



Event Impact Fund (EIF)

2026 PROGRAM GUIDELINES

1. Introduction

The Southern Gulf Islands Tourism Partnership's (SGITP) Event Impact Fund helps island organizers build events that draw visitors in the off-season. In return for hosting events between October and April, SGITP compensates organizers for each verified commercial room night their event generates. The fund is open to events on any of the five partner islands: Salt Spring, Pender, Mayne, Galiano, and Saturna.

Events are a strong draw for visitors, but they cluster in peak season, feeding the same summer crowding SGITP is working to ease. The Southern Gulf Islands have something to offer year-round, and off-season events are a practical lever to move visitation toward the quieter months and build a gentler, year-round visitor economy.

The EIF is a per-room-night incentive. Organizers keep full control of their event and its proceeds.

2. Program goals

- Generate incremental overnight stays in [commercial accommodations](#) across the Southern Gulf Islands between October and April.
- Attract new or enhanced events and support the viability of events in a region where off-season tourism attraction is minimal.
- Develop the destination in off-peak months by supporting initiatives that enhance both visitor and resident experience.

3. Eligible applicants

The Event Impact Fund is open to event organizers hosting an event on Salt Spring, Pender, Mayne, Galiano, or Saturna Island, whether the organizer is based on the islands or elsewhere. Eligible applicants may include businesses, non-profits, community groups, and individual event organizers running a tourism-drawing event between October and April.

- Events must be accessible to the general public. Ticketed events are eligible. Private events, such as weddings or closed parties, are not.
- Preference is given, in the case that available funds are limited, to new or expanding events over recurring events that would take place regardless of funding.
- All eligible applicants must be in good standing with applicable federal, provincial, and local requirements.
- Organizers must carry insurance appropriate to the event's scale and risk and provide proof of coverage to SGITP upon request.
- Recipients agree to acknowledge SGITP's support in their event's promotional materials (for example: "Supported by the Southern Gulf Islands Tourism Partnership").

SGITP board members and staff are eligible to apply. Any application connected to a board member, staff member, or their immediate family must be disclosed at the time of application, and that individual will be recused from any decision related to the request.

Not eligible

- Weddings, private parties, or other events not open to the general public
- Events taking place outside Salt Spring, Pender, Mayne, Galiano, or Saturna Island
- Events taking place outside the October to April window, without exception
- Government organizations

4. Funding

The EIF pays \$100 CAD per verified commercial room night, up to a maximum of \$2,000 per event. A minimum of 5 verified room nights (\$500) is required to receive funding.

What counts as a room night

A room night is one occupied room, in a licensed [commercial accommodation](#), for one night. It is counted per room and per night regardless of party size: one room booked for one night is one room night, whether one person or a family is staying in it. The same room booked for two nights, by the same or different guests, is two room nights. There are no stipulations for the type of guest staying in a room. A room night qualifies whether it is booked by an event participant, an organizer, an attendee, etc.

Only room nights booked in licensed commercial accommodations count toward funding. Room nights booked through short-term rental platforms, including Airbnb and VRBO, are not eligible. Nor are camping or RV sites, unless operating as a licensed commercial accommodation collecting MRDT. Any rooms that are comped, donated, or provided in kind by a property are not eligible, regardless of accommodation type.

SGITP may request supporting documentation at any time to verify reported room nights, including accommodation invoices or reservation records. Full audit terms are set out in the Funding Agreement each recipient signs upon approval.

There is no limit on the number of events an organizer may submit in a season. Total program funds are limited, however, and will not be topped up once fully allocated.

When reservation requests exceed remaining funds, SGITP will give priority to new or expanding events over recurring events.

5. Reservation and application process

Applications are accepted on an ongoing basis. There are no fixed intake windows, but reservation requests must be submitted no less than 60 days and no more than 11 months before the event.

To apply, organizers must submit a [reservation request](#) to SGITP, including event name, island, event dates, estimated number of commercial room nights, and the name(s) of the participating commercial accommodation property or properties. Applications must be submitted before the event takes place. Retroactive applications will not be considered.

SGITP will review the request and confirm remaining fund availability, reserving the estimated amount against the program pool.

What happens after approval

- The event takes place as planned.
- Within 30 days of the event, the organizer submits a [post-event report](#), including the actual number of commercial room nights delivered, written confirmation from the participating property or properties, and a testimonial for SGITP's use.
- SGITP verifies the report and issues payment for the actual verified room nights, up to the reserved amount. Final payment may be lower than the reservation if fewer room nights materialized, but will not exceed it.

Once verified, SGITP will request an invoice from the organizer and issue payment by e-transfer or cheque within 14 days of receiving it.

Cancellations

If an event is cancelled after a reservation has been confirmed, the organizer must notify SGITP as soon as possible. The reservation will be released back into the program pool and no payment will be issued.

In the rare case that reservation requests exceed the funds remaining in the pool, preference will be given to new or expanding events. This is a tiebreaker only, not an eligibility requirement. Existing and recurring events remain fully eligible to apply and receive funding.

Contact

Questions and post-event reports should be submitted to: community@southerngulfislands.com

Requests should be completed exclusively through the [EIF Reservation Request Form](#).