

Collaborative Marketing Grant

Grant Details

Creative marketing strategies are a vital component to any campaign and can include activities that make an impact on visitor experiences and impressions. The Explore the Bruce Program markets and promotes Bruce County as a place to visit. Our efforts help to increase the length of stays and increase the amount of visitor spending by showcasing the 'Best of' destinations in Bruce County.

This marketing grant will support efforts to create "Best of Guides" and itinerary based marketing which connects visitors to our downtowns. The **Collaborative Marketing Grant** encourages local stakeholders to highlight their businesses and partner with other businesses in an attempt to increase stimulate business in downtown commercial cores. These grants match local cash contributions up to **\$2,500.00**.

Usage of Funds

The Collaborative Marketing Grant encourages brand based promotional activities that highlight the best the community has to offer. For example: a local campground, canoe outfitter and restaurant partner to provide a package offering/ itinerary; OR the BIA creates a seasonal collaborative promotional program; OR multiple businesses work together to create a package highlighting a unique experience for visitors. The goal of this grant is to encourage business owners to work together to create a targeted experience for visitors when visiting Bruce County and downtowns. Please note promotional guides or publications that generate revenue will not be eligible for funding.

Eligibility Criteria

2017 Eligible Communities for Collaborative Marketing Grant include:

Ripley, Lucknow, Walkerton, Mildmay, Lion's Head, Wiarton, Southampton, Port Elgin, Kincardine.

In order to qualify for the Collaborative Marketing Grant:

- Applicants must be a municipality, established or incorporated group or a stakeholder group in partnership with an incorporated group, and must have municipal support. This may include (but is not limited to) BIA, Chamber, Municipalities, tourism association, and business clusters (3 or more participants).
- Applicants may only have one grant application per category per intake and the project must be complete prior to an additional application.
- Projects must not have commenced prior to the awarding of the requested grant.
- **Projects must be completed by October 31st, 2017. Extensions are not granted. If money is not spent it will be deemed an incomplete project and you will need to reapply next year.**

- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant.
- If applicant receives addition funding sources, they are required to provide a minimum 33% cash contribution.
- Taxes are the full responsibility of the applicants.
- Eligible Project costs must be actual cash outlay to third parties acting at arms length and which can be documented through original invoices or proofs of payment
- **Projects must demonstrate a contribution to the overall destination infrastructure of Bruce County and should not duplicate a role already fulfilled**

Review Criteria

The Economic Development Grant Committee will review applications against the following criteria:

- date/timing of the application
- balance of funding available and any previous applications made at the time of application
- project's potential to provide long term economic benefit to the County.
- evidence of the applicant's ability to fulfill responsibilities related to the project installation and maintenance
- project's "fit" with the objectives of your community toolkit, Explore the Bruce and/or the local municipal direction

Application Process

Applicants must complete an online application in order to be given grant consideration. You can save your application online and return to it later.

Applications require the following:

- Lead Applicant Name: (Municipality / Group) / Street Address (Location) / Tel / email
- Contact (if different from applicant) / Mailing Address (if different) / Tel / email
- Requested Grant
- Detailed description of the project, including any sketches and
- Attach any sketches and include a before picture of the project. (upload digital files)
- The extent to which this project reflects the mission of the Explore the Bruce
- Who will be doing the work (Please list any contractors involved):
- Do you have any partners in this project? If so, list them and their contributions.
- Project Timeframe (start date, completion date) – must be completed by October 31st 2017
- Quote(s) of the project cost and a current picture of the project site

- Budget Details (taxes not included):
 - Proposed Total Cost of Project
 - Applicant Contribution
 - Other Contributions (ie. Funding from other organizations)
 - Other Grant Contributions: (ie. Provincial, municipal, or NGO)
 - Grant Request
 - Grant % of Total Cost:%