

Town of Mayerthorpe

Policy Manual
Section: Economic Development
Policy VIII-001

TITLE:	Tourism Enhancement Grant Program
POLICY NO.:	VIII-001
APPROVAL:	January 9, 2012
EFFECTIVE DATE:	January 9, 2012
AMENDED DATE:	July 13, 2015
REVIEW DATE:	June 20, 2015
SUPERSEDES POLICY NO.:	

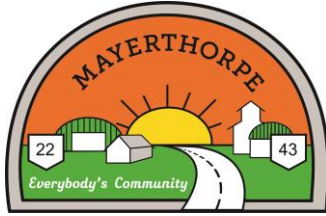
POLICY STATEMENT: The Town of Mayerthorpe may have funding available for societies who are developing a tourism-related project that would benefit Mayerthorpe and area, and registered under the Societies Act of Alberta.

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. The Economic Development/Tourism Granting Committee 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;
 - .limit financial support based on project benefits and funds available.
5. Upon the receipt of an application for grant funding, the Committee will consider the following guidelines:
 - .the benefit to the community;
 - .the ability to draw visitors to the community;



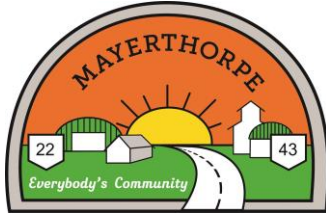
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- .the feasibility of the project; and
 - .the existing budget.
6. All submissions must be completed in writing and include all required supplementary documentation, including budget. The Committee may request additional information in support of the project.
 7. Organizations that receive funding through the Tourism Grant Enhancement Program agree to submit a wrap-up report and a final financial report to the Committee within 2 months after the event or project is completed.
 8. 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 the funds.
 9. Applicants can receive only one grant from this reserve per calendar year.
 10. Refused grant applications are eligible for resubmission in the next calendar year.
 11. Requests for over \$2,500.00 will be considered only if there is a demonstrated special need.
 12. All unused grant funds awarded to a society must be returned to the Town on or before the final financial report is submitted.
 13. Unused grant funds at the end of each year will be added to an Economic Development Reserve Fund.

MARKETING AND ADVERTISING FUNDS

14. The Committee will consider all advertising proposals which will promote Mayerthorpe and area.
15. All advertising must include the wording "Sponsored in part by the Town of Mayerthorpe Tourism Grant". Town of Mayerthorpe logo is optional.
16. The Committee will make every attempt to market the event through any free avenues available.
17. 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.



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CAPITAL IMPROVEMENTS

18. The Committee 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.

19. 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.

End of Policy.