

Cornwall Tourism Development Fund

Application Guide & Form

Attractions and Tourism Product Development Stream

Tourism Development Corporation of Cornwall

Last updated July 2019

Disponible en français

Cornwall Tourism Development Fund

Background

The Cornwall Tourism Development Fund was established in 2019 to support efforts to grow tourism activity in the City of Cornwall.

The fund has two streams:

- The **Festivals and Special Events Stream** provides support to festivals (new or existing), conferences, major sporting events and other events that demonstrate the capacity to attract a significant number of visitors to Cornwall.
- The **Attractions and Tourism Product Development Stream** provides support for enhancements to or the creation of new infrastructure, business, product offering or facility that will result in a measurable improvement to the tourism offering in Cornwall.

Overview

Application intake is continual throughout the year. Applications are reviewed by an Advisory Committee and approved by the Board of Directors of the Tourism Development Corporation of Cornwall.

Applicants to the Festivals and Special Events Stream are encouraged to apply a minimum of 90 days prior to the date of their respective event.

Each application will be assessed to determine its suitability to achieving the following expected results, where applicable:

- Increase in tourist attendance, overnight stays and visitor spending in Cornwall
- Overall economic impact of the project
- Positive regional, provincial, national or international exposure for Cornwall
- Enhancement of Cornwall's tourism offering
- Strengthening of Cornwall's position as a visitor destination
- Support or creation of direct and/or indirect jobs

Applicants can apply for up to \$20,000 in funding. Consideration may be given to projects requiring higher levels of funding in unique circumstances where the project stands to have a significant and measurable impact on tourism visitation to Cornwall.

Please note the Cornwall Tourism Development Fund is a discretionary program with a limited funding allocation. In some cases, a project that meets all program criteria may not be approved for funding as other projects may more effectively meet the criteria.

Eligibility Requirements

The project must be hosted within the immediate Cornwall area.

Priority will be given to applications that clearly demonstrate:

- Increase in tourist attendance, overnight stays and visitor spending in Cornwall
- The project is recurring
- The project is fiscally-responsible
- Positive media exposure
- Innovative strategies or activities that improve the quality of the event experience and increase visitation and spending
- A strong economic and tourism impact
- Solid budget planning

For-profit events will be assessed case by case and grant monies provided will be conditionally repayable.

All funding shall be for future projects. Retroactive funding will not be considered.

Eligible Expenses

Festivals and Special Events Stream

Eligible project costs include new/enhanced programming, marketing/advertising costs or general operating costs associated with an event.

Ineligible expenses include competition prizes, prize money, and/or monies paid to the competition participant.

Attractions and Tourism Product Development Stream

Eligible project costs include the development, expansion, creation or upgrading of a tourist attraction, activity, facility or service.

Funding cannot be used for regular facility upgrades, asset maintenance or regulatory compliance projects.

Funds granted under this program must be used for the specific purposes outlined in the application.

Reporting Requirements

Successful applicants will be required to:

- Sign a Funding Agreement outlining the terms and conditions for receiving funds.
- Report back within 60 days following the project completion on the use of the funds, key deliverables and outcomes achieved.
- Acknowledge the support of the Tourism Development Fund in all advertising and media efforts.

Definitions

Tourist

For the purposes of the Tourism Development Fund, a tourist is defined as an individual (including an Ontario resident) who travels 50 kilometres or more or crosses the Ontario border to partake in a tourist activity.

How to Apply

Completed applications (along any supporting documentation) should be mailed, emailed or delivered to:

Amy Malyon

Tourism Coordinator

City of Cornwall

100 Water Street East (Cornwall Civic Complex)

Cornwall, ON

K6H 6G4

613-930-2787 ext 2285

amalyon@Cornwall.ca

Tourism Development Fund Application Form

Attractions and Tourism Product Development Stream

Section 1: Organization Information/Contact Information

Name of Project:

Location of Project:

Date of Project (if applicable):

Name of Organization:

Contact Person:

Phone:

E-Mail:

Section 2: Amount Requested

State the amount of grant being requested.

Section 3: Description of the Project

Describe the project in detail and explain how it will impact the tourism industry in Cornwall.

Section 4: Financial Benefit

Outline the economic benefit that this project will have on the local economy.

Section 5: Project Budget

Provide a budget for the project, noting expenses incurred and how grant monies, if awarded, will be used. Include all expected sources of funding for the project, including other grants sought.

Section 6: Business Plan

Please attach the Business Plan to this application (if applicable). The Business Plan should include the following elements:

Executive Summary

Description of the business and project

- *Legal status of the organization*
- *List of applicants and owners*
- *Project description*
- *Description of products/services offered*
- *Target clientele*
- *Project stages and timelines*

Market analysis

- *Market trends*
- *SWOT analysis*
- *Competitive advantages*
- *Competitors descriptions*

Marketing plan

- *Price strategy*
- *Sales strategy*
- *Promotional initiatives*

Operational plan

- *Capital requirements*
- *Human resources*
- *Technological investments*
- *Permits and licences required*

Financial profile

- *Projected investment costs and funding required*
- *Financial forecasts for the first 3 years of operation*
- *Commitments from bank facilities*

Authorization

As an authorized representative of

, I, _____, attest that all information contained in this application is accurate to the best of my knowledge.

Signature

Date