

Application for 2024 Community Partnership Fund

Please complete the following questions in full. Incomplete applications will not be considered. After completing the application, email it to development@visitthecounty.com to confirm receipt. You will receive an email confirmation once your application has been received.

* Indicates required question

ORGANIZATION INFORMATION

1. Name *

2. Mailing Address *

3. City *

4. Postal Code *

5. Organization Email *

6. Website *

7. Organization Phone *

CONTACT INFORMATION

8. First/Last Name *

9. Position/Role *

10. Contact Email *

11. Contact Phone *

EVENT/EXPERIENCE INFORMATION

12. Event Name *

13. Event Date(s) *

Example: January 7, 2019

14. Location(s) *

15. Please provide a detailed description of your tourism event/festival *

16. Will you be partnering with any other businesses for this event/festival? If yes, with who? *

17. How many people do you expect to attend/participate? *

18. How will your event increase tourism revenue, visitation, and/or overnight stays to Prince Edward County?

19. Which performance measures will you use to track increased local tourism revenue, visitation and/or overnight stays? (select all that apply)

Check all that apply.

- Room bookings
- Ticket sales
- Survey results
- Social media stats
- Google Analytics
- Other: _____

20. Is your event ticketed? *

Mark only one oval.

- Yes
- No

21. If yes, please provide ticket pricing and details on how to get tickets

22. Will you have a minimum or maximum capacity for your event? *

Mark only one oval.

Yes

No

23. If yes, what is the minimum and/or maximum capacity?

MARKETING

24. In which of these geographic areas will you be marketing/promoting your event? *

Check all that apply.

- Prince Edward County & Area
- Within 3 hours of Prince Edward County
- Across Ontario
- Outside Ontario

25. What marketing activities will be used to reach your target markets outlined above? *

Check all that apply.

- Advertising (eg. newspapers, magazines, radio, television)
- Digital Promotion (eg Paid Social Media, search engine marketing, digital display ads, blogs)
- Marketing Collateral (Brochures, rack cards, guides, maps, giveaways)
- Consumer-Focused Asset Development (eg. event website or landing page, photography, video, written content, etc.)
- Other (please specify)

26. Does your event align with any of the Visit The County 2024 Business Plan Objectives? If yes, please describe

EVENT BUDGET

27. How much money are you requesting from Visit The County? *

28. How will this funding enhance your event? *

29. Have you received or applied for additional funding or grants? *

Mark only one oval.

Yes

No

30. If yes, please indicate the amounts and from which funding program(s) Funding Source
(Organization and/or funding program name)
Amount \$ Is this funding confirmed?

31. Please provide an outline of your event budget *

- Facility / Venue Rental
- Entertainment
- Travel / Accommodation
- Food & Beverage
- Audio / Visual
- Equipment Costs / Rentals
- Marketing / Advertising
- Safety / Security
- Other
- Total Expenses**

32. Income / Revenue Budget *

Check all that apply.

- Sponsorship or Partnership (including this one)
- Other Grants
- Ticket Sales
- Food & Beverage
- Other: _____

33. What is your expected profit? (Income – Expenses =) *

SUCCESSION

34. Do you intend to host this event again in the future? *

Mark only one oval.

Yes

No

35. If so, how often? *

36. How will you fund this event in the future? *

TERMS & CONDITIONS

If your application is successful, the following must be provided prior to the issuing of your initial funding cheque

- A signed copy of the Funding Agreement
- A high-resolution version of your organization's logo (png or jpg format preferred)
- A copy of your liability insurance. Visit The County requires that all events purchase a

Minimum of \$2,000,000 in liability insurance and list Visit The County as an additional insured.

- Agree to give recognition to Visit The County funding support by displaying the Visit The County logo where appropriate.
- Details for Event Calendar (as soon as possible. Details can be edited if need be)

TERMS OF FUNDING

- Applicants are eligible to apply for a maximum contribution of \$3500 contingent upon total program funds available
- All funding provided by Visit The County must only be used for eligible costs as outline in the Program Guide
- If your application is approved, funding will be distributed in 2 payments:
 - 75% payment will be made upon receipt of a signed Funding Agreement, your logo, and proof of insurance.
 - 25% will be paid upon submission of copies of approved receipts and a close-out report
 - Applicants must notify Visit The County in writing of any significant changes to the event as outlined in the application. Changes need to be approved by the Funding Committee.

REPORTING

- Funding recipients must provide copies of receipts for expenses that equal the total amount of funds approved by Visit The County.
- Receipts must only be for products or services that fall within the eligible costs.
- Recipients must also complete a short Close-Out Report relating to the number of participants and attendees at their event. The report template will be provided by Visit The County.
- All copies of receipts and the Close-Out Report must be submitted no later than 60 days after event completion in order to receive a final payment of funding. Visit The County will require the return of an unspent funds or funds spent on ineligible activities.
- Cancelled Events – If your event is cancelled, for any reason, any funds not yet spent must be returned within 30 days of the cancellation announcement. Eligible costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of Close-Out Report.

DECLARATION

37. Please sign below to confirm that you:

Check all that apply.

- Have read and understood the terms and conditions of the VTC Community Partnership Fund
- Are located in the Visit The County tourism service area of Prince E
- Are an authorized signatory of the applicant
- Would like to submit your application for consideration

Applications must be emailed to development@visitthecounty.com. You will receive an email confirming that your application has been received.

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