



We acknowledge the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario.
Nous remercions l'appui du gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario.



Prince Edward County Festivals, Events & Experiences Funding COVID-19 Funding Application

Using \$60,000 in funding received from the Regional Relief and Recovery Fund, distributed by the Tourism Industry Association of Ontario, The County is supporting festivals, events and/or experiences that build community spirit, encourage support of local businesses and comply with Provincial regulations and requirements to safely manage operations and reduce the risk of spread of the COVID-19 virus.

All eligible projects must be events, festivals or experiences that are open to the public to attend (with or without admission fee). Preference will be given to events that incorporate partnerships amongst County-based businesses and operators, embed sustainable environmental practices, have the potential to attract visitors or encourage overnight stays, and take place in the “shoulder season,” defined as October 13, 2020-May 21, 2021.

Successful applicants will work with The County of Prince Edward’s Destination Development and Marketing team to leverage Visit The County marketing opportunities and digital channels. Successful applicants will also be required to submit an interim report by **December 21, 2020** and a **final report within 60 days of the festival/event/experience**, including information regarding:

- marketing efforts
- attendance
- attendee feedback
- economic impact
- lessons learned

Funds of up to \$10,000 will be awarded per festival, event or experience. If emergency orders force the cancellation of the festival, event or experience, funds may remain with the successful applicant to support a postponed festival, event or experience, or to cover costs that have already been incurred.

Eligible Costs

- Permit costs and liability insurance
- Personal protective equipment, including training, for staff or volunteers
- Rental fees for event spaces
- Equipment rentals
- Artist fees
- Event supplies/materials
- Digital marketing fees

Ineligible costs

- Costs related to ongoing, regular programs/services
- Costs to maintain activities beyond 2021
- Award ceremonies, banquets, receptions, general meetings, etc.



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- Fundraising events
- Activities outside The County, including online activities
- Religious activities/services, conferences, private events, partisan political activities
- Staff salaries, honoraria, etc.
- Reserve funds, debt repayment, deficit funding
- Building repairs or renovations

Eligible Applicants

- Applicants must be based in the County of Prince Edward and have demonstrated experience in event or experience hosting and management.
- Applicants must be in good standing with the Corporation of The County of Prince Edward, meaning they are not financially in arrears and have not been subject to any form of sanction, suspension or disciplinary censure.
- Individuals, political parties and grant-making organizations are ineligible.

Assessment Criteria

Proposals that include the following will be strongly considered:

- Events that promote meaningful community involvement;
- Events that demonstrate partnership amongst County-based businesses or operators;
- Events that showcase art, food, beverages or experiences unique to The County;
- Events that highlight The County's agricultural heritage, built heritage or natural assets;
- Events taking place between October 13, 2020 and May 21, 2021;
- Creative concepts to create a new event and/or pivot an existing event to meet COVID-19 health and safety requirements;
- Demonstrated financial need for the funding.

We recognize that submitting funding applications can be time consuming and would welcome the opportunity to discuss your idea and/or event before you begin the process. Please contact Karen Palmer, kpalmer@pecounty.on.ca to arrange a time.

Timelines:

- Deadline to submit an application: (3 weeks after posting)
- Adjudication: (1 week)
- 80% of funding will be dispersed upon signing of the funding agreement
- 20% of funding will be dispersed at receipt of the final funding report or by Dec. 31, 2020, whichever comes first
- Reporting: Final report due June 1, 2021

Accommodation of special needs (e.g. documents in alternate formats, off- hour meetings) is available.

To apply, please fill in the following application and return by **September 1 at 2 p.m.** it to:

Karen Palmer, Destination Development & Marketing Coordinator, kpalmer@pecounty.on.ca



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REMINDER:

Events, festivals or experiences must be delivered between October 1, 2020 and May 15th, 2021. All eligible projects must be events, festivals or experiences that are open to the public to attend (with or without admission fee). Events must have the potential to be of interest to visitors to The County. Conferences, membership events, private events, etc are not eligible.

This funding will help support new or existing festivals, events or experiences with new or increased costs due to COVID-19. Successful applicants will work with The County of Prince Edward's Destination Development and Marketing team to leverage Visit The County marketing opportunities and digital channels.

Successful applicants will also be **required to submit an interim report by Dec. 21, 2020** and a **final report within 60 days of the event/festival/experience's conclusion**, including information regarding:

- marketing efforts
- attendance
- attendee feedback
- economic impact
- lessons learned

Application checklist:

- I have included a completed, signed application.
- I have included a detailed budget.
- I have made partners aware of my application.



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Organization Name:	
Contact Name & Title:	
Mailing Address:	
City & Province:	
Charitable Registration Number (if applicable):	
Phone Number:	
Email:	
Amount being requested:	

Please provide a brief description of your festival, event or experience, placing emphasis on how it will benefit the community, promote inclusion and be of interest to visitors:

Please provide a brief description of how the funding will be used, placing emphasis on activities that meet COVID-19 requirements for physical distancing:



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Please list cash funding sources:

Source	Amount

Please list partners, their roles and contact information. Please include in-kind donations here:

Partner	Role	Contact Info	In-kind donation

Please describe how your festival/event or experience will incorporate environmentally sustainable practices and/or reduce or manage waste:

Please describe how your festival/event or experience will meet requirements laid out by the Accessibility for Ontarians with Disabilities Act:



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Please list previous event or experience management experience of your key team members/partners:

Person	Event	Role

Please include an overall event budget, highlighting funds requested.

- I certify that the information contained in this application is true and accurate.
- I agree to provide The County of Prince Edward with an interim report no later than December 21, 2020.
- I agree to provide The County of Prince Edward with a final report no later than 60 days after the completion of the event/festival/experience.
- I understand that if my project is funded, I will be required to show proof of insurance and requisite licenses, etc.
- I understand that if emergency orders force the cancellation of the festival, event or experience, funds will not be required to be returned.

Digital Signature of Applicant:

Date: