

## Regional Marketing Grant

### Grant Details

Creative and coordinated 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 has been developed to work in partnership with regional groups that showcase the 'Best of' destinations and experiences in Bruce County. The goal is to encourage visitors to travel to and around Bruce County and to increase their length of stay. This grant is given to associations, organizations and/or regional groups promoting the 'Best of' Activities, Experiences and Destinations in Bruce County by developing printed collateral pieces. Regional groups that develop collateral pieces that are beyond their municipal boundaries is preferred. These grants match local cash contributions up to **\$2,500.00**.

### Usage of Funds

The Regional Marketing Grant encourages regional groups to promote Brand based promotional activities that highlight the best the County has to offer. The goal of this grant is to encourage regional partnership amongst business owners and local organizations to work together to create a targeted activity or experience for visitors when visiting Bruce County. **Please note Regional Visitor Guides that generate revenue will not be eligible for funding.**

### Eligibility Criteria

In order to qualify for the Regional Marketing Grant:

- Applicants must be a municipality, established or incorporated group or a stakeholder group in partnership with an incorporated group. This may include (but is not limited to) BIA, Regional Groups, Chamber, Municipalities, 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 additional 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.
- Project reach and return on investment
- evidence of the applicant's ability to fulfill responsibilities related to the project installation and maintenance
- project's "fit" with the objectives of Explore the Bruce and/or the local municipal direction
- This does not include Visitor Guides or Community Guides.

## **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 Name
- Activity are you promoting:
- 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 program
- Where this project will be distributed and to whom
- 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 31<sup>st</sup>, 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)
  - Explore the Bruce Grant Request
  - Explore the Bruce Grant % of Total Cost: %