



Rural Initiatives/Planning Advisory Committee
July 22, 2020

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Rural Initiatives/Planning Advisory Committee Meeting

Wednesday, July 22, 2020
9:00 A.M. – 10:00 A.M.
Meeting to be held electronically.

Agenda

1. Approval of Agenda
2. Approval of the Minutes
3. Elgin County Community Grant Program – Review of Scoring Matrices
4. Date of Next Meeting
5. Adjournment

Rural Initiatives/Planning Advisory Committee Meeting

Date: June 30, 2020
Location: Elgin County Administration Building, 450 Sunset Drive, St. Thomas
 Administrative Services Boardroom, 3rd Floor
Time: 9:00 A.M.

Attendees: *Members of the Rural Initiatives/Planning Advisory Committee*
 Councillor Ed Ketchabaw (electronic)
 Councillor Sally Martyn (electronic)
 Councillor Dominique Giguère (electronic)
 Warden Dave Mennill (electronic)
 Heather Derks (electronic)

Elgin County Staff

Chief Administrative Officer, Julie Gonyou (in-person)
 General Manager of Economic Development, Alan Smith (in-person)
 Supervisor of Legislative Services and Community Relations, Katherine
 Thompson (in-person)
 Legislative Services Coordinator, Carolyn Krahn (in-person)

Regrets: Jim Bundschuh, Director of Financial Services

1. Call to Order

The Rural Initiatives/Planning Advisory Committee met this 30th day of June, 2020 in the Administrative Services Boardroom, at the County Administration Building, St. Thomas at 9:00 A.M. Committee Members joined the meeting electronically via video conferencing.

2. Approval of Agenda

Moved by: Warden Mennill
 Seconded by: Councillor Giguère

Resolved that the agenda be approved as presented.

Recorded Vote

	Yes	No
Warden Dave Mennill	Yes	
Councillor Dominique Giguère	Yes	
Councillor Sally Martyn	Yes	
Heather Derks	Yes	
Councillor Ed Ketchabaw	Yes	
	5	0

- Motion Carried.

3. Adoption of Minutes

Moved by: Councillor Mennill
Seconded by: Councillor Giguère

Resolved that the minutes of the previous meeting be adopted.

Recorded Vote

	Yes	No
Warden Dave Mennill	Yes	
Councillor Dominique Giguère	Yes	
Councillor Sally Martyn	Yes	
Heather Derks	Yes	
Councillor Ed Ketchabaw	Yes	
	5	0

- Motion Carried.

4. Draft Elgin County Community Grant Program (CGP)

Based on the Committee's feedback at the previous meeting, the Chief Administrative Officer presented an updated draft community grant framework including criteria, priorities, eligibility and suggested funding streams for the Committee's consideration and feedback. The Committee provided feedback and directed the Chief Administrative Officer to use this feedback to develop a draft Community Grant Program to be considered by Council at the July 14, 2020 Council Meeting.

5. Correspondence from the Elgin Plowman's Association

Dave Cryderman left a message with Financial Services advising the Rural Initiatives Committee that the Elgin County Plowman's Association has decided to postpone their event until 2021.

Moved by: Heather Derks
Seconded by: Warden Mennill

Resolved that the message be received and filed.

Recorded Vote

	Yes	No
Warden Dave Mennill	Yes	
Councillor Dominique Giguère	Yes	
Councillor Sally Martyn	Yes	
Heather Derks	Yes	

Councillor Ed Ketchabaw	Yes	
	5	0

- Motion Carried.

6. Next Meeting Date

A tentative meeting date has been set for Wednesday, July 22, 2020 at 9:00 a.m.

7. Adjournment

Moved by: Councillor Martyn
Seconded by: Councillor Giguère

Resolved that the meeting adjourn at 10:47 a.m. to meet again on Wednesday, July 22, 2020 at 9:00 a.m.

Recorded Vote

	Yes	No
Warden Dave Mennill	Yes	
Councillor Dominique Giguère	Yes	
Councillor Martyn	Yes	
Heather Derks	Yes	
Councillor Ed Ketchabaw	Yes	
	5	0

- Motion Carried.



COMMUNITY GRANT PROGRAM

Community Services

ACCESSIBLE FORMAT AVAILABLE UPON REQUEST





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COMMUNITY GRANT PROGRAM

Are you a non-profit community group whose primary focus for your program or service is within the County of Elgin? Do you currently offer a program or service or have plans for a program or service that responds to a community need? If you answered yes to any of these questions, **you may be eligible for up to 50% of your project, service or event up to a maximum of \$10,000.**

The County of Elgin recognizes the valuable contributions made by community organizations and volunteer groups to improve the well-being of the community and quality of life for County residents. We are committed to providing modest assistance to select non-profit organizations designed to support programs, events and services across Elgin County through an annual application process. If funds permit, certain streams may have an additional intake in February.

The Community Grant Program (CGP) invests in both established and emerging community programs that meet identified community need, build capacity and support Elgin County's Strategic Plan 2020-2022. Through this program, organizations and services can strengthen their responsiveness, effectiveness and resilience.

There are two (2) funding streams, each with their own application package:

1. **Community Services**
2. **Events or Festivals**

There are two (2) types of grants available:

1. **Seed Grants:** Research, Test or Launch
2. **Cultivate Grants:** Renew, Enhance or Expand (build on success)

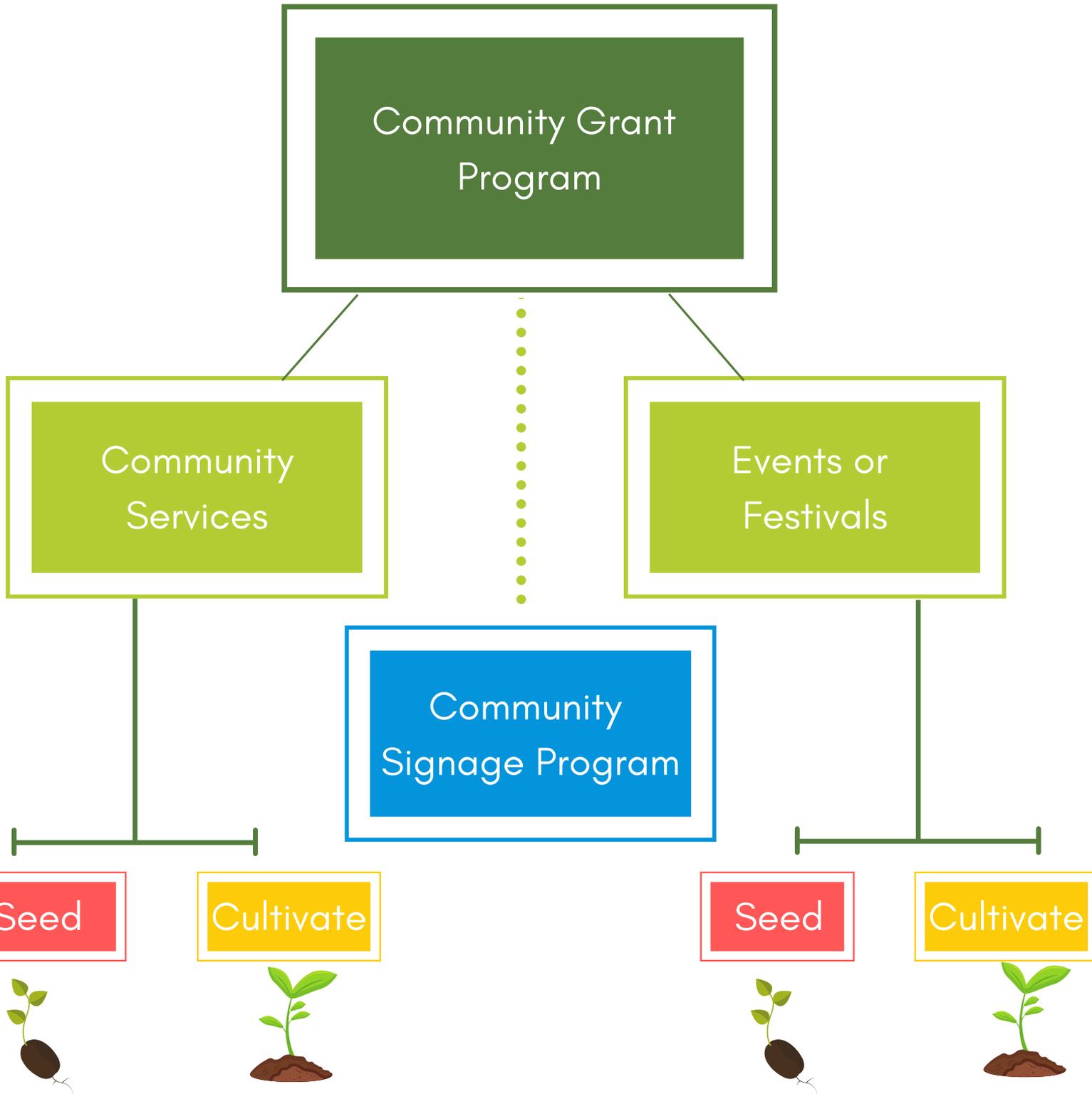
A **Community Signage Program** is also available for non-profit organizations who need signage. To learn more about the signage program, please refer to the Community Signage Program Application Package.

The CGP is designed to help fund projects, events and services that target key priorities. Please refer to the funding stream for more information. *Note:* priorities are subject to change through an annual review process by the Rural Initiatives and Planning Advisory Committee.

Note: Applicants can only submit one (1) application per year to either the Community Services funding stream OR Events and Festivals funding stream. Applicants may also submit an application to the Community Signage Program if applicable.



COMMUNITY GRANT PROGRAM



Seed Grants: Research, Test or Launch

Cultivate Grants: Renew, Enhance or Expand

Community Signage Program: See Application Package



Community Services

This funding priority supports community well-being by providing funding for capacity building resources in the non-profit social and community services sector. This stream will support the non-profit social services sector in their response to unmet, complex, and/or emerging community needs and pressures.

Community Services CGP funds are intended to be supplementary to your organization's main source(s) of revenue. CGP funds should not be considered as the primary source of funding for your program, project or service.

Qualifying organizations will provide a program, project or service that:

- provides equitable access to programs and services
- responds to community needs;
- demonstrates measurable outcomes and financial accountability; and
- collaborates to build community capacity and development.

Seed

Seed Grant: (two intakes/year*)

If you are a new community organization wanting to research the feasibility of a new community service or program, wishing to test ideas or launch something new.



Cultivate

Cultivate Grants: (one intake only)

If you are an existing community organization wishing to build on your success, grow your reach, enhance the quality of your offerings or improve your sustainability with new features, programs, services, outreach methods or revenue sources.



(* if funds are available)



APPLICATION TIMELINES

The following timelines apply to the Community Services and Festival and Events CGP:

Intake 1: Community Services & Festival and Events CGP (applies to Seed Grants and Cultivate Grants)

September 1, 2020

- Application submission period opens
- Community Grant Program information and application available online
- Print copies available upon request [contact]

September - October 2020

- Virtual Public Information Session will be held

November 10, 2020

- Application deadline

December 10, 2020

- Rural Initiatives and Planning Advisory Committee submit recommendations to Elgin County Council

February 1, 2021

- Funding notifications are made following Council approval
- Unsuccessful applicants are notified

Funding Agreements

- Funding Agreement Forms are due within 30 days of funding notification
- A valid certificate of insurance identifying the County of Elgin as an additional insured under the insured's policy/policies of insurance must be submitted prior to proceeding with the initiative

Final Reports

- Must be received no later than November 1, 2021



APPLICATION TIMELINES

The following timelines apply to the Community Services and Festival and Events CGP:

Intake 2: Community Services - Seed Grants only (*)

(*) subject to available funds

February 15, 2021

- Application submission period for Intake 2 opens for Seed Grant applicants only
- Community Grant Program information and application available online
- Print copies available upon request: email communitygrants@elgin.ca or call 519-631-1460 x.156

March 1, 2021

- Application deadline

April 1, 2021

- Rural Initiatives and Planning Advisory Committee submit recommendations to Elgin County Council (note: this date is subject to change)

April 30, 2021

- Funding notifications are made following Council direction
- Successful and unsuccessful applicants are notified

Funding Agreements

- Funding Agreement Forms are due within 30 days of funding notification
- A valid certificate of insurance identifying the County of Elgin as an additional insured under the insured's policy/policies of insurance must be submitted prior to proceeding with the initiative

Final Reports

- Must be received no later than November 1, 2021



ELIGIBILITY

If you are planning an event or service that will have a direct impact on County residents, the Community Grant Program may be able to help!

If you answer YES to any of the following questions, you are eligible to apply (*) for the Community Services or Festivals and Events funding:

- Is your organization an incorporated not-for-profit or community association?
- Is your organization an unincorporated group or association with non-profit goals and governance structure?
- Does your organization have a charitable number?

(*) note: meeting eligibility criteria does not guarantee that you will receive funding.

The following organizations **do not qualify** (*) for the Community Services funding:

- For-profit organizations and ventures
- Fundraising or sponsorship activities
- Religious activities and religious organizations (* unless clear boundaries between religious/fundraising content and public programming in both program details and budget are confirmed)
- Political parties
- Individuals, businesses, publicly-funded institutions (i.e. Hospitals, School Boards and other County-funded organizations, including Social Services)
- Governments
- Business Improvement Associations
- Sports Teams or sponsorships

If you are successful obtaining funding through the CGP, you will be required to submit a final report before you are eligible to reapply in the future.

(*) note: if you have questions about your eligibility, please send us an email:
communitygrants@elgin.ca or call 519-631-1460 x.156



ELIGIBLE EXPENSES

The CGP supports innovative initiatives and services that have a direct, measurable impact on Elgin County residents.

Allowable expenses include, but are not limited to:

- Supplies;
- Volunteer expenses;
- Professional fees (required for program delivery); and
- Other expenses will be reviewed on a case-by-case basis.

The following expenses are not eligible for CGP funding:

- Operating Expenses (staffing, wages, benefits)
- Capital projects
- Deficit reduction
- Retroactive activity, program or event
- HST

(* note: if you have questions about your eligibility, please send us an email:

communitygrants@elgin.ca or call 519-631-1460 x.156



REVIEW PROCESS

Generally, the County receives more grant requests than it can fund. A careful and consistent review of all applications is critical to ensuring funds are allocated in a way that treats all organizations fairly and consistently and ensures grants are available throughout the County.

Elgin County Council assigned the review of all grant applications to the Rural Initiatives and Planning Advisory (RIPA) Committee. County Council provides final approval for all grant allocations, as recommended by the RIPA Committee.

Staff review applications for completeness and conduct a preliminary financial analysis. Qualifying applications will be sent to RIPA Committee Members, who then conduct an independent assessment of the applications, using program-specific scoring matrices designed for each funding stream. The RIPA Committee then meets as a team to complete a team assessment prior to submitting recommendations to County Council.



COMMUNITY SERVICES PROGRAM CRITERIA

The Community Services initiative must strive to respond to community needs in a creative and sustainable way, while attracting people to live, work and play in Elgin County.

- The initiative must be free or low-cost to participants;
- The targeted audience should be County of Elgin residents and visitors;
- Grant funds can only be used for the initiative itself and are not considered to be a sponsorship;
- Applicants must obtain required permits, clearances, insurance and any required authorization and pay any associated fees in a timely manner;
- Organizations receiving CGP funding must acknowledge the support of the County of Elgin where appropriate, including print and website marketing; and
- Applicants cannot receive additional funding from the County of Elgin, with the exception of the Community Signage Program.



IMPACT ASSESSMENT

The assessment of eligible proposals will be based on total scores from a proposal evaluation. The scoring matrix is included in this package along with the application form. Criteria includes, but may not be limited to:

- **Organization Overview:** How the organization's mandate/mission or goals ensure value-added service to Elgin County residents, along with organization's history and sources of funding.
- **Design:** Alignment with the CGP priorities, as well as the needs of the target populations for the funding and how their needs will be met.
- **Needs/Impacts:** The importance of the funding to the continued capacity of the organization, contribution to the sector, and the organization's ability to achieve funding priorities and outcomes, targeting areas of the County facing the greatest need.
- **Transparency/Accountability:** The organization's ability to articulate and deliver their plan to meet their service mandate as well as their outcomes and reporting strategy.
- **Cultivation/Renewal (* applies to Cultivate Grants only):** Innovative service delivery and enhancements to program design.



EVALUATION

Excellent Application (final score of 80 or above): Applicant demonstrates strong program, project or service merit and alignment to funding priorities. The RIPA Committee will prioritize these applicants for funding consideration.

Fair Application (final score between 60 and 79): Applicant demonstrates good program, project or service merit and alignment to funding priorities. The RIPA Committee will recommend funding to these applicants, prioritizing higher scoring applications until program area funds are exhausted.

Failed Application (final score below 60): Applicant fails to demonstrate program, project or service merit and/or alignment to funding priorities. The RIPA will not recommend funding to these applicants.



REPORTING

Recipients will be required to submit an annual outcome report and reconciliation process in accordance with the terms and conditions set out in the Contribution Agreement. This report must demonstrate that grant funds were spent on the program, project or service as described in the application. This important step ensures the County can keep rate payers informed of how their money was spent and the impact of the Community Grant Program. This may include, but is not limited to:

- Financial Statement with actual program costs
- Program, project or service summary
- Outcome/Evaluation Report including available statistics and metrics; and
- Special conditions, as required by the County.

All final reports submitted by recipients will be reviewed by the RIPA Committee, Elgin County Council and will be publicly available on the County's website.



GLOSSARY OF TERMS



Introduction

These definitions have been prepared by the County of Elgin to provide additional clarity around the terms used in the Community Grant Program. Please note that the language and definitions used are intended to be as inclusive as the breadth and depth of each funding program and may differ from definitions used by other funding programs.

Activity - activities includes programs and/or events that have general appeal, a theme of interest, a public profile and public access on a free and/or paid basis. Activities must occur on a recurring basis, e.g. annually or seasonally.

Capacity Building - a process that strengthens four pillars - relevance, responsiveness, effectiveness and resilience of organizations.

Capital Grant - a capital grant provides financial support towards building upgrades and technical or specialized equipment.

Capital Improvement - a capital improvement is the addition of a permanent structural change or the restorations of some aspect of a property that will either enhance the property's overall value, prolongs its useful life, or adapts it to new uses.

Community - a group of people bound by common beliefs, values or interests, ethnicity or place of origin, geography or other self-identified commonality.

Community Grant Program - a funding program for established and emerging programs, services, events/festivals that meet identified community need, build capacity and support Elgin County's Strategic Plan.

Community Identity - the unique people, places and things that honour Elgin's past, celebrate its present and envisions its future.

Community Impact - the way in which local residents, organizations and businesses are involved with the activity. Involvement can include volunteers, participants, audience members, partners, sponsors, etc.

Cultivate Grant - Programs, services or festivals and events that are planning to renew, enhance or expand (building upon success)

Emerging Organization - a not-for profit organization that has been incorporated for between one and four years and has a history of sustained activity on an annual basis.

Established Organization - a not-for profit organization that has been incorporated for five (5) or more years and has a history of sustained activity.



GLOSSARY OF TERMS

Event - a single one-off single activity, occurrence or celebration, typically taking place over a concentrated period of time, such as a few hours. Examples of events are rallies, demonstrations, single performances or other single artistic activities.

Economic Impact - Economic Impact is the effect that a particular program, festival, or event may have on the economy. Direct and indirect results can be measured in the changes to employment, membership, spending, participation, etc.

Grant - a sum of money given by the County of Elgin for a particular purpose.

In-Kind - a contribution of equipment, supplies, resources, volunteer time, or other tangible resource. In-kind contributions are given a fair-market monetary value.

Not-for-profit - is an organization who:

- is dedicated to purposes other than pursuing a profit;
- Is a corporation without share capital, which means that the corporation does not issue ownership shares;
- may not distribute any profits to its members, directors or officers;
- must use any profit exclusively for its not-for-profit purposes; and
- includes both charitable and non-charitable organizations.

Organizations may demonstrate their non-profit status through letters patent or a combination of organizational documents.

Operating Grant - an operating grant provides support for the day-to-day costs of running a not-for-profit organization as it fulfills its mission. Operating funding cannot be used for capital expenses.

Project Grant - Project grant programs provide one-time funding for time-limited projects.

Professional Services/Consultant - fees paid to outside professionals for expertise; consultants, branding agencies, specific support workers, website designers. These professional are considered experts in their field and your organization or its parenting company do not have expertise to provide this specific service. Contracts with program providers, facilitators or presenters are not allowed.

Public Access - public access implies that any member of the public may attend or participate whether the activity is free or an admission fee is charged. Events where membership is required to participate do not meet the definition of public access.

Seed Grant - Programs, services or festivals and events that are planning to research, test or launch something new.

COMMUNITY GRANT PROGRAM

SEED GRANT APPLICATION

APPLICATION





FUNDING

To ensure this funding has the most impact across the County, grants will not exceed 50% of the eligible costs of the Community Services initiative (up to a maximum of \$10,000) and does not focus on providing funding for operating expenses of your organization.

The County would like to encourage renewal, growth and the evolution of services and events in the County. This funding is not to be regarded as a commitment by the County to provide on-going assistance in future years and submission of an application does not guarantee that you will be awarded all or part of your grant request. Funding is provided to your organization/association once you are approved.

Here are some other things to keep in mind:

- Projects, events or services must be completed within the calendar year;
- You can submit one (1) application to either of the two (2) funding streams (Community Services, Events or Festivals) in addition to an application to the Community Signage Grant stream if applicable.
- The money has to be used in a way that has a clear and obvious impact on Elgin County residents;
- The impact on County residents must be measurable;
- We need to see that you have secured other sources of funding;
- Funding requests may be reduced or enhanced in value at the discretion of the County to support a wider range of initiatives;
- Grants may be awarded with certain terms and conditions;
- The County is not obligated to allocate funds to any organization, even if they meet the eligibility requirements;
- We'll let you know in writing if your application is successful or if your application was not approved;
- All materials that you submit as part of your application and your final report will be shared publicly to ensure accountability and transparency;
- The amount of funding in the Community Grant Program is limited to the availability of Council approved municipal funds.



HOW DO I APPLY?

Seed



Are you applying for a Seed Grant? Are you a new community organization wanting to research the feasibility of a new community service or program, wishing to test ideas or launch something new?

If so, please complete a **SEED GRANT APPLICATION**.

Cultivate



OR, are you applying for a Cultivate Grant? Are you an existing community organization

wishing to grow your reach, impact, enhance the quality of your offerings or improve your sustainability with new features, program, services, outreach methods or revenue sources? If so,

please complete a **CULTIVATE GRANT APPLICATION**.

Submit Online

- You have the option of completing the application and uploading supplementary information online through the County's Website [dedicated page to be created].

Submit Print Copy

- If you'd rather not submit your application package electronically, please download the application package online or request a print copy from staff (communitygrants@elgin.ca or 519-631-1460 x.156) and either drop off or mail your application to:

Corporation of the County of Elgin
c/o Chief Administrative Officer/Clerk (Community Grant Program)
450 Sunset Drive, St. Thomas ON
N5R 5V1

Application Details

- Late applications will not be accepted.
- Funding applications can not be submitted by County of Elgin employees, Councillors or Local Municipal Partners.
- Your organization or association may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss your application.
- Applicants are responsible for reviewing all application materials, eligibility requirements, program priorities and monitoring requirements prior to submitting an application.



Scoring Matrix

Community Services - Seed Grants

Organization Overview:

(score /5)

- **Includes application questions 1-5**
- How organization serves Elgin County, legal status and governance structure;
- Mandate or mission statement; and
- Organization history and sources of funding.

Design

(score /30)

- **Includes application questions 6-9**
- Detailed, clear description of initiative
- Shows strong evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities.
- Details of key dates and scheduled activities for initiative provided
- Shows evidence of careful planning

Needs/Impact

(score /40)

- **Includes application questions 10-13**
- Initiative significantly aligns with Community Grant Program priorities
- Details intended reach and collection of participant information
- Community need clearly described and substantiated
- Very evident how this initiative will enhance the community
- Has the strong potential to achieve lasting, positive impact
- Shows evidence that initiative will increase participation and engage persons with disabilities.

Efficiency, Transparency and Accountability

(score /25)

- **Includes application questions 14-16**
- Details the importance of the funding to the continued capacity of the organization, contribution to the sector, and the organization's ability to achieve funding priorities and outcomes
- The organization is able to clearly articulate how they will deliver their plan to meet their service mandate
- Provides all required budget information (organization's budget and initiative budget)
- Details other sources of funding
- Details outcomes and reporting strategy



COMMUNITY SERVICES APPLICATION

SEED GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Instructions

1. Print this application and complete a hard copy, or
2. Fill out a fillable PDF online.
3. Ensure your application is complete (refer to the checklist on last page of the application).

General Organization/Applicant Information

Name: _____

Title: _____

Organization: _____

Service or Program: _____

Grant request (in dollars*): \$ _____

(request should represent no more than 50% of the total program, project or service budget and must not exceed \$10,000)*

Organization

- 1.) Tell us about your organization, including details of how your organization serves Elgin County, information about your legal status (not-for-profit, etc.) and your governance structure (board of directors, etc.): (max 100 words)

- 2.) What is your organization's mandate or Mission Statement: (max 100 words)

- 3.) Please describe your organization's history and provide details of how your organization is funded: (max 100 words)

- 4.) List and describe the initiative implementation team, including: Board of Directors, staff, volunteers, etc. How does this team reflect Elgin County? (max. 200 words)

- 5.) Who will be the key contact and lead for this initiative? Describe their expertise and background. (max. 200 words)



COMMUNITY SERVICES APPLICATION

SEED GRANTS ONLY

Design

- 6.) Please provide an overall description of the program/service/event you are proposing. (max. 200 words)
- 7.) Please provide details of key dates and scheduled activities for initiative. (max. 200 words)
- 8.) What does success look like for your program, project or service? How will you measure success and track community benefit? Please be as specific as possible. (max. 200 words)
- 9.) What steps are you taking to ensure a well-planned initiative? (max. 200)

Needs/Impact

- 10) Please describe how widely the services are accessible to the target population. (max. 100 words)
- a. How are the resources targeted and aligned to areas of the County facing greatest need or greatest inequities. (max. 200 words)
- 11.) How many people will your initiative reach? Please let us know how many Elgin County residents you intend to reach and how you will gather this information. (max. 200 words)
- 12.) What are the key priorities and outcomes for your program, project or service? (max. 200 words)
- 13.) How will your initiative accommodate increased participation and engage persons with disabilities that would otherwise not be able to participate? (max. 100 words)



COMMUNITY SERVICES APPLICATION

SEED GRANTS ONLY

Efficiency/Transparency & Accountability

14.) A detailed budget of your program, project, service, festival or event is required. Your budget must represent the entire program, including all revenues, expenses and in-kind contributions. Keep in mind that a good budget is realistic, thorough, detailed and is reflective of your application. Please attach your Organization's Budget Information and Initiative Budget Information to your application.

Organization's Budget Information

- a.) Revenue and expenses for previous year (provide audited financial statements if available)
- c.) Provide an explanation of line items (e.g. annual membership fees or notes for significant variances)

Initiative Budget Information

Please attach Organization's Budget Information and Initiative Budget Information to your application.

- a.) Provide initiative expenses for the request year and provide an explanation of line items, including breakdowns
- b.) Provide information about other sources of funding, including in-kind support (estimated volunteer hours, government funding, sponsorships)

15.) Please describe why this funding is important to the continued capacity of your organization, contribution to the community services sector and your organization's ability to achieve its priorities and outcomes? Please be as specific as possible. The details must relate to the proposed budget. (max. 200 words)

16.) Have you secured other sources of funding for this program or service? If yes, please provide more information. (max. 100)



COMMUNITY SERVICES APPLICATION

SEED GRANTS ONLY

Application Checklist:

- Ensure your application is complete, and you have filled in and enclosed all of the necessary information including Financial Statements and Budget Submission.
- Include additional supporting materials including marketing materials (brochures, pamphlets, posters, etc.), if available.
- I have read the Terms and Conditions.
- Include a letter of support from the relevant municipal department if the initiative is linked to municipally owned land or facility.

Declaration:

I acknowledge that the County's investment is not to exceed 50% of the total for the initiative for the calendar year and understand that my application will be posted to the County's website and shared with the RIPA Committee and Elgin County Council. I have reviewed the Terms and Conditions and understand that if my application is successful, I agree to abide by the Terms and Conditions.

Authorized Signature(s) (two (2) needed if not incorporated):

Name: _____
Position: _____
Signature: _____

Name: _____
Position: _____
Signature: _____

Applicants should mail, email or deliver a signed copy of the Application Form, Terms and Conditions and supporting materials to: communitygrants@elgin.ca or mail to:

Corporation of the County of Elgin
c/o Chief Administrative Officer/Clerk - Community Grant Program
450 Sunset Drive, St. Thomas, ON N5R 5V1



TERMS AND CONDITIONS

If your application is successful and you receive a CGP contribution for your Community Service or Festival or Event, the following Terms and Conditions apply. When you sign off on the application form, you consent to having reviewed and consent to abiding by the following Terms and Conditions:

1. Once a contribution is approved, the amount of the contribution will not increase.
2. Because funding is limited, applications will be evaluated based on the eligibility and evaluation criteria.
3. Any events, programs, services or events conducted on municipal property will be carried out in partnership with the department/municipality involved. All such applications must be reviewed by the municipal contact prior to submission and a letter of support from the relevant department is required.
4. Applications/Applicants will be considered only if they are submitted before the project begins and any eligible costs associated with the project are incurred. Programs, projects, services, festivals will not be funded retroactively.
5. Organizations that receive contributions through the CGP must acknowledge the support of the County of Elgin in all advertising, publicity, signage, etc. related to the program, project, service, festival or event. Logo usage pertaining to the County of Elgin must be approved by: [contact] prior to use or inclusion in any marketing or communications materials.
6. CGP contribution approval in a given year does not set a precedent or guarantee approval for future years. All applicants are subject to a fresh review and must reapply each year.
7. CGP recipients (and their sponsors, if applicable) are entirely responsible for planning promoting, staffing and all other resources required for their program, project, service, event or festival. The County will not be involved.
8. CGP recipients will be responsible for conducting surveys and/or use metrics to measure impact.
9. Recipients agree to indemnify and hold harmless the County of Elgin from any and all claims arising out of the providing/withdrawal of funds or any other use of contributions provided as a result of the CGP process.
10. All applicants consent to the public release and County use of information contained in their applications and reports submitted to the CGP and agree that the content of the application may form a public record that can be accessed by the public.
11. If information in the application proves to be inaccurate or if the project is not completed in accordance with the application information, or if the applicant does not follow the CGP Terms and Conditions, the County of Elgin reserves the right, at its sole discretion, to withhold payment and not issue any further funds.
12. The County of Elgin shall have the right to review the applicant's financial information and records regarding the CGP.
13. By accepting the CGP contribution, the applicant consents to the release to the County of Elgin of financial/project information by any other organization providing funding or financial support to the applicant regarding the same project.

[end of Community Services - Cultivate Grant Application]

COMMUNITY GRANT PROGRAM
CULTIVATE GRANT APPLICATION
APPLICATION





FUNDING

To ensure this funding has the most impact across the County, grants will not exceed 50% of the eligible costs of the Community Services initiative (up to a maximum of \$10,000) and does not focus on providing funding for operating expenses of your organization.

The County would like to encourage renewal, growth and the evolution of services and events in the County. This funding is not to be regarded as a commitment by the County to provide on-going assistance in future years and submission of an application does not guarantee that you will be awarded all or part of your grant request. Funding is provided to your organization/association once you are approved.

Here are some other things to keep in mind:

- Projects, events or services must be completed within the calendar year;
- You can submit one (1) application to either of the two (2) funding streams (Community Services, Events or Festivals) in addition to an application to the Community Signage Grant stream if applicable.
- The money has to be used in a way that has a clear and obvious impact on Elgin County residents;
- The impact on County residents must be measurable;
- We need to see that you have secured other sources of funding;
- Funding requests may be reduced or enhanced in value at the discretion of the County to support a wider range of initiatives;
- Grants may be awarded with certain terms and conditions;
- The County is not obligated to allocate funds to any organization, even if they meet the eligibility requirements;
- We'll let you know in writing if your application is successful or if your application was not approved;
- All materials that you submit as part of your application and your final report will be shared publicly to ensure accountability and transparency;
- The amount of funding in the Community Grant Program is limited to the availability of Council approved municipal funds.



HOW DO I APPLY?

Seed Are you applying for a Seed Grant? Are you a new community organization wanting to research the feasibility of a new community service or program, wishing to test ideas or launch something new? If so, please complete a **SEED GRANT APPLICATION**.



Cultivate

OR, are you applying for a Cultivate Grant? Are you are an existing community organization wishing to grow your reach, impact, enhance the quality of your offerings or improve your sustainability with new features, program, services, outreach methods or revenue sources? If so, please complete a **CULTIVATE GRANT APPLICATION**.



Submit Online

- You have the option of completing the application and uploading supplementary information online through the County's Website [dedicated page to be created].

Submit Print Copy

- If you'd rather not submit your application package electronically, please download the application package online or request a print copy from staff (communitygrants@elgin.ca or 519-631-1460 x.156) and either drop off or mail your application to:

Corporation of the County of Elgin
c/o Chief Administrative Officer/Clerk (Community Grant Program)
450 Sunset Drive, St. Thomas ON
N5R 5V1

Application Details

- Late applications will not be accepted.
- Funding applications can not be submitted by County of Elgin employees, Councillors or Local Municipal Partners.
- Your organization or association may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss your application.
- Applicants are responsible for reviewing all application materials, eligibility requirements, program priorities and monitoring requirements prior to submitting an application.



Scoring Matrix

Community Services - Cultivate Grants

Organization Overview

(score /5)

- **Includes application questions 1-5**
- How organization serves Elgin County, legal status and governance structure;
- Mandate or mission statement; and
- Organization history and sources of funding.

Design

(score /25)

- **Includes application questions 6-10**
- Detailed, clear description of initiative
- Resources are targeted and aligned to areas of the County facing greatest need or greatest inequities.
- Details of key dates and scheduled activities for initiative provided
- Shows evidence of careful planning

Needs/Impact

(score /30)

- **Includes application questions 11-13**
- Initiative significantly aligns with Community Grant Program priorities
- Details intended reach and collection of participant information
- Community need clearly described and substantiated
- Very evident how this initiative will enhance the community
- Has the strong potential to achieve lasting, positive impact
- Shows evidence that initiative will increase participation and engage persons with disabilities

Cultivation/Renewal

(score /20)

- **Includes application questions 14-15**
- Evidence of innovative service delivery and enhancements to program design
- Initiative has clear, specific set of goals and objectives
- Timeline is clear, specific and obtainable
- Impact is measurable, data is obtainable
- Method of evaluation of the initiative's results is identified and clearly stated.

Efficiency, Transparency and Accountability

(score /20)

- **Includes application questions 16-18**
- Details the importance of the funding to the continued capacity of the organization, contribution to the sector, and the organization's ability to achieve funding priorities and outcomes
- The organization is able to clearly articulate how they will deliver their plan to meet their service mandate
- Provides all required budget information (organization's budget and initiative budget)
- Details other sources of funding
- Details outcomes and reporting strategy



COMMUNITY SERVICES APPLICATION **CULTIVATE GRANTS ONLY**

Application Deadline: November 1, 2020 (intake 1)

Instructions

1. Print this application and complete a hard copy, or
2. Fill out a fillable PDF online.
3. Ensure your application is complete (refer to the checklist on last page of the application).

General Organization/Applicant Information

Name: _____

Title: _____

Organization: _____

Service or Program: _____

Grant request (in dollars*): \$ _____

(request should represent no more than 50% of the total program, project or service budget and must not exceed \$10,000)*

Organization

- 1.) Tell us about your organization, including details of how your organization serves Elgin County, information about your legal status (not-for-profit, etc.) and your governance structure (board of directors, etc.): (max 100 words)

- 2.) What is your organization's mandate or Mission Statement: (max 100 words)

- 3.) Please describe your organization's history and provide details of how your organization is funded: (max 100 words)

- 4.) List and describe the initiative implementation team, including: Board of Directors, staff, volunteers, etc. How does this team reflect Elgin County? (max. 200 words)

- 5.) Who will be the key contact and lead for this initiative? Describe their expertise and background. (max. 200 words)



COMMUNITY SERVICES APPLICATION

CULTIVATE GRANTS ONLY

Design

6.) Please provide an overall description of the program/service/event you are proposing. (max. 200 words)

7.) What are the key priorities and outcomes for your program, project or service? (max. 200 words)

8.) Please provide details of key dates and scheduled activities for initiative. (max. 200 words)

9.) What does success look like for your program, project or service? How will you measure success and track community benefit? Please be as specific as possible. (max. 200 words)

10.) What steps are you taking to ensure a well-planned initiative? (max. 200)

Needs/Impact

11.) Please describe how widely the services are accessible to the target population. (max. 100 words)

a. How are the resources targeted and aligned to areas of the County facing greatest need or greatest inequities? (max. 200 words)

12.) How many people will your initiative reach? Please let us know how many Elgin County residents you intend to reach and how you will gather this information. (max. 200 words)

13.) How will your initiative accommodate increased participation and engage persons with disabilities that would otherwise not be able to participate? (max. 100 words)



COMMUNITY SERVICES APPLICATION

CULTIVATE GRANTS ONLY

Cultivate/Renewal

14.) Have you delivered this initiative before? If you have, please tell us more about how your program is "growing" and what, if any, changes you are making to your initiative. (max. 200 words)

15.) Cultivate Grants support projects that are designed to increase the impact and/or quality of a program or service. If you are applying for a Cultivate Grant, what is the primary activity that you will focus on (please select one):

a. Replicate a program/service/feature

How will you accomplish this? (max. 200 words)

b. Launch a new program or adapt a program/service/feature

How will you accomplish this? (max. 200 words)

c. Scale up a program/service/event currently being delivered, thus impacting more people

How will you accomplish this? (max. 200 words)

d. Improve the quality of a program/service/event currently delivered to increase impact

How will you accomplish this? (max. 200 words)

e. Other (please describe how you will increase the impact and/or quality of your program or service? (max. 200 words)



COMMUNITY SERVICES APPLICATION

CULTIVATE GRANTS ONLY

Efficiency/Transparency & Accountability

16.) A detailed budget of your program, project, service, festival or event is required. Your budget must represent the entire program, including all revenues, expenses and in-kind contributions. Keep in mind that a good budget is realistic, thorough, detailed and is reflective of your application. Please attach your Organization's Budget Information and Initiative Budget Information to your application.

Organization's Budget Information

- a.) Revenue and expenses for previous year (provide audited financial statements if available)
- c.) Provide an explanation of line items (e.g. annual membership fees or notes for significant variances)

Initiative Budget Information

Please attach Organization's Budget Information and Initiative Budget Information to your application.

- a.) Provide initiative expenses for the request year and provide an explanation of line items, including breakdowns
- b.) Provide information about other sources of funding, including in-kind support (estimated volunteer hours, government funding, sponsorships)

17.) Please describe why this funding is important to the continued capacity of your organization, contribution to the community services sector and your organization's ability to achieve its priorities and outcomes? Please be as specific as possible. The details must relate to the proposed budget. (max. 200 words)

18.) Have you secured other sources of funding for this program or service? If yes, please provide more information. (max. 100)



COMMUNITY SERVICES APPLICATION CULTIVATE GRANTS ONLY

Application Checklist:

- Ensure your application is complete, and you have filled in and enclosed all of the necessary information including Financial Statements and Budget Submission.
- Include additional supporting materials including marketing materials (brochures, pamphlets, posters, etc.), if available.
- I have read the Terms and Conditions.
- Include a letter of support from the relevant municipal department if the initiative is linked to municipally owned land or facility.

Declaration:

I acknowledge that the County's investment is not to exceed 50% of the total for the initiative for the calendar year and understand that my application will be posted to the County's website and shared with the RIPA Committee and Elgin County Council. I have reviewed the Terms and Conditions and understand that if my application is successful, I agree to abide by the Terms and Conditions.

Authorized Signature(s) (two (2) needed if not incorporated):

Name: _____
 Position: _____
 Signature: _____

Name: _____
 Position: _____
 Signature: _____

Applicants should mail, email or deliver a signed copy of the Application Form, Terms and Conditions and supporting materials to: communitygrants@elgin.ca or mail to:

Corporation of the County of Elgin
 c/o Chief Administrative Officer/Clerk - Community Grant Program
 450 Sunset Drive, St. Thomas, ON N5R 5V1



TERMS AND CONDITIONS

If your application is successful and you receive a CGP contribution for your Community Service or Festival or Event, the following Terms and Conditions apply. When you sign off on the application form, you consent to having reviewed and consent to abiding by the following Terms and Conditions:

1. Once a contribution is approved, the amount of the contribution will not increase.
2. Because funding is limited, applications will be evaluated based on the eligibility and evaluation criteria.
3. Any events, programs, services or events conducted on municipal property will be carried out in partnership with the department/municipality involved. All such applications must be reviewed by the municipal contact prior to submission and a letter of support from the relevant department is required.
4. Applications/Applicants will be considered only if they are submitted before the project begins and any eligible costs associated with the project are incurred. Programs, projects, services, festivals will not be funded retroactively.
5. Organizations that receive contributions through the CGP must acknowledge the support of the County of Elgin in all advertising, publicity, signage, etc. related to the program, project, service, festival or event. Logo usage pertaining to the County of Elgin must be approved by: [contact] prior to use or inclusion in any marketing or communications materials.
6. CGP contribution approval in a given year does not set a precedent or guarantee approval for future years. All applicants are subject to a fresh review and must reapply each year.
7. CGP recipients (and their sponsors, if applicable) are entirely responsible for planning promoting, staffing and all other resources required for their program, project, service, event or festival. The County will not be involved.
8. CGP recipients will be responsible for conducting surveys and/or use metrics to measure impact.
9. Recipients agree to indemnify and hold harmless the County of Elgin from any and all claims arising out of the providing/withdrawal of funds or any other use of contributions provided as a result of the CGP process.
10. All applicants consent to the public release and County use of information contained in their applications and reports submitted to the CGP and agree that the content of the application may form a public record that can be accessed by the public.
11. If information in the application proves to be inaccurate or if the project is not completed in accordance with the application information, or if the applicant does not follow the CGP Terms and Conditions, the County of Elgin reserves the right, at its sole discretion, to withhold payment and not issue any further funds.
12. The County of Elgin shall have the right to review the applicant's financial information and records regarding the CGP.
13. By accepting the CGP contribution, the applicant consents to the release to the County of Elgin of financial/project information by any other organization providing funding or financial support to the applicant regarding the same project.

[end of Community Services – Cultivate Grant Application]



COMMUNITY GRANT PROGRAM

Festivals and Events

ACCESSIBLE FORMAT AVAILABLE UPON REQUEST





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COMMUNITY GRANT PROGRAM

Are you a non-profit community group whose primary focus for your program or service is within the County of Elgin? Do you currently offer a program or service or have plans for a program or service that responds to a community need? If you answered yes to any of these questions, **you may be eligible for up to 50% of your project, service or event up to a maximum of \$10,000.**

The County of Elgin recognizes the valuable contributions made by community organizations and volunteer groups to improve the well-being of the community and quality of life for County residents. We are committed to providing modest assistance to select non-profit organizations designed to support programs, events and services across Elgin County through an annual application process. If funds permit, certain streams may have an additional intake in February.

The Community Grant Program (CGP) invests in both established and emerging community programs that meet identified community need, build capacity and support Elgin County's Strategic Plan 2020-2022. Through this program, organizations and services can strengthen their responsiveness, effectiveness and resilience.

There are two (2) funding streams, each with their own application package:

1. **Community Services**
2. **Events or Festivals**

There are two (2) types of grants available:

1. **Seed Grants:** Research, Test or Launch
2. **Cultivate Grants:** Renew, Enhance or Expand (build on success)

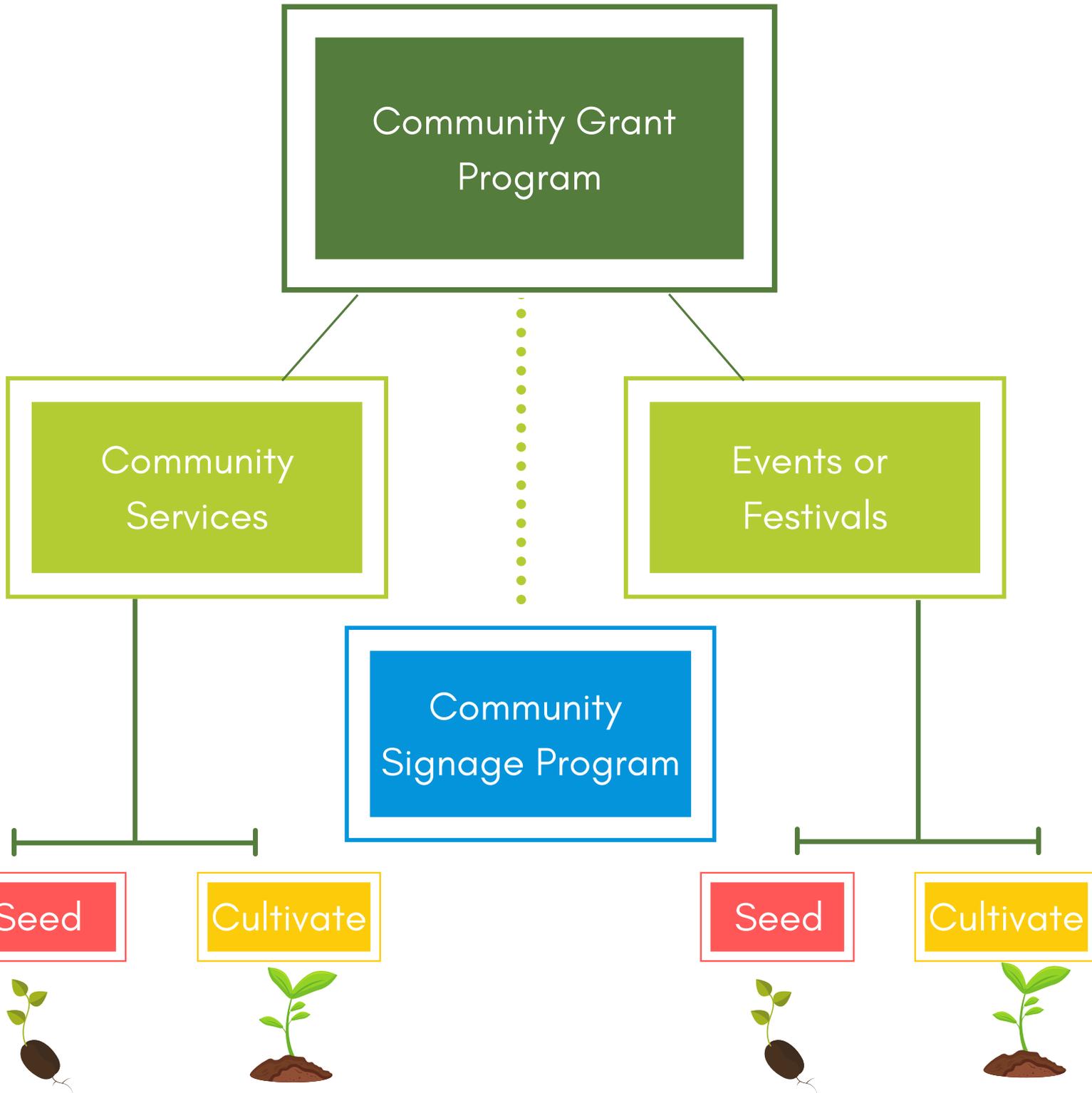
A **Community Signage Program** is also available for non-profit organizations who need signage. To learn more about the signage program, please refer to the Community Signage Program Application Package.

The CGP is designed to help fund projects, events and services that target key priorities. Please refer to the funding stream for more information. *Note:* priorities are subject to change through an annual review process by the Rural Initiatives and Planning Advisory Committee.

Note: Applicants can only submit one (1) application per year to either the Community Services funding stream OR Events and Festivals funding stream. Applicants may also submit an application to the Community Signage Program if applicable.



COMMUNITY GRANT PROGRAM



Seed Grants: Research, Test or Launch

Cultivate Grants: Renew, Enhance or Expand

Community Signage Program: See Application Package



EVENTS OR FESTIVALS GRANT PROGRAM

Events or Festivals

This funding priority supports events or festivals that help make Elgin County the place where people want to live, work and play. If you are planning a new event or festival (Seed Grant) or interested in enhancing or building on the success of an established event or festival (Cultivate Grant) you may qualify for funding through the Community Grant Program.

Qualifying organizations will provide a festival or event that is aimed at:

- providing equitable access to events and festivals;
- attracts visitors to Elgin County;
- promotes and retains local spending;
- demonstrating measurable outcomes and financial accountability;
- engaging the public in strengthening and celebrating community identity; and
- collaborating to build community capacity and development.

Seed

Seed Grant: (two intakes/year*)

If you are a new community organization wanting to hold a new or innovative event or festival.



Cultivate

Cultivate Grants: (one intake only)

If you are an existing community organization hoping to build on the success you've had offering an event or festival in the past.



(* if funds are available)



APPLICATION TIMELINES

The following timelines apply to the Community Services and Festival and Events CGP:

Intake 1: Community Services & Events and Festivals CGP (applies to Seed Grants and Cultivate Grants)

September 1, 2020

- Application submission period opens
- Events and Festivals Grant Program information and application available online
- Print copies available upon request (communitygrants@elgin.ca or 519-631-1460 x.156)

September - October 2020

- Virtual Public Information Session will be held

November 10, 2020

- Application deadline

December 10, 2020

- Rural Initiatives and Planning Advisory Committee submit recommendations to Elgin County Council

February 1, 2021

- Funding notifications are made following Council approval
- Unsuccessful applicants are notified

Funding Agreements

- Funding Agreement Forms are due within 30 days of funding notification
- A valid certificate of insurance identifying the County of Elgin as an additional insured under the insured's policy/policies of insurance must be submitted prior to proceeding with the initiative

Final Reports

- Must be received no later than November 1, 2021



APPLICATION TIMELINES

The following timelines apply to the Community Services and Events and Festivals CGP:

Intake 2: Events and Festivals Program - Seed Grants only (*)
(*) subject to available funds

February 15, 2021

- Application submission period for Intake 2 opens for Seed Grant applicants only
- Events and Festivals Grant Program information and application available online
- Print copies available upon request: email communitygrantse@elgin.ca or call 519-631-1460 x.156

March 1, 2021

- Application deadline

April 1, 2021

- Rural Initiatives and Planning Advisory Committee submit recommendations to Elgin County Council (note: this date is subject to change)

April 30, 2021

- Funding notifications are made following Council direction
- Successful and unsuccessful applicants are notified

Funding Agreements

- Funding Agreement Forms are due within 30 days of funding notification
- A valid certificate of insurance identifying the County of Elgin as an additional insured under the insured's policy/policies of insurance must be submitted prior to proceeding with the initiative

Final Reports

- Must be received no later than November 1, 2021



ELIGIBILITY

If you are planning an event or festival that will have a direct impact on County residents, the Community Grant Program may be able to help!

If you answer YES to any of the following questions, you are eligible to apply (*) for the Events or Festivals funding:

- Is your organization an incorporated not-for-profit or community association?
- Is your organization an unincorporated group or association with non-profit goals and governance structure?
- Does your organization have a charitable number?

(*) note: meeting eligibility criteria does not guarantee that you will receive funding.

The following organizations **do not qualify** (*) for funding through the Community Grant Program:

- For-profit organizations and ventures
- Fundraising or sponsorship activities
- Religious activities and religious organizations (* unless clear boundaries between religious/fundraising content and public programming in both program details and budget are confirmed)
- Political parties
- Individuals, businesses, publicly-funded institutions (i.e. Hospitals, School Boards and other County-funded organizations, including Social Services)
- Governments
- Business Improvement Associations
- Sports Teams or sponsorships

If you are successful obtaining funding through the CGP, you will be required to submit a final report before you are eligible to reapply in the future.

(*) note: if you have questions about your eligibility, please send us an email: communitygrants@elgin.ca or call 519-631-1460 x.156



ELIGIBLE EXPENSES

The CGP supports innovative events or festivals that have a direct, measurable impact on Elgin County residents.

Allowable expenses include, but are not limited to:

- Supplies;
- Volunteer expenses;
- Professional fees (required for the event or festival); and
- Other expenses will be reviewed on a case-by-case basis.

The following expenses are not eligible for CGP funding:

- Operating Expenses (staffing, wages, benefits)
- Capital projects
- Deficit reduction
- Retroactive activity, program or event
- HST

(*) note: if you have questions about your eligibility, please send us an email:

communitygrants@elgin.ca or call 519-631-1460 x.156



REVIEW PROCESS

Generally, the County receives more grant requests than it can fund. A careful and consistent review of all applications is critical to ensuring funds are allocated in a way that treats all organizations fairly and consistently and ensures grants are available throughout the County.

Elgin County Council assigned the review of all grant applications to the Rural Initiatives and Planning Advisory (RIPA) Committee. County Council provides final approval for all grant allocations, as recommended by the RIPA Committee.

Staff review applications for completeness and conduct a preliminary financial analysis. Qualifying applications will be sent to RIPA Committee Members, who then conduct an independent assessment of the applications, using program-specific scoring matrices designed for each funding stream. The RIPA Committee then meets as a team to complete a team assessment prior to submitting recommendations to County Council.



EVENT AND FESTIVAL GRANT PROGRAM CRITERIA

The Event or Festival that you are planning must strive to respond to community needs in a creative and sustainable way, while attracting people to live, work and play in Elgin County.

- The initiative must be free or low-cost to participants;
- The targeted audience should be County of Elgin residents and visitors;
- Grant funds can only be used for the event or festival itself and are not considered to be a sponsorship;
- Applicants must obtain required permits, clearances, insurance and any required authorization and pay any associated fees in a timely manner;
- Organizations receiving CGP funding must acknowledge the support of the County of Elgin where appropriate, including print and website marketing; and
- Applicants cannot receive additional funding from the County of Elgin, with the exception of the Community Signage Program.



IMPACT ASSESSMENT

The assessment of eligible proposals will be based on total scores from a proposal evaluation. The scoring matrix is included in this package along with the application form. Criteria includes, but may not be limited to:

- **Organization Overview:** How the organization's mandate/mission or goals ensure value-added service to Elgin County residents, along with organization's history and sources of funding.
- **Event or Festival Design:** Alignment with the CGP priorities, as well as the needs of the target populations for the funding and how their needs will be met.
- **Needs/Impacts:** The importance of the funding to the continued capacity of the organization and the organization's ability to achieve priorities and outcomes, targeting areas of the County facing the greatest need.
- **Transparency/Accountability:** The organization's ability to articulate and deliver their plan to meet their mandate as well as their outcomes and reporting strategy.
- **Cultivation/Renewal (* applies to Cultivate Grants only):** Events or festivals that show evidence that they are building on the success of an event or festival previously held for Elgin County residents and visitors.



EVALUATION

Excellent Application (final score of 80 or above): Applicant demonstrates strong event or festival design and alignment to funding priorities. The RIPA Committee will prioritize these applicants for funding consideration.

Fair Application (final score between 60 and 79): Applicant demonstrates good event or festival design and alignment to funding priorities. The RIPA Committee will recommend funding to these applicants, prioritizing higher scoring applications until program area funds are exhausted.

Failed Application (final score below 60): Applicant fails to demonstrate alignment to funding priorities and event or festival design fails to meet established criteria. The RIPA will not recommend funding to these applicants.



REPORTING

Recipients will be required to submit an annual outcome report and reconciliation process in accordance with the terms and conditions set out in the Contribution Agreement. This report must demonstrate that grant funds were spent on the event or festival as described in the application. This important step ensures the County can keep rate payers informed of how their money was spent and the impact of the Community Grant Program. This may include, but is not limited to:

- Financial Statement with actual event or festival costs
- Event or festival summary
- Outcome/Evaluation Report including available statistics and metrics; and
- Special conditions, as required by the County.

All final reports submitted by recipients will be reviewed by the RIPA Committee, Elgin County Council and will be publicly available on the County's website.



GLOSSARY OF TERMS



Introduction

These definitions have been prepared by the County of Elgin to provide additional clarity around the terms used in the Community Grant Program. Please note that the language and definitions used are intended to be as inclusive as the breadth and depth of each funding program and may differ from definitions used by other funding programs.

Activity - activities includes programs and/or events that have general appeal, a theme of interest, a public profile and public access on a free and/or paid basis. Activities must occur on a recurring basis, e.g. annually or seasonally.

Capacity Building - a process that strengthens four pillars - relevance, responsiveness, effectiveness and resilience of organizations.

Capital Grant - a capital grant provides financial support towards building upgrades and technical or specialized equipment.

Capital Improvement - a capital improvement is the addition of a permanent structural change or the restorations of some aspect of a property that will either enhance the property's overall value, prolongs its useful life, or adapts it to new uses.

Community - a group of people bound by common beliefs, values or interests, ethnicity or place of origin, geography or other self-identified commonality.

Community Grant Program - a funding program for established and emerging programs, services, events/festivals that meet identified community need, build capacity and support Elgin County's Strategic Plan.

Community Identity - the unique people, places and things that honour Elgin's past, celebrate its present and envisions its future.

Community Impact - the way in which local residents, organizations and businesses are involved with the activity. Involvement can include volunteers, participants, audience members, partners, sponsors, etc.

Cultivate Grant - Programs, services or festivals and events that are planning to renew, enhance or expand (building upon success)

Emerging Organization - a not-for profit organization that has been incorporated for between one and four years and has a history of sustained activity on an annual basis.

Established Organization - a not-for profit organization that has been incorporated for five (5) or more years and has a history of sustained activity.



GLOSSARY OF TERMS

Event - a single one-off single activity, occurrence or celebration, typically taking place over a concentrated period of time, such as a few hours. Examples of events are rallies, demonstrations, single performances or other single artistic activities.

Economic Impact - Economic Impact is the effect that a particular program, festival, or event may have on the economy. Direct and indirect results can be measured in the changes to employment, membership, spending, participation, etc.

Grant - a sum of money given by the County of Elgin for a particular purpose.

In-Kind - a contribution of equipment, supplies, resources, volunteer time, or other tangible resource. In-kind contributions are given a fair-market monetary value.

Not-for-profit - is an organization who:

- is dedicated to purposes other than pursuing a profit;
- Is a corporation without share capital, which means that the corporation does not issue ownership shares;
- may not distribute any profits to its members, directors or officers;
- must use any profit exclusively for its not-for-profit purposes; and
- includes both charitable and non-charitable organizations.

Organizations may demonstrate their non-profit status through letters patent or a combination of organizational documents.

Operating Grant - an operating grant provides support for the day-to-day costs of running a not-for-profit organization as it fulfills its mission. Operating funding cannot be used for capital expenses.

Project Grant - Project grant programs provide one-time funding for time-limited projects.

Professional Services/Consultant - fees paid to outside professionals for expertise; consultants, branding agencies, specific support workers, website designers. These professional are considered experts in their field and your organization or its parenting company do not have expertise to provide this specific service. Contracts with program providers, facilitators or presenters are not allowed.

Public Access - public access implies that any member of the public may attend or participate whether the activity is free or an admission fee is charged. Events where membership is required to participate do not meet the definition of public access.

Seed Grant - Programs, services or festivals and events that are planning to research, test or launch something new.

EVENTS AND FESTIVALS GRANT PROGRAM

SEED GRANT APPLICATION

APPLICATION





FUNDING

To ensure this funding has the most impact across the County, grants will not exceed 50% of the eligible costs of the Community Services initiative (up to a maximum of \$10,000) and does not focus on providing funding for operating expenses of your organization.

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Here are some other things to keep in mind:

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- You can submit one (1) application to either of the two (2) funding streams (Community Services, Events or Festivals) in addition to an application to the Community Signage Grant stream if applicable.
- The money has to be used in a way that has a clear and obvious impact on Elgin County residents;
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HOW DO I APPLY?

Seed



Are you applying for a Seed Grant? Are you a new community organization wanting to hold a new or innovative event or festival? If so, please complete a **SEED GRANT APPLICATION**.

Cultivate



Are you are an existing community organization hoping to build on the success you've had offering an event or festival in the past? If so, please complete a **CULTIVATE GRANT APPLICATION**.

Submit Online

- You have the option of completing the application and uploading supplementary information online through the County's Website [dedicated page to be created].

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- Applicants are responsible for reviewing all application materials, eligibility requirements, program priorities and monitoring requirements prior to submitting an application.



Scoring Matrix

Events and Festivals - Seed Grants

Organization Overview:

(score /5)

- **Includes application questions 1-5**
- How organization serves Elgin County, legal status and governance structure;
- Mandate or mission statement; and
- Organization history and sources of funding.

Design

(score /30)

- **Includes application questions 6-9**
- Detailed, clear description of event or festival
- Shows strong evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities.
- Details of key dates and scheduled activities for initiative provided
- Shows evidence of careful planning

Needs/Impact

(score /40)

- **Includes application questions 10-13**
- Initiative significantly aligns with Community Grant Program priorities
- Details intended reach and collection of participant information
- Community need clearly described and substantiated
- Shows evidence that this event or festival will enhance the community
- Has the strong potential to achieve lasting, positive impact
- Shows evidence that initiative will increase participation and engage persons with disabilities.

Efficiency, Transparency and Accountability

(score /25)

- **Includes application questions 14-16**
- Details the importance of the funding to the continued capacity of the organization to offer the event or festival, and the organization's ability to achieve funding priorities and outcomes
- The organization is able to clearly articulate how they will deliver their plan to meet their event or festival goals
- Provides all required budget information (organization's budget and event or festival budget)
- Details other sources of funding
- Details outcomes and reporting strategy



EVENTS AND FESTIVALS APPLICATION

SEED GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Instructions

1. Print this application and complete a hard copy, or
2. Fill out a fillable PDF online.
3. Ensure your application is complete (refer to the checklist on last page of the application).

General Organization/Applicant Information

Name: _____

Title: _____

Organization: _____

Service or Program: _____

Grant request (in dollars*): \$ _____

(request should represent no more than 50% of the total program, project or service budget and must not exceed \$10,000)*

Organization

1.) Tell us about your organization, including details of how your organization serves Elgin County, information about your legal status (not-for-profit, etc.) and your governance structure (board of directors, etc.): (max 100 words)

2.) What is your organization's mandate or Mission Statement: (max 100 words)

3.) Please describe your organization's history and provide details of how your organization is funded: (max 100 words)

4.) List and describe the event or festival implementation team, including: Board of Directors, staff, volunteers, etc. How does this team reflect Elgin County? (max. 200 words)

5.) Who will be the key contact and lead for this event or festival? Describe their expertise and background. (max. 200 words)



EVENTS AND FESTIVALS APPLICATION

SEED GRANTS ONLY

Design

6.) Please provide an overall description of the event or festival you are proposing. (max. 200 words)

7.) Please provide details of key dates and scheduled activities for event or festival. (max. 200 words)

8.) What does success look like for your event or festival? How will you measure success and track community benefit? Please be as specific as possible. (max. 200 words)

9.) What steps are you taking to ensure a well-planned event or festival? (max. 200)

Needs/Impact

10) Please describe how widely the services are accessible to the target population. (max. 100 words)

a. How are the resources targeted and aligned to areas of the County facing greatest need or greatest inequities. (max. 200 words)

11.) How many people do you expect will attend your event or festival? Please let us know how many Elgin County residents you intend to reach and how you will gather this information. (max. 200 words)

12.) What are the key priorities and outcomes for your event or festival? (max. 200 words)

13.) How will your event or festival accommodate increased participation and engage persons with disabilities that would otherwise not be able to participate? (max. 100 words)



EVENTS AND FESTIVALS APPLICATION

SEED GRANTS ONLY

Efficiency/Transparency & Accountability

14.) A detailed budget of your event or festival is required. Your budget must represent the entire event or festival, including all revenues, expenses and in-kind contributions. Keep in mind that a good budget is realistic, thorough, detailed and is reflective of your application. Please attach your Organization's Budget Information and Initiative Budget Information to your application.

Organization's Budget Information

- a.) Revenue and expenses for previous year (provide audited financial statements if available)
- c.) Provide an explanation of line items (e.g. entry fees or notes for significant variances)

Event or Festival Budget Information

Please attach Organization's Budget Information and Initiative Budget Information to your application.

- a.) Provide event or festival expenses for the request year and provide an explanation of line items, including breakdowns
- b.) Provide information about other sources of funding, including in-kind support (estimated volunteer hours, government funding, sponsorships)

15.) Please describe why this funding is important to the continued capacity of your organization to offer an event or festival and your organization's ability to achieve its priorities and outcomes? Please be as specific as possible. The details must relate to the proposed budget. (max. 200 words)

16.) Have you secured other sources of funding for this event or festival? If yes, please provide more information. (max. 100)



EVENTS AND FESTIVALS APPLICATION

SEED GRANTS ONLY

Application Checklist:

- Ensure your application is complete, and you have filled in and enclosed all of the necessary information including Financial Statements and Budget Submission.
- Include additional supporting materials including marketing materials (brochures, pamphlets, posters, etc.), if available.
- I have read the Terms and Conditions.
- Include a letter of support from the relevant municipal department if the initiative is linked to municipally owned land or facility.

Declaration:

I acknowledge that the County's investment is not to exceed 50% of the total for the event or festival for the calendar year and understand that my application will be posted to the County's website and shared with the RIPA Committee and Elgin County Council. I have reviewed the Terms and Conditions and understand that if my application is successful, I agree to abide by the Terms and Conditions.

Authorized Signature(s) (two (2) needed if not incorporated):

Name: _____
Position: _____
Signature: _____

Name: _____
Position: _____
Signature: _____

Applicants should mail, email or deliver a signed copy of the Application Form, Terms and Conditions and supporting materials to: communitygrants@elgin.ca or mail to:

Corporation of the County of Elgin
c/o Chief Administrative Officer/Clerk - Community Grant Program
450 Sunset Drive, St. Thomas, ON N5R 5V1



TERMS AND CONDITIONS

If your application is successful and you receive a CGP contribution for your Community Service or Festival or Event, the following Terms and Conditions apply. When you sign off on the application form, you consent to having reviewed and consent to abiding by the following Terms and Conditions:

1. Once a contribution is approved, the amount of the contribution will not increase.
2. Because funding is limited, applications will be evaluated based on the eligibility and evaluation criteria.
3. Any events, programs, services or events conducted on municipal property will be carried out in partnership with the department/municipality involved. All such applications must be reviewed by the municipal contact prior to submission and a letter of support from the relevant department is required.
4. Applications/Applicants will be considered only if they are submitted before the project begins and any eligible costs associated with the project are incurred. Programs, projects, services, festivals will not be funded retroactively.
5. Organizations that receive contributions through the CGP must acknowledge the support of the County of Elgin in all advertising, publicity, signage, etc. related to the program, project, service, festival or event. Logo usage pertaining to the County of Elgin must be approved by: [contact] prior to use or inclusion in any marketing or communications materials.
6. CGP contribution approval in a given year does not set a precedent or guarantee approval for future years. All applicants are subject to a fresh review and must reapply each year.
7. CGP recipients (and their sponsors, if applicable) are entirely responsible for planning promoting, staffing and all other resources required for their program, project, service, event or festival. The County will not be involved.
8. CGP recipients will be responsible for conducting surveys and/or use metrics to measure impact.
9. Recipients agree to indemnify and hold harmless the County of Elgin from any and all claims arising out of the providing/withdrawal of funds or any other use of contributions provided as a result of the CGP process.
10. All applicants consent to the public release and County use of information contained in their applications and reports submitted to the CGP and agree that the content of the application may form a public record that can be accessed by the public.
11. If information in the application proves to be inaccurate or if the project is not completed in accordance with the application information, or if the applicant does not follow the CGP Terms and Conditions, the County of Elgin reserves the right, at its sole discretion, to withhold payment and not issue any further funds.
12. The County of Elgin shall have the right to review the applicant's financial information and records regarding the CGP.
13. By accepting the CGP contribution, the applicant consents to the release to the County of Elgin of financial/project information by any other organization providing funding or financial support to the applicant regarding the same project.

[end of Community Services - Cultivate Grant Application]

COMMUNITY GRANT PROGRAM
CULTIVATE GRANT APPLICATION
APPLICATION





FUNDING

To ensure this funding has the most impact across the County, grants will not exceed 50% of the eligible costs of the event or festival (up to a maximum of \$10,000) and does not focus on providing funding for operating expenses of your organization.

The County would like to encourage renewal, growth and the evolution of events or festivals in the County. This funding is not to be regarded as a commitment by the County to provide on-going assistance in future years and submission of an application does not guarantee that you will be awarded all or part of your grant request. Funding is provided to your organization/association once you are approved.

Here are some other things to keep in mind:

- Events or festivals must be completed within the calendar year;
- You can submit one (1) application to either of the two (2) funding streams (Community Services, Events or Festivals) in addition to an application to the Community Signage Grant stream if applicable.
- The money has to be used in a way that has a clear and obvious impact on Elgin County residents;
- The impact on County residents must be measurable;
- We need to see that you have secured other sources of funding;
- Funding requests may be reduced or enhanced in value at the discretion of the County to support a wider range of initiatives;
- Grants may be awarded with certain terms and conditions;
- The County is not obligated to allocate funds to any organization, even if they meet the eligibility requirements;
- We'll let you know in writing if your application is successful or if your application was not approved;
- All materials that you submit as part of your application and your final report will be shared publicly to ensure accountability and transparency;
- The amount of funding in the Community Grant Program is limited to the availability of Council approved municipal funds.



HOW DO I APPLY?

Seed



Are you applying for a Seed Grant? Are you a new community organization wanting to hold a new or innovative event or festival? If so, please complete a **SEED GRANT APPLICATION**.

Cultivate



Are you are an existing community organization hoping to build on the success you've had offering an event or festival in the past? If so, please complete a **CULTIVATE GRANT APPLICATION**.

Submit Online

- You have the option of completing the application and uploading supplementary information online through the County's Website [dedicated page to be created].

Submit Print Copy

- If you'd rather not submit your application package electronically, please download the application package online or request a print copy from staff (communitygrants@elgin.ca or 519-631-1460 x.156) and either drop off or mail your application to:

Corporation of the County of Elgin
c/o Chief Administrative Officer/Clerk (Community Grant Program)
450 Sunset Drive, St. Thomas ON
N5R 5V1

Application Details

- Late applications will not be accepted.
- Funding applications can not be submitted by County of Elgin employees, Councillors or Local Municipal Partners.
- Your organization or association may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss your application.
- Applicants are responsible for reviewing all application materials, eligibility requirements, program priorities and monitoring requirements prior to submitting an application.



Scoring Matrix

Community Services - Cultivate Grants



Organization Overview:

(score /5)

- **Includes application questions 1-5**
- How organization serves Elgin County, legal status and governance structure;
- Mandate or mission statement; and
- Organization history and sources of funding.

Design

(score /30)

- **Includes application questions 6-10**
- Detailed, clear description of event or festival
- Shows strong evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities.
- Details of key dates and scheduled activities for initiative provided
- Shows evidence of careful planning

Needs/Impact

(score /40)

- **Includes application questions 11-14**
- Initiative significantly aligns with Community Grant Program priorities
- Details intended reach and collection of participant information
- Community need clearly described and substantiated
- Shows evidence that this event or festival will enhance the community
- Has the strong potential to achieve lasting, positive impact
- Shows evidence that initiative will increase participation and engage persons with disabilities.

Cultivation/Renewal

(score /20)

- **Includes application questions 14-15**
- Evidence of innovative service delivery and enhancements to event or festival design
- Initiative has clear, specific set of goals and objectives
- Timeline is clear, specific and obtainable
- Impact is measurable, data is obtainable
- Method of evaluation of the event/festival results is identified and clearly stated.

Efficiency, Transparency and Accountability

(score /20)

- **Includes application questions 16-18**
- Details the importance of the funding to the continued capacity of the organization to offer the event or festival, and the organization's ability to achieve funding priorities and outcomes
- The organization is able to clearly articulate how they will deliver their plan to meet their event or festival goals
- Provides all required budget information (organization's budget and event or festival budget)
- Details other sources of funding
- Details outcomes and reporting strategy



EVENTS AND FESTIVALS GRANT APPLICATION

CULTIVATE GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Instructions

1. Print this application and complete a hard copy, or
2. Fill out a fillable PDF online.
3. Ensure your application is complete (refer to the checklist on last page of the application).

General Organization/Applicant Information

Name: _____

Title: _____

Organization: _____

Service or Program: _____

Grant request (in dollars*): \$ _____

(request should represent no more than 50% of the total program, project or service budget and must not exceed \$10,000)*

Organization

1.) Tell us about your organization, including details of how your organization serves Elgin County, information about your legal status (not-for-profit, etc.) and your governance structure (board of directors, etc.): (max 100 words)

2.) What is your organization's mandate or Mission Statement: (max 100 words)

3.) Please describe your organization's history and provide details of how your organization is funded: (max 100 words)

4.) List and describe the event or festival implementation team, including: Board of Directors, staff, volunteers, etc. How does this team reflect Elgin County? (max. 200 words)

5.) Who will be the key contact and lead for this event or festival? Describe their expertise and background. (max. 200 words)



EVENTS AND FESTIVALS GRANT APPLICATION

CULTIVATE GRANTS ONLY

Design

6.) Please provide an overall description of the event or festival you are proposing. (max. 200 words)

7.) What are the key priorities and outcomes for your event or festival? (max. 200 words)

8.) Please provide details of key dates and scheduled activities for event or festival. (max. 200 words)

9.) What does success look like for your event or festival? How will you measure success and track community benefit? Please be as specific as possible. (max. 200 words)

10.) What steps are you taking to ensure a well-planned event or festival? (max. 200)

Needs/Impact

11.) Please describe how widely the services are accessible to the target population. (max. 100 words)

a. How are the resources targeted and aligned to areas of the County facing greatest need or greatest inequities. (max. 200 words)

12.) How many people do you expect will attend your event or festival? Please let us know how many Elgin County residents you intend to reach and how you will gather this information.

13.) How will your event or festival accommodate increased participation and engage persons with disabilities that would otherwise not be able to participate? (max. 100 words)



EVENTS AND FESTIVALS GRANT APPLICATION

CULTIVATE GRANTS ONLY

Cultivate/Renewal

14.) Have you delivered this event or festival before? If you have, please tell us more about how your program is "growing" and what, if any, changes you are making to your initiative. (max. 200 words)

15.) Cultivate Grants support projects that are designed to increase the impact and/or quality of an event or festival. If you are applying for a Cultivate Grant, what is the primary activity that you will focus on (please select one):

a. Replicate an event or festival

How will you accomplish this? (max. 200 words)

b. Adapt an event or festival

How will you accomplish this? (max. 200 words)

c. Scale up an event or festival, thus impacting more people

How will you accomplish this? (max. 200 words)

d. Improve the quality of an event or festival previously delivered to increase impact

How will you accomplish this? (max. 200 words)

e. Other (please describe how you will increase the impact and/or quality of your event or festival? (max. 200 words)



EVENTS AND FESTIVALS GRANT APPLICATION

CULTIVATE GRANTS ONLY

Efficiency/Transparency & Accountability

16.) A detailed budget of your event or festival is required. Your budget must represent the entire event or festival, including all revenues, expenses and in-kind contributions. Keep in mind that a good budget is realistic, thorough, detailed and is reflective of your application. Please attach your Organization's Budget Information and Initiative Budget Information to your application.

Organization's Budget Information

- a.) Revenue and expenses for previous year (provide audited financial statements if available)
- c.) Provide an explanation of line items (e.g. annual membership fees or notes for significant variances)

Initiative Budget Information

Please attach Organization's Budget Information and Initiative Budget Information to your application.

- a.) Provide event or festival expenses for the request year and provide an explanation of line items, including breakdowns
- b.) Provide information about other sources of funding, including in-kind support (estimated volunteer hours, government funding, sponsorships)

17.) Please describe why this funding is important to the continued capacity of your organization to offer an event or festival and your organization's ability to achieve its priorities and outcomes? Please be as specific as possible. The details must relate to the proposed budget. (max. 200 words)

18.) Have you secured other sources of funding for this event or festival? If yes, please provide more information. (max. 100)



EVENTS AND FESTIVALS GRANT APPLICATION

CULTIVATE GRANTS ONLY

Application Checklist:

- Ensure your application is complete, and you have filled in and enclosed all of the necessary information including Financial Statements and Budget Submission.
- Include additional supporting materials including marketing materials (brochures, pamphlets, posters, etc.), if available.
- I have read the Terms and Conditions.
- Include a letter of support from the relevant municipal department if the initiative is linked to municipally owned land or facility.

Declaration:

I acknowledge that the County's investment is not to exceed 50% of the total for the initiative for the calendar year and understand that my application will be posted to the County's website and shared with the RIPA Committee and Elgin County Council. I have reviewed the Terms and Conditions and understand that if my application is successful, I agree to abide by the Terms and Conditions.

Authorized Signature(s) (two (2) needed if not incorporated):

Name: _____
Position: _____
Signature: _____

Name: _____
Position: _____
Signature: _____

Applicants should mail, email or deliver a signed copy of the Application Form, Terms and Conditions and supporting materials to: communitygrants@elgin.ca or mail to:

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c/o Chief Administrative Officer/Clerk - Community Grant Program
450 Sunset Drive, St. Thomas, ON N5R 5V1



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2. Because funding is limited, applications will be evaluated based on the eligibility and evaluation criteria.
3. Any events, programs, services or events conducted on municipal property will be carried out in partnership with the department/municipality involved. All such applications must be reviewed by the municipal contact prior to submission and a letter of support from the relevant department is required.
4. Applications/Applicants will be considered only if they are submitted before the project begins and any eligible costs associated with the project are incurred. Programs, projects, services, festivals will not be funded retroactively.
5. Organizations that receive contributions through the CGP must acknowledge the support of the County of Elgin in all advertising, publicity, signage, etc. related to the program, project, service, festival or event. Logo usage pertaining to the County of Elgin must be approved by: [contact] prior to use or inclusion in any marketing or communications materials.
6. CGP contribution approval in a given year does not set a precedent or guarantee approval for future years. All applicants are subject to a fresh review and must reapply each year.
7. CGP recipients (and their sponsors, if applicable) are entirely responsible for planning promoting, staffing and all other resources required for their program, project, service, event or festival. The County will not be involved.
8. CGP recipients will be responsible for conducting surveys and/or use metrics to measure impact.
9. Recipients agree to indemnify and hold harmless the County of Elgin from any and all claims arising out of the providing/withdrawal of funds or any other use of contributions provided as a result of the CGP process.
10. All applicants consent to the public release and County use of information contained in their applications and reports submitted to the CGP and agree that the content of the application may form a public record that can be accessed by the public.
11. If information in the application proves to be inaccurate or if the project is not completed in accordance with the application information, or if the applicant does not follow the CGP Terms and Conditions, the County of Elgin reserves the right, at its sole discretion, to withhold payment and not issue any further funds.
12. The County of Elgin shall have the right to review the applicant's financial information and records regarding the CGP.
13. By accepting the CGP contribution, the applicant consents to the release to the County of Elgin of financial/project information by any other organization providing funding or financial support to the applicant regarding the same project.

[end of Community Services - Cultivate Grant Application]



COMMUNITY GRANT PROGRAM

Community Signage

ACCESSIBLE FORMATS AVAILABLE UPON REQUEST





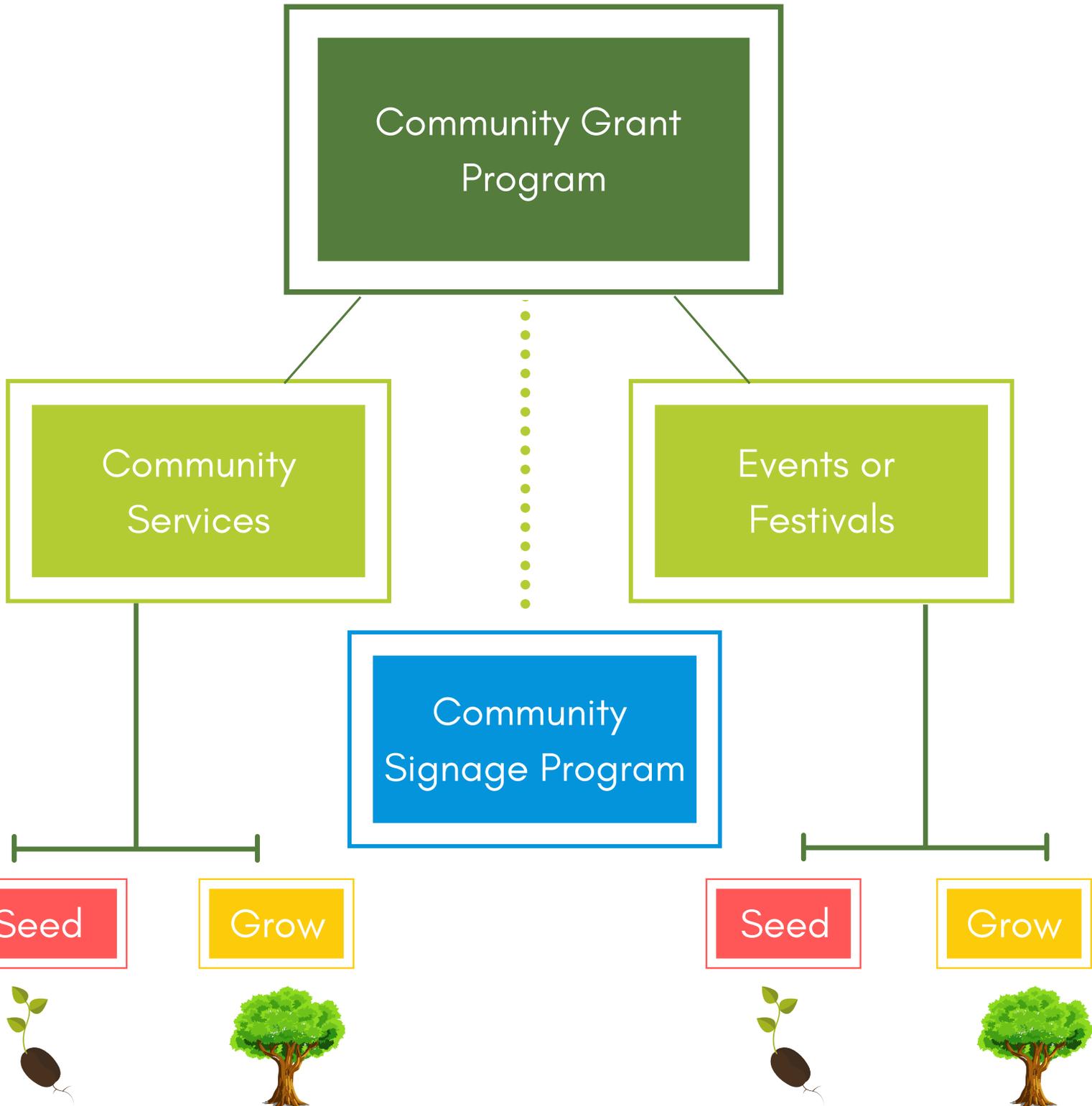
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COMMUNITY GRANT PROGRAM



Seed Grants: Research, Test and Launch

Grow Grants: Renew, Enhance and Expand

Community Signage Program: designed for tourism operators



COMMUNITY SIGNAGE PROGRAM

Elgin County's Community Signage Program is a popular program designed to help non-profit tourism operators attract business and visitors. There are hundreds of tourism signs installed on Elgin County roads. Through this program, the County hopes to achieve affordable and consistent signage and tourism for residents and visitors alike, as well, it offers a streamlined process for managing and delivering tourism signage.

This guide establishes eligibility, use, design and authority for tourism-oriented directional signage on Elgin County road right-of-ways. The Community Signage Program seeks to protect the safety of road users by carefully considering the number of signs that exist in our communities and minimizes costs associated with the maintenance of signs through a cost-recovery program.

Non-profit tourism organizations can apply for a grant of \$150.00 per sign for a maximum of two (2) signs and may have the option to purchase more.

If you have questions, please [communitygrants@elgin.ca or call 519-631-1460 x.156].

General Guidelines

Eligible businesses and attractions may be eligible for tourism signage on County road right-of-ways in approved site locations. Tourism signage will only be located where sufficient space for signage exists along a route that will lead residents and visitors to their destination in a reasonably direct manner.

Note: Non-profit tourism organizations are only eligible for up to two (2) signs per destination under this program.

Objectives:

- Elevate Elgin County's tourist destination image
- Inform Elgin County's road users of tourism operations and attractions
- Provide roadway directions to Elgin County tourism operations
- Increase the frequency and quantity of tourism visits by:
 - Providing consistent tourism signage information to road users
 - Improving the management and delivery of tourism signage to customers
 - Protecting the safety of road users
 - Minimizing additional road maintenance costs
 - Recovering program operating costs

Applicability:

The Regulations define the requirements allowing eligible businesses and attractions to obtain tourism signage on County road right-of-ways in approved site locations. Tourism signage shall be located only where sufficient space for signs occurs along a route that will lead motoring tourists to their destination in a reasonably direct manner.



PROGRAM ADMINISTRATION & EVALUATION

Generally, the County receives a few requests for signage each year. A careful and consistent approach to the review of all signage applications is critical to ensuring funds are allocated in a way that treats all organizations fairly and consistently.

The County of Elgin's Economic Development department and Engineering Services jointly administer and implement the Elgin tourism signage program.

- Economic Development staff review the applications and approve the signage symbol and content, collect fees and payment terms for signage and receipt and refund payment for tourism signage.
- Engineering Services staff approve signage locations, supply the directional signage, install, remove or replace tourism signage and remove any signage that isn't consistent with this program.

Elgin County Council assigned the review of all grant and signage applications to the Rural Initiatives and Planning Advisory (RIPA) Committee. County Council provides final approval for the all grant and signage allocations, as recommended by the RIPA Committee.

Notification: Following County Council's approval, all applicants are notified with the result of their application by County Staff.



ELIGIBILITY

The following requirements must be met to be eligible to obtain tourism signage on Elgin County road rights-of-way:

1. Only tourist-based businesses located in the County of Elgin will be permitted to erect tourism signage on County roads. However, tourism - based businesses located in the City of St. Thomas may make a written appeal to the General Manager of Economic Development if extenuating circumstances warrants County signage.
2. Only tourist-based businesses and facilities listed in Appendix "A" will be permitted to erect tourism signage on County roads.
3. Only tourism-based businesses that are members of Elgin County Tourism are eligible for tourism signage.
4. The tourist-based operation and/or facility must be accessible by a road open to the general public.
5. A seasonal tourist operation must be open during a specific season with set days and hours of operation; no indeterminate tourist operation is eligible for tourism signage.
6. The tourist-based operation must have a reception structure such as a controlled gate, staff reception and orientation point or permanent interpretation panels or displays and have adequate off road parking.
7. The operation must comply with all applicable federal, provincial and municipal laws and regulations.
8. The tourism signage must not detract or interfere with other traffic control devices.
9. The signage must not interfere with visibility at intersections or entrances.



SIGNAGE CRITERIA

Types of Signage

Elgin County tourism operators will have the opportunity to acquire (2) classifications of tourism directional signage:

Type 1

Size: 240 cm x 60 cm

Location: Along county rural roads with posted speed limits greater than 60 kilometres per hour, within 1.0 metre of property line and not in front of an existing residential land use. The County determines the exact locations.

Type 2

Size: 90 cm x 70 cm

Location: Along county urban roads with posted speed limits less than or equal to 60 kilometres per hour, at edge of shoulder rounding in urban areas and in boulevard in urban areas. The County determines the exact locations.

Design

Elgin County tourism directional signage will project a consistent design and image that will be easily identifiable by County road users.

Elgin County tourism directional signage will contain the following design elements:

- A white reflective header with a full colour engineering grade reflective logo and tagline identifying Elgin County at the top of the sign (applies to first sign only). The principle body of the sign will be a blue background with engineering grade white reflective legend and border and the sign legend will be a maximum of two lines using Highways font, with one symbol as an option.
- The content of the sign legend shall be limited to the identification of the business by its operating name, the mileage to the business and a directional arrow.
- All sign legends are subject to the approval of the Department of Economic Development.
- Standard General Service Symbols and white Recreational Cultural Interest Symbols as displayed in the MUTCD (Manual of Universal Traffic Control Devices), as revised, may be used to indicate a general class of business. When symbols are used, they must be contained entirely within the border of the legend. If a symbol does not exist for the class of business, no symbol will be included on the sign.
- No business logos or trademarks may be used in the tourism signage legend.



SIGN AND SITE SELECTION CRITERIA

The following information is how signage location is determined:

1. The location of other official traffic control devices shall take precedence over the location of tourism directional signage.
2. The maximum distance allowed to the tourism business from the sign location is 30 km.
3. A maximum of three Type 1 tourism signs shall be placed on one post location, with the Elgin County logo, branding sign at the top of the first sign.
4. For the direction of traffic when approaching an intersection where more than one tourism directional sign is located, the order of the tourism sign shall be:
 - a. First, businesses signed for the left direction;
 - b. Second, businesses signed for the right direction;
5. Where the total number of tourism signs to both the left and right are less than the maximum allowed for a double post location, the signs will be accommodated in one location. When tourism signs are located in one location, the order of the signs shall be:
 - a. Top, businesses signed for the left direction.
 - b. Bottom, businesses signed for the right direction.
6. A maximum of nine Type 1 Tourism Signs (3 post locations) will be placed approaching any intersection. Due to sign congestion or other circumstances, Elgin County's Engineering Services, however, may limit the number of structures. A tourism operator has the option of being placed on a waiting list for the desired location if the Engineering Services determines that structure/location is not available.
7. Position, height and lateral clearance of tourism signage shall be in accordance with the Ontario Traffic Manual and County Signing Standards. Appendix "B" provides illustrative diagrams as follows: Diagram I. Illustrates typical tourism signage layout. Diagram II. Illustrates location of tourism signage.
8. The Economic Development department shall give notice of their intention to the Tourism Operator, then will remove permitted tourism signs in the event of the following:
 - a. The location of tourism signage is needed to be utilized for roadway purposes or activities including construction, reconstruction, or maintenance;
 - b. The tourism operator is no longer in operation;
 - c. The tourism operator declines payment thus renewal of signage;
 - d. The location of a tourism sign endangers the health, safety or welfare of the public.
9. When a tourism sign is removed and cannot be re-erected at an approved substitute location, the tourism operator shall be entitled to an appropriate pro-rata rebate of that part of paid annual fees applicable to the remainder of the term.
10. All installation, removal and maintenance of tourism signage will be performed by Engineering Services or an approved contractor. At no time shall the tourism operator enter upon County road right-of ways for such purpose or perform any such activities within the roadway right-of-way.



HOW DO I APPLY?

- Applicants are responsible for reviewing all application materials, eligibility requirements, program priorities and monitoring requirements prior to submitting an application.
- If you have questions, please reach out to County Staff: [communitygrants@elgin.ca or 519-631-1460 x. 156]

Submit Online

- You have the option of completing the application and uploading supplementary information online through the County's Website [dedicated page to be created].

Submit Print Copy

- If you'd rather not submit your application package electronically, please download the application package online or request a print copy from staff [contact] and either drop off or mail your application to:

Corporation of the County of Elgin
c/o Chief Administrative Officer/Clerk
450 Sunset Drive, St. Thomas ON
N5R 5V1

Application Details

- Late applications will not be accepted.
- Applications can not be submitted by County of Elgin employees, Councillors or Local Municipal Partners.
- Your organization or association may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss your application.



APPLICATION PROCESS

1. Every tourist operator must apply through the Community Signage Program for tourism directional signage to be located on a County road right-of-way. No approval of application or sign installation will occur unless all requirements and criteria for eligibility have been satisfied.
2. Application packages can be obtained online [dedicated webpage to be created] or by emailing communitygrants@elgin.ca or calling 519-631-1460 x. 156.
3. All applications must be received by the County by November 1 of each year.
4. Any sign authorized by November 1 will be installed in May of the following calendar year.
5. Sign approvals shall be effective June 1 of each calendar year through May 31 of the following calendar year.
6. The effective date of applications delivered by mail or email shall be the date and time of receipt by County Administration rather than the date of mailing or the stated date on the application.
7. The Rural Initiatives and Planning Advisory Committee will act promptly in the denial or approval of any tourism sign application. The Committee will deny applications which do not comply with this policy.
8. Engineering Services will review the proposed sign location. If the sign location is not approved they will contact the tourism operator with an alternate sign location.
9. The applicant shall provide complete application form.
10. The Committee may reject any application which is incomplete.
11. During any annual sign authorization period, any approved application any approved applicants shall have the right to request a change to their tourism sign, at their expense, provided that the changes conform to the regulations. Any changes to signage for any given location after approval of change request will result in the user paying any and all actual costs associated with the change in addition to paying the annual user fee.



APPLICATION PROCESS

12. If a tourist operator having approval for an existing sign seeks to change that sign at the beginning of the next following annual period, then that tourism operator shall apply for approval of the new sign and, subject to the proviso below, shall be responsible for and pay to Elgin County any and all costs for fabrication and installation of the new sign in addition to the applicable annual user fee; provided that, if the tourist operator has been a participant in the sign program for the three consecutive years immediately preceding, then the tourist operator is not responsible for and not required to pay those fabrication and installation costs.

13. If a tourist operator seeks to re-enter the signage program, that tourist operator shall make application in the normal course and subject to the requirements above and, in addition to any applicable annual user fee but subject to the proviso below, shall pay a re-entry fee equal to a single fabrication and installation charge then in effect; provided that the said tourist operator shall not be required to pay that re-entry fee if that tourist operator had been a prior participant in the signage program for a period of at least three consecutive years.

14. Engineering Services will not permit any signs to be located along local municipal roads, only County roads.

15. If a tourism operator qualifies for tourism directional signage but is observed by County staff that there are existing operational problems created by the business, the applicant will be responsible to correct, at their expense, such problems as a condition of the sign(s) approval. These observed operational problems shall be items such as, but not limited to, the following:

- Access improvement – throat width
- Radius
- Relocation of access
- Reduction in the number of access points
- Provision of parking prohibitions on an adjacent roadway(s)

16. Upon approval of the tourism signage application by November 1st, the sign will be installed in May the following calendar year. The sign remains property of the County of Elgin. The County reserves the right to cancel the program.



EXEMPTION – NON-PROFIT ORGANIZATIONS

Upon a satisfactory demonstration of submitting proof of being a non-profit tourism operation, as listed in Appendix “A” and certification showing registration as a non-profit entity, and/or provide satisfactory evidence with their application, which, in the determination of the Economic Development Department, will be eligible for the grant, the Elgin County non-profit organization can apply to County Council for a tourism grant of \$150.00 per sign. Elgin County Council will grant a maximum of two tourism signs per non-profit tourism operation. Non-profit tourism operations also have the option at any time to enter into the tourism signage user fee schedule at the expense of the applicant.

User Fee Schedule

The Fee Schedule is attached as Appendix “C”. The County will only accept payment for tourism directional signage fees in the form of cheques, money orders or certified funds. The County shall not accept any payment in the form of cash and shall not be responsible for the transmittal of cash payments.

Annual Renewal

The annual User Fee is due by March 30th of each year in order to maintain the presence of signage. Notification of required payment for renewal of Elgin tourism directional signage will be mailed by the County of Elgin up to 60 days prior to the expiry date of the permit/agreement. The tourism operator shall submit full payment according to the fee schedule. If full payment is not received by the due date of March 30th, the tourism signage will be removed.

Expiry

In order to maintain the presence of the sign, tourism operators must have paid the annual user fee by March 30th of each calendar year. However, the County reserves the right to cancel the program at the time of renewal.

Withdrawal

A tourist operator shall have the right to withdraw from the signage program, effective May 31 of each calendar year. Any existing sign authorized for that tourist operator shall be removed by the Department of Engineering Services no sooner than seven days prior to the effective date of withdrawal.

Application for Re-Entry

A tourist operator who previously had been a participant in the Signage Program is entitled to apply for re-entry into the said program at any time, subject to the restrictions set forth above.



COMMUNITY SIGNAGE PROGRAM

APPENDIX "A"

Tourism Operations Eligible for Directional Signage

- Antique Dealers
- Art Galleries
- Banquet Halls
- Boat Launches
- Boat Rentals and Charters (canoes, kayaks, sailboats, rowboats, motorboats)
- Campgrounds
- Casinos
- Conference Centres
- Cultural Centres
- Destination accommodations, resorts, and inns
- Equestrian Facilities
- Farm-based Tourist Attractions
- Farmers Market's
- Fishing
- Golf Courses (Open to the Public)
- Hotels & Bed & Breakfasts
- Interpretive Centres & Live Theatres
- Major Tourist Attractions
- Major Sport Facilities
- Marinas
- Motor Speedways
- Raceways
- Restaurants or Foodservice Establishments*
- Shopping Store Locations*
- Skiing
- Sports Fields
- Swimming Pools
- Wineries
- Zoos

***Business must be unique to Elgin County.**



COMMUNITY SIGNAGE PROGRAM

APPENDIX "A"

Elgin County Non-Profit Tourism Operations Eligible for Directional Signage

Non-commercial (non-profit /community owned) operated tourism attractions that provide visitors with an experience in Heritage or Historical, Recreational, Entertainment, Natural, Cultural, Education activities.

A categorized listing of qualifying non-profit operation types are included below:

- Archives
- Arena and Community Centres
- Business/shopping districts*
- Churches
- Conservation Areas
- Hiking Trails
- Historic Sites; Historic / Heritage Buildings
- Federal Parks
- Libraries
- Murals
- Museums
- Parks
- Public Arts Organizations/Galleries
- Points of Interest; Plaques
- Provincial Parks
- Public Beaches
- Picnic Areas
- Scenic Lookouts/Natural Attractions
- Tourism Information Centres
- Tourism Related Associations
- Municipal Airports

***Must be a recognized designated area by a municipality.**



COMMUNITY SIGNAGE PROGRAM

APPENDIX "B" COUNTY OF ELGIN TOURISM SIGNAGE

<p>TYPE 1 SIGNAGE- RURAL (>60KM/HR)</p>	<p>NOTES:</p> <p>TYPE 1</p> <ol style="list-style-type: none"> 1. SIGNS TO BE INSTALLED WITHIN 1.0 METER OF PROPERTY LINE. 2. SIGNS TO BE INSTALLED ON RURAL ROADS WITH >60KM/HR SPEED LIMITS. <p>TYPE 2</p> <ol style="list-style-type: none"> 1. SIGNS TO BE INSTALLED ON URBAN ROADS WITH <60KM/HR SPEED LIMITS. 2. SIGNS TO BE INSTALLED AT EDGE OF SHOULDER ROUNDING IN URBAN AREAS AND IN BOULEVARD IN URBAN AREAS. 3. TYPE 2 SIGNS WILL BE AVAILABLE ON A FIRST COME FIRST SERVE BASIS <p><i>ALL SIGN LOCATIONS TO BE APPROVED AT THE DISCRETION OF THE ENGINEERING DEPARTMENT</i></p>
<p>TYPE 2 SIGNAGE- URBAN(<60KM/HR)</p>	



COMMUNITY SIGNAGE PROGRAM

APPENDIX "C"

User Fee Schedule for Directional Signage

Type 1 (size: 240 cm x 60 cm)

- Annual user fee \$150.00 plus applicable taxes, per sign.
- The tourism operator must be a member of Elgin County Tourism.
- A non-profit organization that is successful in obtaining a signage grant of \$150.00 will not have an annual user fee; however, it must be a member of Elgin County Tourism.
- Note: Tourism membership cost is \$100.00 per year, plus applicable taxes.

Type 2 (size: 90 cm x 70 cm)

- Annual user fee \$150.00 plus applicable taxes, per sign.
- The tourism operator must be a member of Elgin County Tourism.
- A non-profit organization that is successful in obtaining a signage grant of \$150.00 will not have to pay an annual user fee; however, it must be a member of Elgin County Tourism.
- Note: Tourism membership cost is \$100.00 per year, plus applicable taxes.

Note: the sign costs are estimates and are subject to change based on actual costs.



APPLICATION



APPLICATION FORM FOR ELGIN COUNTY TOURISM SIGNAGE

NAME OF APPLICANT:		
TITLE:		
LEGAL NAME OF BUSINESS:		
TYPE OF BUSINESS:		
FULL BUSINESS ADDRESS:		
POSTAL CODE:		
CONTACT INFORMATION:	Tel. No.: ()	
	Fax No.: ()	
	Email:	
MEMBER OF ELGIN COUNTY TOURISM?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**** THE COST OF EACH SIGN IS \$150 + APPLICABLE TAXES (13% HST) PER YEAR. APPLICANTS MUST BE MEMBERS OF ELGIN COUNTY TOURISM (\$100 + 13% HST PER YEAR).**

**** NOT-FOR-PROFIT ORGANIZATIONS LOCATED IN ELGIN COUNTY, ARE ELIGIBLE FOR A GRANT OF \$150 PER SIGN (2) EACH YEAR. PLEASE CONTACT ECONOMIC DEVELOPMENT AT 519-631-1460 EX. 164 FOR INFORMATION. ****

**** NO SIGNS WILL BE PLACED DIRECTLY AT AN INTERSECTION AND ENGINEERING SERVICES WILL HAVE FINAL DISCRETION REGARDING EXACT LOCATION OF SIGNS****

LOCATION OF PROPOSED SIGN	ROAD NO.:	ROAD NAME:	
	LOCATION:		
COMPLETE CONTENT OF SIGN'S LEGEND	SYMBOL:	ARROW:	DISTANCE:

**** IF MORE THAN ONE SIGN IS BEING REPLACED OR PURCHASED PLEASE INDICATE LOCATIONS FOR EACH SIGN ON THE FOLLOWING PAGE. ****



APPLICATION



LOCATION OF PROPOSED SIGN	ROAD NO.:	ROAD NAME:	
	LOCATION:		
COMPLETE CONTENT OF SIGN'S LEGEND	SYMBOL:	ARROW:	DISTANCE:

LOCATION OF PROPOSED SIGN	ROAD NO.:	ROAD NAME:	
	LOCATION:		
COMPLETE CONTENT OF SIGN'S LEGEND	SYMBOL:	ARROW:	DISTANCE:

LOCATION OF PROPOSED SIGN	ROAD NO.:	ROAD NAME:	
	LOCATION:		
COMPLETE CONTENT OF SIGN'S LEGEND	SYMBOL:	ARROW:	DISTANCE:

LOCATION OF PROPOSED SIGN	ROAD NO.:	ROAD NAME:	
	LOCATION:		
COMPLETE CONTENT OF SIGN'S LEGEND	SYMBOL:	ARROW:	DISTANCE:

TOTAL NUMBER OF SIGNS _____

TOTAL FEE DUE BY MARCH 30TH (+ 13% HST) _____

(PLEASE MAKE ALL CHEQUES PAYABLE TO THE COUNTY OF ELGIN)

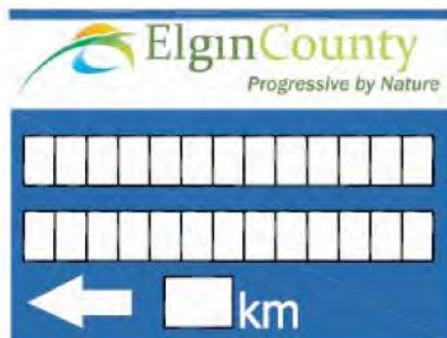


APPLICATION



TYPE OF SIGNAGE REQUESTED	TYPE 1: Size: 240 cm x 60 cm (Rural) TYPE 2: Size: 90 cm x 70 cm (Urban) *Please see Signage Policy for additional details
TYPE 1 SIGNAGE <input type="checkbox"/>	TYPE 2 SIGNAGE <input type="checkbox"/>

**** PLEASE INDICATE HOW YOU WOULD LIKE YOUR ORGANIZATION'S NAME TO APPEAR ON THE SIGN USING THE DIAGRAM BELOW. ****



****PLEASE NOTE THAT SIGNAGE LOCATED IN URBAN AREAS WILL NOT INCLUDE SYMBOLS****



APPLICATION



It is important for applicants to note that regulatory, warning, and information/directional signs take precedence on Elgin County roads. Elgin County's Engineering Services department will follow all regulations set out in the Ontario Traffic Manual, when determining signage locations. It is also important to note that the County of Elgin is committed to reducing signage pollution and maintaining the safety of motorists and pedestrians and therefore no signs will be placed in "built up" areas, villages and hamlets, for example in downtown Port Stanley. County of Elgin Engineering Services will also limit the number of sign structures to a maximum of three or less at any given location.

In Rural areas Type One signs may not:

- Be placed in 60km speed zones
- Be placed in the regulatory or warning sign safety area
- Be placed in front of residential property
- Distract or interfere with other traffic control devices
- Interfere with visibility at intersections or entrances
- Interfere with pedestrian traffic
- Interfere with sidewalk snow removal

Engineering has final approval of sign locations

In Urban Areas Type Two signs may not:

- Be placed within 100m of an intersection
- Be placed in front of residential property
- Be placed in a downtown business area
- Distract or interfere with other traffic control devices
- Interfere with visibility at intersections or entrances
- Interfere with pedestrian traffic
- Interfere with sidewalk snow removal

Engineering has final approval of sign locations.

I have read and understand the conditions above:

DATE: _____

APPLICANT SIGNATURE