



2022

Tourism Advisory Panel (TAP)  
Request for Funding  
(Tourism Event)



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## **1.0 What you need to know before you apply:**

### **Before filling out the application:**

Read the entire Application Guide before completing the Application Form.

### **Program Overview**

The Tourism Advisory Panel is an application based, cost-sharing program designed to provide funding to projects and events that encourage the development of new tourism products, support tourism investment and encourage more visitors to Gananoque.

### **Important Definitions**

A **tourist/visitor** is an individual (including an Ontario resident) who travels 40 kilometers or more (one-way) to visit/experience a tourism product.

### **Program Objectives**

The Tourism Advisory Panel grant funding aims to support projects that will increase tourist visitation and visitor spending in Gananoque by:

1. Developing innovative tourism products, events, and experiences.
2. Increasing private sector tourism investment.
3. Supporting workforce development, including employment opportunities in the tourism sector and building the capacity of the tourism workforce.
4. Supporting tourism sector associations' effort to advance the competitiveness and growth of the tourism industry.

## **Program Priorities**

Each application will be evaluated according to how well it demonstrates alignment with the Tourism Advisory Panel funding program objectives and priorities. The evaluation criteria is outlined under the section 4.0 Evaluation Process & Assessment Criteria. See Appendix 2 for the Funding Application Assessment Matrix.

Applicants are expected to demonstrate the following:

- Strong organizational and leadership capacity, including a history of tracking project metrics and experience in managing previous projects.
- A solid tourism-based rationale for the proposed project, including tourism industry analysis, research, future trends and linkages to regional and/or provincial tourism plans.
- Tourism/hospitality, business and community partnerships that support the project either through cash or through in-kind contributions. Partners that support the project but do not contribute to cash or in-kind contributions are required to submit a Letter of Support.
- Innovative product development projects, new events and creative initiatives that will attract visitors/residents to Gananoque for short and long-term enjoyment.

## **2.0 Eligibility Requirements**

Applications which do not meet the following eligibility requirements will not be considered.

### **Eligible Applicants**

- Indigenous Organizations
- Tourism Organizations
- Not-for-Profit Organizations (with a clearly defined tourism focus)
- For-Profit Tourism Organizations
- Events

In addition, to be eligible for the TAP grant-funding program, the project and applicants must meet all of the following eligibility requirements:

- Events must take place in Gananoque.
- Have an applicant organization in Canada.
- Applicant is not in default of terms and conditions of any current or previous grant or loan agreement with the Town of Gananoque.
- Applications must be submitted 4 months prior to project start.
- Applicant is required to complete and submit the Special Events and Facility Booking Permit Application Form (Schedule A). This must be received before any TAP funding can be approved.
- Information provided in the application is true, correct and complete.

If successful, the applicant organization will enter into an agreement with the Town of Gananoque. The applicant must be the organization that will incur and pay the project expenses and report via the appropriate processes to the Tourism Advisory Panel (representing the Town of Gananoque) on usage of the funds.

## **Eligible Expenses**

Eligible program expenses include, but are not limited to:

- Contract staff to support the delivery of the project.
- Festival and event costs related to programming and operations.
- Marketing costs including advertising, promotion, branding, websites and apps.
- Speaker fees.

## **Ineligible Expenses**

Ineligible expenses for the Tourism Advisory Panel grant funding include, but are not limited to:

- Operating costs for organizations including administration, permanent staff salaries and on-going maintenance costs.
- Legal, audit or interest fees.
- Insurance, buyouts, restructuring costs.
- Costs related to alcohol or cannabis.

## **Number of Applications Permitted Annually**

- Maximum of two applications per lead organization (within same fiscal year).

### **3.0 Funding Criteria**

The Tourism Advisory Panel cannot guarantee funding to all applicants, nor ensure that the total amount requested by successful applicants will be granted.

The decision to fund all or part of an applicant's request will depend on its fit with TAP program objectives, assessment criteria, as evaluated through the Funding Application Assessment Matrix (Appendix 2) as well as the overall demand for TAP funding.

#### Formula

- There is no maximum number of partners a project can have, but at least 10% of total cash expenses must come from the lead applicant organization.
- The program has no predetermined limit on the funding amount requested. However, you must provide solid rationale to support the funding amount you are requesting.

#### **4.0 Evaluation Process & Assessment Criteria**

All Tourism Advisory Panel (TAP) funding applications will be evaluated by Panel members at a Regular Meeting (held on the first Thursday of each month). During the meeting, Panel members will review the funding application. Applicants will be informed of the Panel's decision within 1-5 business days. The Applicant will receive a formal Funding Approval notice and will be required to submit Electronic Fund Transfer information to receive funding. The Applicant will communicate with the Recording Secretary throughout the funding application and approval process.

See **APPENDIX 2: FUNDING APPLICATION ASSESSMENT MATRIX**

#### **5.0 How to Apply?**

The Tourism Advisory Panel Funding Application can be downloaded from [www.gananoque.ca](http://www.gananoque.ca) and is fillable online.

#### **Submission Checklist: Mandatory Documents**

For an application to be considered complete and eligible for assessment, all mandatory documents listed below must be attached to your application.

1. Tourism Advisory Panel (TAP) funding application completed in full.
2. Proof of insurance (pending) of at least 2 million commercial general liability coveragenaming the Town of Gananoque as additional insured, if the event is taking place on municipal property.
3. Optional: **'Letters of support'** from organizations and partners that support the project but are not making cash or in-kind contributions.

## **Application Submission and Deadline**

Applicants are encouraged to submit their funding application **at least sixty (60) days** prior to the project start date. Applications will be reviewed at Regular TAP Meetings held on the first Thursday of each month. Applicants must submit their application by the 15<sup>th</sup> of the preceding month to have it brought to the next Regular TAP Meeting. If the application is received after the 15<sup>th</sup>, it will be brought to the next Regular TAP Meeting. For example, applicants who submit their TAP Funding Application before January 15<sup>th</sup> will have their application reviewed by the Tourism Advisory Panel at the February Regular TAP Meeting.

The Recording Secretary will contact you within two (2) weeks of submission to confirm completeness of your application and communicate whether your application requires clarification and/or additional documentation. Once your application has been confirmed as complete and presented to the Tourism Advisory Panel, a decision from Council will be provided as soon as possible.

It is the applicant's responsibility to ensure that your application has been successfully submitted. If you do not receive confirmation or your grant submission within 72 hours, please contact the Recording Secretary at [businesscoordinator@gananoque.ca](mailto:businesscoordinator@gananoque.ca) or 613-382-2149 ext. 1125.

All funding decisions, recommended by the Tourism Advisory Panel, are made by the Council of the Town of Gananoque and are final.

Once a decision has been rendered on an application, the applicant will be notified of the funding decision.

Questions or support?

Monday – Friday 8:30am – 4:30pm

- Telephone: 613-382-2149 ext.1125
- Email: [businesscoordinator@gananoque.ca](mailto:businesscoordinator@gananoque.ca)



## Tourism Advisory Panel – Request for Funding APPLICATION (Tourism Event)

Applicant Information	
Organization	
Contact Name	
Title	
Address	
Phone #	
Email	
Event Website	
Event Information	
Event Name	
Event Dates	
Event Organizer Name	
Event Organizer Phone #	
Event Organizer Email	
Brief description of event	
Who is your target market/audience	

Estimated # of people your event will attract to Gananoque (from 40+km away)	
How and where will the event be advertised/marketed?	
Has this event been hosted before? If yes, when and where?	

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan to include at a minimum the following. Include cash and in-kind contributions. See attached sample.
  - o Income
    - Registration
    - Sponsorship
    - Sales
    - Fundraising
    - Grants
  - o Expenses
    - Product Development
    - Infrastructure
    - Marketing and Advertising



You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be signed by both the Town of Gananoque and the organization receiving the funding.

Date: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Completed application (with all requested attachments) to be submitted to:

Tourism Advisory Panel, Recording Secretary  
[businesscoordinator@gananoque.ca](mailto:businesscoordinator@gananoque.ca)

613-382-2149 ext. 1125

**APPENDIX 1**

**SAMPLE EVENT BUDGET**

Host/Organization Name	Name of Event	Event Date			Granted Funding Amount	Confirmed
Jane Doe's Service Club	Canada Day in Joel Stone Park	2021-06-01			\$20,000	Y/N
<b>Revenue</b>						<b>Confirmed</b>
Name	Description Item	Income (\$)		HST (13%)	Total	Y/N
Concession Stand Sales	Sale of hot dogs & drinks	\$ 10,000.00			\$ 10,000.00	
Activity Brochure	Ad space sold to local businesses	\$ 5,000.00			\$ 5,000.00	
<b>TOTAL REVENUE</b>		<b>\$ 15,000.00</b>			<b>\$ 15,000.00</b>	
<b>Product Development</b>						<b>Confirmed</b>
Name	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	Y/N
Facebook	Facebook Paid Ads	\$ 500.00		\$ 65.00	\$ 565.00	
MyFM - Invoice #	Radio Ad Spot	\$ 1,500.00		\$ 195.00	\$ 1,695.00	
John Smith Designs	Activity Brochure Designed & Printed	\$ 1,000.00		\$ 130.00	\$ 1,130.00	
<b>Subtotal Product Development</b>		<b>\$ 3,000.00</b>		<b>\$ 390.00</b>	<b>\$ 3,390.00</b>	
<b>Expenses</b>						<b>Confirmed</b>
Name/Invoice#	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	Y/N
Invoice# 20210205000	Fireworks	\$ 10,000.00		\$1,300	\$1,300	
Food Stand	Hot dogs, hot dog buns, canned soda	\$ 4,000.00		\$ 520.00	\$ 4,520.00	
Dollarama	Craft supplies	\$ 700.00		\$ 91.00	\$ 791.00	
<b>Subtotal Expenses</b>		<b>\$ 14,700.00</b>		<b>\$1,911</b>	<b>\$6,611</b>	
<b>TOTAL EXPENSES</b>		<b>\$ 17,700.00</b>		<b>\$2,301</b>	<b>\$10,001</b>	
<b>NET TOTAL (REVENUE - EXPENSES)</b>					<b>\$ 4,999.00</b>	
<b>In Kind Requests/Community Grants</b>						<b>Confirmed</b>
Name	Description of Service (Hours @15 per hour)	Total Value (\$)	Y/N			
Town of Gananoque Fire	6 Firefighters to set off fireworks (1hr)	\$ 72.00				
Town of Gananoque Works						
Volunteers (Set up, tear down, etc.)	5 Volunteers to set up & run canteen (6hr)	\$ 360.00				
Public space rental	Granting of Joel Stone Park for the day	\$ 2,500.00				
Sound System						
Parking Spaces						
Dockage						
<b>TOTAL IN KIND VALUE</b>		<b>\$ 2,932.00</b>				

## APPENDIX 2

### FUNDING APPLICATION ASSESSMENT MATRIX

	<b>Score</b>
<b>Project Description</b>	
<ul style="list-style-type: none"> <li>Project description is clear with strong evidence of research and planning (schedule of events, location, date, time)</li> <li>Event fits with the applicant's mandate/strategic plan.</li> </ul>	<b>/6</b>
<b>20%</b>	
<ul style="list-style-type: none"> <li>Timing of Event (peak vs. curb season).</li> <li>Risk Management / Contingency Plan is thoughtful and demonstrates effective use of resources.</li> </ul>	
<b>Organizational Capacity</b>	
<ul style="list-style-type: none"> <li>Provided evidence of organization's ability to successfully deliver the proposed event.</li> <li>Staff/Volunteer project responsibilities are manageable and well assigned per skills sets, experience, etc.</li> </ul>	<b>/3</b>
<b>10%</b>	
<ul style="list-style-type: none"> <li>Applicant's history of similar events demonstrates effective problem solving, organizational growth, innovative ideas)</li> </ul>	
<b>Community Impact</b>	
<ul style="list-style-type: none"> <li>Community Partners</li> <li>Demonstrated connection/collaboration with local tourism stakeholders (1000 Islands Visitors Centre, Thousand Islands Accommodation Partners (TIAP), 1000 Islands Gananoque Chamber of Commerce)</li> <li>Partnership / Sponsorship roles, responsibilities and contributions are clearly identified (financial, in kind, etc.)</li> <li>Included Letters of Support confirming participation / support</li> </ul>	<b>/4</b>
<b>Environmental Impact</b>	
<ul style="list-style-type: none"> <li>Will this event/project have a low environmental impact?</li> <li>If not, does the applicant have a plan to improve or offset the impact?</li> </ul>	<b>/4</b>
<b>Economic Impact</b>	
<ul style="list-style-type: none"> <li>Tourism Regional Economic Impact Model (TREIM) Results.</li> <li>Will the event attract visitors to increase tourist visitation/spending (e.g. multi-day events, venues, timing, etc.)</li> </ul>	<b>/4</b>
<b>Marketing Plan</b>	
<ul style="list-style-type: none"> <li>Included description of promotional materials (online, in print)</li> <li>Clearly defined target market (i.e. define the ideal participant).</li> <li>Identified key competitors and how the event/product is positioned to compete.</li> </ul>	<b>/3</b>
<b>10%</b>	
<b>Performance Measures</b>	
<ul style="list-style-type: none"> <li>Project goals are clearly defined, relevant and feasible.</li> <li>Applicant has identified the tools that will be used to evaluate the success of the event (i.e. ticket sales, online engagement, audience reach, visitor sentiment, etc.)</li> </ul>	<b>/6</b>
<b>20%</b>	
<ul style="list-style-type: none"> <li>Activities and Project Plan appears to have a high probability of success and is aligned with TAP Program objectives</li> </ul>	
<b>TOTAL SCORE /30</b>	