

## Town of Georgina Grant Program for Economic Development and Community Building

### What is the grant for?

The objective of the Economic Development and Community Building Grant Program is to provide financial assistance for programs/events that serve to promote the Town of Georgina to markets outside Georgina, generate economic opportunities for the local business community and provide for the betterment of the Community. This program is not intended to support events that are dedicated to fundraising.

### Who can apply?

Not-for-Profit organizations that reside or provide services within the Town of Georgina may apply. Registered charities and businesses or business organizations (informal or formal) that promote overnight stays and have a significant impact on the local economy may also apply. However, the grant program is not intended to provide organizations with the ability to provide or increase charitable donations.

Applications to support events/programs that occur prior to Council's consideration of the application are not eligible.

### Grant Programs

Applicants may apply to one (1) grant program per event.

#### Community Betterment Grant

This grant program provides assistance to efforts being undertaken to build capacity within a community or neighbourhood. **A maximum grant amount of 50% of the eligible cost of the program/event up to a maximum of \$2,000 may be considered.**

#### Community Culture Grant

This grant will also provide funds up to a **maximum of 25% of the eligible cost up to a maximum of \$5,000** towards the events/programs or public art installations intended to celebrate the Culture of Georgina.

#### Economic Development Grant

This grant program provides assistance to organizations who are able to demonstrate that their program/event will have a direct economic impact on the surrounding business community. **A grant up to a maximum of 50% of total eligible expenses will be considered up to a maximum of \$5,000.** Evaluation of these applications will consider the potential for this event to result in overnight stays and the marketing undertaken to attract an out of Town audience.

Note: Volunteer honorariums and any salaries within the budget are not included in the total cost of the event/program for the purpose of calculating the maximum grant amount.

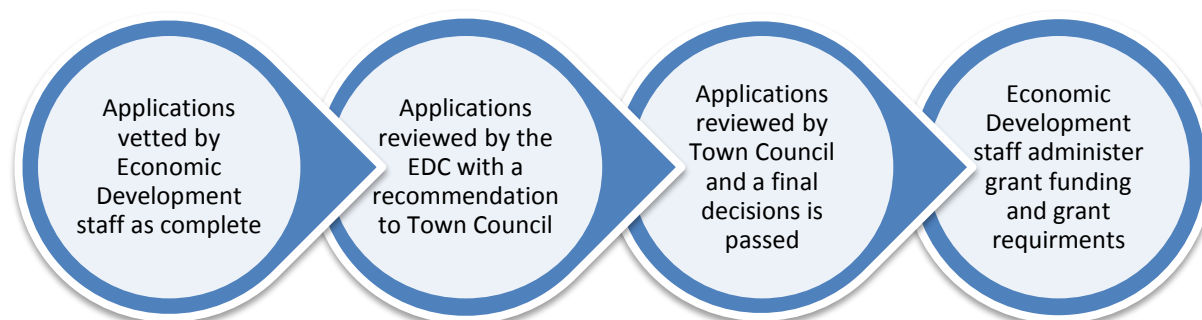
### What is the process to apply for the grant?

Applicants must submit a completed application, along with relevant supporting documentation to Cristina Liu in the Economic Development and Tourism Office. In order to take full advantage of

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**All information collected in this application becomes public information with the exception of personal contact information.**

collaborative marketing efforts and the time required to schedule the matter for Council's consideration, **applications should be submitted six (6) months prior to the event date. The applications will be reviewed by the Economic Development Committee (EDC) at three intake periods (February 1, May 1 and September 1).**



### When can I submit an application?

**Applications must be submitted prior to an intake period (February 1, May 1 and September 1) for administrative processing and no less than 60 days prior to the event date.** Applicants must contact Cristina Liu at 905-476-4301 ext. 2300 or at [cliu@gerogina.ca](mailto:cliu@gerogina.ca) to set up a meeting to discuss and review your application before submission.

**Grant applications will not be accepted for events scheduled less than 60 days from the time of submission. All grant applications must be reviewed and deemed complete by the Economic Development and Tourism Division before they are accepted for evaluation by the Economic Development Committee. Once the application is considered by the EDC, a report with recommendations will be provided to Council for final approval.**

### What are eligible expenses?

#### Eligible Expenses:

Includes items or services directly required to provide the program or project to the public.

Equipment fees	Entertainment Fees	Facility rentals
Marketing costs	Promotional products	Permit Fees

#### Ineligible Expenses:

Staff salaries	Volunteer Honorariums	Consultant fees
Sub-contractor fees	Training expenses	Donations
Expenses associated with the provision of selling alcohol		

**Is there a limit to the number of grants an organization or project can receive?**

**Although community groups may apply more than one time, the purpose of the grant is to assist organizations in starting up a program/event, or assist with the further development of an existing program/event.** It is expected that if the program/ event is viable, it will have other sources of financing and become less reliant on the Town's funding.

**What is required to apply?**

The applicant should include business or marketing plans directly relevant to the program/event. The application shall include a detailed account of the proposed revenue and expenses using the forms provided in this application or the submission of a formal budget. **For any expenses that exceed \$500 and for which funding is being requested, a quote must be provided with the grant application.**

**What is required to receive the grant if the application is approved by Council?**

In order to receive the approved grant, the applicant must sign a waiver agreeing to comply with the terms of the grant, including the submission of financial and other requested information within 90 days of the event. If the terms of the grant are not complied with, the applicant/organization becomes ineligible for future funding. Applicants will endeavour to submit detailed information on their event/program. (i.e. economic impact, attendee place of residence, etc.)

**NOTE: ADDITIONAL CONDITIONS OR TERMS MAY BE IMPOSED ON AN INDIVIDUAL GRANT APPLICATION**

For further information contact Cristina Liu at 905-476-4301 ext. 2300 or at [cliu@georgina.ca](mailto:cliu@georgina.ca)

**APPLICATION****PLEASE COMPLETE ALL FIELDS**

Applicant:	
Name of Program/Event	
Date of Program/Event	
Program/Event Website	
Location of Program/Event	

**CONTACTS (Two contacts are required)**

Contact #1		
Name		
Title		
Phone Numbers	Home #	
	Work #	
	Cell #	
E-Mail		
Mailing Address		

Contact #2		
Name		
Title		
Phone Numbers	Home #	
	Work #	
	Cell #	
E-Mail		
Mailing Address		

**Please check one of the following:**

Not-For-Profit	
Community Group	
Registered Charity	
Registered Business	
Other (please specify)	

**Please specify if you checked the “Other” box:**

**Please provide a general description of the program/event.**

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**What is the expected number of participants at this program/event?** \_\_\_\_\_

**What information did you base the number of expected participants on?**

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**What was the total number of participants at the program/event during the past three years if applicable?**

2017

2016

2015

PLEASE SELECT ONE (1) GRANT APPLICATION STREAM THAT BEST FITS YOUR PROGRAM/EVENT AND DESCRIBE IN THE SPACE BELOW.

☐ **Community Betterment:**

How does this program/event contribute to the betterment of the Community if applicable?

☐ **Community Culture:**

How does this program/event contribute to the cultural development and further the goals of the Municipal Cultural Plan?

☐ **Economic Development:**

How does this program/event create an economic impact on the local business community or build capacity within the community or the Town of Georgina? Will the event/program have the potential to create or promote future investment in the Town of Georgina?

How many times, if any, has your organization or the above named program/event received funding from the Town of Georgina? \_\_\_\_\_

What is the amount you have received per funding request?

2017

2016

2015

**How will this program/event be promoted outside Georgina? (Please indicate only those efforts which are confirmed)**

		Specify each individual channel
Newspaper		
Radio		
Television		
Social Media		
Free Web Event Listings		
Other		

**Hard copies of any marketing materials produced for the program/event within the past year shall be submitted to the Economic Development Office**

**For further information contact Cristina Liu at 905-476-4301 ext. 2300 or at [cliu@georgina.ca](mailto:cliu@georgina.ca)**

List all other **confirmed** funding sources for the upcoming program/event including the funding requested from the Town of Georgina. Alternatively, applicants may submit a proposed budget indicating revenue and expenses directly related to the event.

SOURCE OF FUNDING	AMOUNT
<b>Funding Requested from the Town of Georgina</b> Community Culture Grant: 25% of total eligible expenses. Maximum \$5,000 Community Betterment Grant: 50% of total eligible expenses. Maximum \$2,000 Economic Development Grant: 50% of total eligible expenses. Maximum \$5,000	
<b>Total of all Funding Sources</b> Total amount of funding should match expenses on the next page or explain variance.	



**Please provide a quote for any expenses exceeding \$500 and for which funding is being requested.**

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**IN KIND CONTRIBUTION**

**Required: List other stakeholders or organizations, involved with the program/event that provide “in kind” contributions or resources. (Please provide contact information for these organizations/stakeholders.)**

ORGANIZATION	Contact Information Phone Number and E-mail	In Kind Contribution
e.g. Joe Smith Associates	Joe Smith 416-123-4567 j.smith@gmail.com	Providing tents for event

## WAIVER

I, the applicant, have read and agree to abide by the requirements of the Town of Georgina Economic Development and Community Grant Program.

**If successful in receiving this grant, I agree to submit the following documentation.**

- 1. Detailed Financial Statement – Actual**
- 2. Detailed Marketing Plan – Actual**
- 3. Attendance Numbers**
- 4. Provision of information related to place of residence of participants (Postal Code)**

Documented expense claims should be provided to the Economic Development Office within **90 days** of the program/event end date. Any excess funds should be returned to the Town.

I agree to provide a financial statement along with the above stated documents, completed within **90 days** of the project completion.

Organizations shall indicate the Town's support of the event/program by indicating "Sponsored by the Town of Georgina" on all marketing materials.

I attest that all information provided in this application and the supporting documentation is true and valid at the time of this application.

PRINTED Name of Applicant

Signature of Applicant

Date

**BY TYPING YOUR NAME IN THE APPLICANT BOX YOU ARE ADHEARING TO THE TERMS AND CONDITIONS OF THIS GRANT APPLICATION IN ORDER FOR YOUR GRANT APPLICATION TO BE ACCEPTED.**

**Disclaimer:**

**All information collected in the application becomes public information with the exception of personal contact information.**