

## TOURISM GRANT

Tourism is an important economic generator for the Municipality of the District of Chester and community organizations often contribute to the growth of the tourism sector. The Tourism Grant program is available to assist organizations with tourism development and promotion related projects designed to enhance the visitor experience and make our community a more appealing destination. The goal of visitor attraction is to motivate people to travel to our community for high quality experiences and then stay longer and spend more during their stay.

### Eligibility

- The project, activity or event must be designed to enhance the visitor experience or increase the appeal of the Municipality of the District of Chester as a destination.
- The project must make a positive contribution to visitor attraction within the Municipality of the District of Chester.
- You must demonstrate evidence of visitor attraction using past success or specific plans for visitor attraction to the event.
- You must be a non-profit organization, or otherwise comply with the requirements of the Municipal Government Act for eligibility for a grant or contribution by a municipality (Section 65(AU)).
- You may attach a separate document if there is insufficient space on the form for your response to each question.
- Applicants must demonstrate that the project, activity or event is open to all Municipality of the District of Chester residents and it must entice visitors to the area.
- Organizations are only eligible for one grant from the Municipality each fiscal year, regardless of the grant type.
- Churches / faith based organizations are not eligible for funding. Council may make exceptions if the organization is the only one in the area providing the service, in such cases general operating expenses or capital improvements will not be considered.
- Private member based organizations, whose primary focus is to serve its members, are not eligible for funding. Council may make exceptions on occasion where programs or initiatives are open to the general public.

### Application Procedure

- Grants will be reviewed in June and November. **Applications must be submitted by May 31<sup>st</sup> or October 31<sup>st</sup>.**
- Organizations must complete the Tourism / Council Grant Application form.
- The application form must be completed in full and have appropriate signatures.
- Completed application forms should be submitted to the Municipality as indicated on the application form.
- Council will review all applications and determine funding amounts.

- If organizations have questions about the application form or would like to receive assistance in completing the form, please contact the Recreation & Parks Director at 902-275-3490 or [chaughn@chester.ca](mailto:chaughn@chester.ca).
- After a project is complete, organizations are required to submit a completed Tourism Grant Report Form to indicate how the funds were spent.

### **Funding**

- The amount of total grant funding available each year for Tourism Grants will be determined during annual budget deliberations.
- The maximum funding limit for Tourism Grants is \$5,000.

### **Evaluation**

Applications will be reviewed using the following evaluation criteria:

- Benefit to the community at large.
- Demonstrated positive community impact (specifically tourism and economic impact).
- The organization has a financial need for grant funding.
- Evidence of fundraising efforts (there are funding sources other than the Municipality).
- Project alignment with the Municipal strategic plan.