



SDG Regional Tourism Grant



Guidelines



Mar 5, 2021





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Introduction

As part of the initiative to support marketing efforts and increase the visibility of regional tourism assets, the United Counties of Stormont, Dundas and Glengarry (SDG) wish to assist community leaders provide a diverse and rich experience to all residents and visitors. At times, community organizations and visitor destinations across SDG require financial assistance to develop, expand or continue special projects.

Purpose

The SDG Regional Tourism Grant Program (RTG) will provide limited financial assistance to the regional tourism sector within SDG. These regional grants will be used to help support projects that increase the visibility of the area and enhance the local economy by offering a unique product to both internal and external visitors.

All funds allocated will be distributed in a fair and transparent manner.

Scope

Each year, as part of the annual budget process, County Council will consider a financial commitment to the "SDG Regional Tourism Grant Program" (RTG). Any approved funds will then be made available to eligible organizations through the RTG program.

Definitions

Visitor Destination: An event or attraction that encourages visitors from outside and/or inside the region to participate in some form of experience.

Community Organization: Incorporated not-for-profit organization, organizations with charitable status, or an unincorporated group with not-for-profit goals and governance structure.

Tourism and Hospitality Sector: The tourism and hospitality category covers diverse sectors such as transportation, travel services, recreation and entertainment, accommodation and food and beverage services.

Eligibility Criteria

- Applicants must be from a community organization or visitor destination located in Stormont, Dundas and Glengarry whose primary focus is to attract visitors to the SDG region.
- Grants are intended to be supplementary to the event's main sources of funding. The grant shall not be considered as the primary source of funding for the event. The organizers must demonstrate exploration of other available financial and in-kind support (i.e.: fund-raising and volunteer support).
- All funding shall be for future projects. Retroactive funding will not be considered.

- Applicants must apply through an established event/attraction.
- Repeat grants will only be available to events that have complied with the reporting requirements of any previous grants.
- Guaranteed funding is only for the fiscal year in which the organization has applied. It is not to be regarded as a commitment by the County to continue such assistance in future years.
- No financial grants will be considered unless specifically authorized by this policy. In awarding grants, the County may impose, at its sole and unique discretion, any conditions it deems fit.

Exemption from Formal Applications Process

SDG Agricultural Societies that host annual fairs have traditionally received yearly grants from the County. Those annual grants are separate and apart from the RGT process, and Agricultural Societies do not need to apply under this policy to continue receive those grants. In order to continue to be eligible for these grants, a letter must be sent to the County from the exempted organization(s). The letter must identify the need for a grant for the year in question and the general intent of the use of the funds. The County must receive the letter annually before any grant funds are to be forwarded to the organization(s).

All Agricultural Societies are eligible to apply for additional funding through the RTG for new and/or innovative special projects outside traditional fair events.

Exclusions

- Unless special circumstances warrant, consideration will not be given to requests for grants from recreational sports groups, nor will funds be used to sponsor an individual athlete or team for a competition, or to subsidize participation in a sports event.
- Alcohol and associated expenses (permit fees, police, fencing, etc.).
- Expenses not directly related to the event and activities.
- Expenses for events and activities that take place outside of Stormont, Dundas and Glengarry.

Grant Amount

- The minimum grant request is \$2,500 per application.
- The maximum grant request is \$5,000 per application.

Application and Review

- Applicants are asked to complete a detailed application package.

- A panel consisting of one (2) member of County Council, the Tourism Coordinator and one other SDG staff member will review all applications submitted and determine successful candidates.
- Only one application per organization per year may be submitted. Applicants are welcome to apply in subsequent years however funding is not guaranteed.
- The organization's financial statement from the previous year will be required as part of the application process.
- All grants will be assessed in terms of the need for the project; cost effectiveness, financial viability, contribution to the quality of life for residents, potential to attract visitors to the region and community involvement/response.

Application Deadline and Notification of Acceptance

- Applications must be received by Tuesday March 30, 2021 12:00pm for all events/projects in the upcoming calendar/fiscal year.
- All successful applications will be notified by mid April of the application year and 50% of funds would be distributed shortly there after.

Accountability

- Prior to the disbursement of any RTG funds, all Grantees must sign a “Letter of Agreement” on the approved form, which specifies the terms and conditions of the grant.
- Organizations awarded a grant will be held accountable for the expenditure of the funds in accordance with the stated objectives/plans. Grants in future years will be reviewed based on the past demonstrated fiscal responsibility of the applicants.
- Funds granted under this program must be used for the specific purposes outlined in the application. They are not transferable between projects or groups without prior approval of the County.
- **Accountability statements must be completed and submitted within sixty (60) days of the event/project’s completion. The statement shall include:**
 - ✓ A description of the completed event/project;
 - ✓ A financial report listing all expenditures and revenues pertaining to the event/project, and the use of the funds;
 - ✓ The signature of the Chair/President or chief officer of the organization;
 - ✓ Groups are encouraged to submit photos of their activity/event that can be used by the County to promote the RTG and/or the region.

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- ✓ Failure to provide a completed "Accountability Statement" as required by the County may result in future requests being denied.

Recognition

The extent of such recognition will be determined in relation to the level and nature of the funding. Such forms of recognition could include, but not be limited to:

- Appropriate signage;
- Media release and seeking of associated media opportunities;
- Right to use the asset, service, event name and logo in of the organization to assists in event promotion;
- All SDG logo usage must comply to the SDG Corporate Toolkit.



SDG REGIONAL TOURISM GRANT 2021 Grant Application

INSTRUCTIONS:

Mail or email the completed application to:

United Counties of Stormont, Dundas and Glengarry
Regional Tourism Division
26 Pitt Street Cornwall, ON K6J 3P2
E: tourism@sdgcounties.ca
ATTENTION: Karina Belanger

INFORMATION:

Refer to the SDG Regional Tourism Grant Guidelines for more detailed information on eligibility and criteria.

If you require assistance completing the form, or have inquiries contact:

Karina Belanger, Tourism Coordinator, 613-932-1515 x1331 or kbelanger@sdgcounties.ca

APPLICANT INFORMATION

Name of
organization:

Type of
organization:

Contact Person:

Phone Number:

Email address:

Address:

Town:

Telephone:

Postal Code:

Note:

List of Board/Committee members (if applicable)

Please attach letter of support from organization benefiting from the grant.

Application deadline date: Tuesday March 30, 2021 12:00pm - late applications will not be considered.

PROJECT DESCRIPTION

A brief description of the organization:

Does your project focus on attracting visitors to Stormont, Dundas and Glengarry?

Amount Requested:

Project Description:

(provide a detailed project description listing components, including how the project targets the SDG region)

Who will participate in your event?
(e.g. young families, seniors, children etc.)

How will the event be advertised?
(e.g. what type of print material, how many copies and distribution)

How will you measure success?
(e.g. survey, postal code, revenue)

OTHER INFORMATION

Has your group received a grant previously under the Regional Tourism Grant?

If yes, year grant was awarded project:

SDG contribution:

Briefly describe previous project(s):

Finance

Budget for the event/project (please use the attached Budget Form)

AUTHORIZATION

Date

Signature of Representative

MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT

Personal information provided by the applicant on the application form is collected for the purposes of the United Counties of Stormont, Dundas and Glengarry Regional Tourism Grant program approved by Council on an annual basis. The information will be used internally within the County to administer your application.

As an authorized representative of

I (please print),

attest that all information contained in this application is accurate to the best of my knowledge.



Regional Tourism Grant BUDGET

Anticipated Funding Sources/Revenues:

| | Requested Contribution | |
|--|------------------------|--|
| | Your Contribution | |
| Anticipated Income (admissions, sales, etc) | | |
| Other Government/Public Support | | |
| Private Support <i>Please specify:</i> | | |
| Other Sources <i>Please specify:</i> | | |
| TOTAL REVENUES: | | |

Expenses (goods, services & other):

| | | |
|---|--|--|
| Project Costs <i>Please list:</i> | | |
| Rental Fees | | |
| Permits <i>Please list:</i> | | |
| Equipment <i>Please specify:</i> | | |
| Advertising | | |

Other

Please specify:

| | |
|--|--|
| | |
|--|--|

TOTAL EXPENSES:

| |
|--|
| |
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