup>st</sup> 2024 – YTD			
Type of Application	Number of Approved Applications	Total Room Nights Projected	Total Value of Grants Approved
New Event	6	3,930	\$90,250
Event Retention (retaining an existing event)			
Growing an Existing Event			
Capital Grants			
Event of Significant Economic Impact	2	6,391	\$44,737
Grand Total	8	10,321	\$134,987

January 1 <sup>st</sup> , 2023 – December 31 <sup>st</sup> , 2023			
Type of Application	Number of Approved Applications	Total Room Nights Projected	Total Value of Grants Approved
New Event	13	3,472	\$77,030
Event Retention (retaining an existing event)			
Growing an Existing Event			
Capital Grants			
Event of Significant Economic Impact	4	14,598	\$102,186
Grand Total	17	18,070	\$179,216

\* When an event grant and a capital grant have both been approved for an event, room nights generated are only counted once and therefore are not reflected under the capital grant reporting line.

Disclosure: Many variables can effect events from the grant approval stage until the actual event date including cancellations. These changes can impact previously reported figures.