



POLICY

Effective Date: September 27, 2010

Amended: June 24, 2013

Amended: October 27, 2014

Amended: October 10, 2017

Amended: April 23, 2019

Amended: March 22, 2021

POLICY TITLE: Tourism Enhancement Grant Program

POLICY NUMBER: 12-020

POLICY PURPOSE:

To establish terms of reference for the Tourism Enhancement Grant Program.

POLICY:

1. The Tourism Enhancement Grant Program was established to enhance and encourage partnerships with local non-profit organizations to enhance tourism related events and/or products. The program is intended to create a partnership in promoting local events to potential audiences outside the local area and/or to provide financial assistance to help develop projects and initiatives that enhance the experience of tourists and/or increase tourism in the area.
2. Funds can be applied for by any non-profit organization that is enhancing tourism in the area. Applications must be submitted using Schedule "A" Tourism Enhancement Grant Program Application Form and provide all required information.
3. Applications to the Tourism Enhancement Grant Program will be considered on a case-by-case basis. The Whitecourt Tourism Committee (herein referred to as the Committee) reserves the right to refuse any application. The Committee also reserves the right to impose conditions of whatever nature or kind that they deem appropriate.
4. In considering an application, the Committee will have general regard for, but not be bound by the following considerations:
 - the ability to draw visitors to Whitecourt;
 - the feasibility of the project, and;
 - the Committee's existing budget.
5. Funds can be used to market and/or advertise an event that will promote Whitecourt.
6. All advertising must include the Whitecourt logo recognizing the grant contribution from the municipality. An electronic file which includes the Whitecourt logo will be



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provided to approved recipients which is to be used on promotions to meet this requirement.

7. The Committee reserves the right to limit financial support based on project benefits and outstanding program commitments already approved.
8. The Committee reserves the right to assess the reasonableness of costs and which costs are eligible under the terms of the program.
9. All submissions must be completed in writing and include all required supplementary documentation including budget. The Committee may request additional information in support of the project.
10. Organizations that receive funding through Tourism Enhancement Grant Program agree to submit a wrap up report and a final financial report to the Committee within 120 days after the event or project is completed.
11. All grants are at the discretion of Town Council, and may be refused for any reason. The Committee and Council may also impose conditions it thinks appropriate with the granting of funds.
12. Organizations that have overdue or incomplete reporting relating to a previously approved Town of Whitecourt grant project will be considered ineligible.
13. The Committee will consider any applications by organizations, including non-profits that will enhance existing grounds or locations. The organizations will be required to provide business and marketing plans, and financial statements as outlined in Schedule "A" Tourism Enhancement Grant Program Application Form.
14. Signage must be placed at the site noting Whitecourt's partnership.

REFERENCE:

- Schedule "A" Tourism Enhancement Grant Program Application Form
- Schedule "B" Tourism Enhancement Grant Application Rating Sheet
- Schedule "C" Tourism Enhancement Grant Final Reporting Document



TOURISM ENHANCEMENT GRANT PROGRAM APPLICATION FORM

APPLICANT CONTACT INFORMATION:

Name of Applicant Organization: _____

Mailing Address: _____

Contact Person: _____

Home Phone Number: _____ Work Phone Number: _____

Email: _____ Fax Number: _____

PROJECT INFORMATION:

Name of Project: _____

Street Address or Legal Description: _____

Registered Holder of Land Title: _____

Facility Operator/Leaseholder: _____

Nature of Project: _____

Total Project Cost: \$_____

Total Grant Request: \$_____

Please complete the following checklist, and include the supporting documentation:

- Project Description/Details:** Provide a detailed description of work to be carried out, community benefit of the project, and why it should be funded. You may provide drawings, photographs, letters of local support and other supporting documentation as you see fit.
- Project Cost:** Details regarding expenditures for your project. You may attach project quotes and sources of estimates if available.
- Business & Marketing Plan:** A summary of the project objectives and details on how project activities will be implemented and promoted to meet the identified goals.
- Method of Funding:** A complete breakdown of all revenue sources and amounts.

- **Public Accessibility:** Details on who will use this facility, and how residents of the Town of Whitecourt will access the facility.
- **Financial Statement:** Your organization's latest financial statement. Please ensure the statement is dated and signed.
- **Proof of Non-Profit Status:** Please enclose proof of non-profit status with your application form.

Submit your completed application to:

Town of Whitecourt
Tourism Enhancement Grant Program
Box 509, 5004 52nd Avenue
Whitecourt, AB T7S 1N6
Attn: Whitecourt Economic Development Officer

I DECLARE THAT:

- **I AM A DULY AUTHORIZED REPRESENTATIVE HAVING LEGAL AND/OR FINANCIAL SIGNING AUTHORITY FOR THE ABOVE-MENTIONED ORGANIZATION.**
- The information contained in this application and supporting documents is true and accurate and endorsed by the above-mentioned organization.
- An accounting of spending, showing compliance with donations of the grant shall be provided (including a project assessment and financial accounting summary) no later than 90 days following the project completion date.
- Any grant awarded shall be used solely for the purposes stated within this application and according to program parameters.
- As a condition of accepting financial assistance, access to all financial statements and records having any connection with monies received is hereby granted to the Town of Whitecourt.

Signature: _____

Date: _____

Print Name: _____

Title: _____

Contact Phone Number: _____

This information is being collected under the authority of section 33(c) the Freedom of Information and Protection of Privacy (FOIP) Act. It will be used to determine eligibility and administer the Tourism Enhancement Grant Program. The personal information provided will be protected in accordance with Part 2 of the Act. If you have any questions regarding the collection, use and disclosure of personal information, please contact the FOIP Coordinator at 780-778-2273.



**Policy 12-020 – Tourism Enhancement Grant Program
Schedule “B” – Tourism Enhancement Grant Program
Application Rating Sheet**

Score	Scoring Criteria
30 Total	Project Description and Details
/5	Has the project been described clearly and concisely?
/5	Does the project include a name and purpose?
/5	Is this a new application or has the project grown from the previous year?
/5	Will this development have the potential to increase tourism in the area?
/5	Does this project have the ability to accomplish the goals set forth in the application?
/5	Is the project unique to the area?
10 total	Project Costs
/5	Does the project include an itemized budget for the entire event? (Rate the overall budget)
/5	Is the budget realistic? Can the project proceed without grant funding?
20 Total	Business & Marketing Plan
/5	Does the project have a detailed marketing plan?
/5	Is the marketing plan realistic and effective in reaching the target audience?
/5	Does the application have a summary of the project objectives?
/5	Does the project provide details on how the project activities will be implemented?
40 Total	Tourism Benefits
/20	Does the application explain how the project will:
	a) Draw more people or attract visitor audience?
	• Less than 50 visitors (5)
	• 50 to 100 visitors (10)
	• 100 to 500 visitors (15)
	• Greater than 500 visitors (20)
/5	b) Generate non-local press coverage for the event?
/5	c) Generate overnight stays?
/5	d) Increase retail, food, beverage expenditures in Whitecourt?
/5	Will the project development enhance the experience of tourists and visitors drawn to the community?
<input type="checkbox"/> Yes <input type="checkbox"/> No	Does the applicant have overdue or incomplete reporting related to a previously awarded Town grant allocation? If the answer is yes, this project is ineligible for funding.
5 Point Rating System Guide	Project Name:
1 = Poor	Total Score: /100
2 = Fair	
3 = Good	Grant Amount Requested: \$
4 = Very Good	Amount Recommended: \$
5 = Excellent	



TOURISM ENHANCEMENT GRANT FINAL REPORTING DOCUMENT

Organization Name _____

Contact Name _____

Mailing Address _____

Phone _____

Email _____

Total Grant Amount Expended _____

Expense Type	Vendor	Detail/Description	Amount* (without GST)	Eligible

Total

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What projects were completed using grant funds?

How did the Tourism Enhancement Grant program assist with this project?

*Original receipts are required to accompany this form.

Final reporting documents are due within 120 days of project completion.

Please submit to:

*Town of Whitecourt, Attn: Rhonda Hough
5004 - 52 Avenue, Box 509 Whitecourt, AB T7S 1N6
Email: rhondahough@whitecourt.ca
Fax: 780.778.2062
Phone: 780.778.2273*

<p>For Town Use Only</p> <p>Approved eligible expenses \$ _____</p> <p>Signature _____ Date _____</p>
