



# Town of Mayerthorpe

**Policy Manual**  
**Section: Economic Development**  
**Policy VIII-001**

<b>TITLE:</b>	Tourism Enhancement Grant Program
<b>POLICY NO.:</b>	VIII-001
<b>APPROVAL:</b>	January 9, 2012
<b>EFFECTIVE DATE:</b>	January 9, 2012
<b>AMENDED DATE:</b>	July 13, 2015 March 27, 2017 February 22, 2021
<b>REVIEW DATE:</b>	June 20, 2015 March 20, 2017 February 16, 2021
<b>SUPERSEDES POLICY NO.:</b>	

**POLICY STATEMENT:** The Town of Mayerthorpe may have funding available for societies who are developing a tourism-related project that would benefit Mayerthorpe and area, and are registered under the Societies Act of Alberta.

**PURPOSE:** To establish guidelines for

- applications to access funding for tourism-related projects and;
- the review and decision-making regarding grant funding.

**PRINCIPLES: GENERAL PROVISIONS**

1. The process for providing grant funding will be transparent and open.
2. Funding will be provided only within the limits of the budgeted amounts approved by Council.
3. Applications to the Tourism Enhancement Grant Program will be considered on a case-by-case basis.
4. Council reserves the right to: refuse any application, impose conditions of whatever nature or kind that they deem appropriate, assess the



- reasonableness of costs and which costs are eligible under the terms of the program and limit financial support based on project benefits and funds available.
5. Upon the receipt of an application for grant funding, Council will consider the following guidelines:
    - a. .the benefit to the community;
    - b. .the ability to draw visitors to the community;
    - c. .the feasibility of the project; and
    - d. .the existing budget.
  6. All submissions must be completed in writing and include all required supplementary documentation, including budget. Council may request additional information in support of the project.
  7. Organizations that receive funding through the Tourism Grant Enhancement Program agree to submit a wrap-up report and a final financial report to Council within 2 months after the event or project is completed.
  8. Applicants can receive only one grant from this reserve per calendar year.
  9. Refused grant applications are eligible for resubmission in the next calendar year.
  10. Requests for over \$2,500.00 will be considered only if there is a demonstrated special need.
  11. All unused grant funds awarded to a society must be returned to the Town on or before the final financial report is submitted.
  12. Unused grant funds at the end of each year will be added to an Economic Development Reserve Fund.

## **MARKETING AND ADVERTISING FUNDS**



13. Council will consider all advertising proposals which will promote Mayerthorpe and area.
14. All advertising must include the wording "Sponsored in part by the Town of Mayerthorpe Tourism Grant". Town of Mayerthorpe logo is optional.
15. Council will make every attempt to market the event through any free avenues available.
16. The request for funds must be accompanied by a description or marketing plan, event budget, and the expected impact or increase in visitors to the event.

#### **CAPITAL IMPROVEMENTS**

17. Council will consider any applications by community organizations that will enhance existing grounds or locations. The written request must include a total estimate of costs, an outline of the project, and details of the organization's commitment to the project. The organization may be asked for a business and/or marketing plan and/or an annual financial report.
18. These enhancements must be of the type that will be able to be used for the benefit of the community or other events. This could include bleachers, fencing, etc.
19. Applications must be submitted prior to the event starting.

End of Policy