



Rural Initiatives/Planning Advisory Committee
August 26, 2020

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Rural Initiatives/Planning Advisory Committee Meeting

Wednesday, August 26, 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. Additional Funding Requests and Community Grant Program Approval
4. Date of Next Meeting
5. Adjournment

Rural Initiatives/Planning Advisory Committee Meeting

Date: July 22, 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 (In-person)

Councillor Dominique Giguère (electronic)

Warden Dave Mennill (electronic)

Elgin County Staff

Chief Administrative Officer, Julie Gonyou (in-person)

General Manager of Economic Development, Alan Smith (electronic)

Supervisor of Legislative Services and Community Relations, Katherine Thompson (electronic)

Regrets:

Heather Derks

Jim Bundschuh, Director of Financial Services

1. Call to Order

The Rural Initiatives/Planning Advisory Committee met this 22nd day of July, 2020 in the Administrative Services Boardroom, at the County Administration Building, St. Thomas at 9:00 A.M. Some Committee Members joined the meeting electronically via video conferencing.

2. Approval of Agenda

Moved by: Warden Mennill

Seconded by: Councillor Martyn

Resolved that the agenda be approved as presented.

Recorded Vote

	Yes	No
Warden Dave Mennill	Yes	
Councillor Dominique Giguère	Yes	
Councillor Sally Martyn	Yes	
Councillor Ed Ketchabaw	Yes	
	4	0

- Motion Carried.

3. Adoption of Minutes

Moved by: Warden 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	
Councillor Ed Ketchabaw	Yes	
	4	0

- Motion Carried.

4. Draft Elgin County Community Grant Program (CGP) – Review of Scoring Matrices

The Committee reviewed the grant program applications and scoring matrices and provided feedback. Questions were eliminated or merged in order to streamline the process and avoid duplication.

5. Next Meeting Date

A meeting date has been set for August 26th, 2020 at 9:00 a.m.

6. Adjournment

Moved by: Warden Mennill
Seconded by: Councillor Giguère

Resolved that the meeting adjourn at 10:15 a.m. to meet again on August 26th, 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.



REPORT TO RURAL INITIATIVES AND PLANNING ADVISORY COMMITTEE

FROM: Katherine Thompson, Supervisor of Legislative Services and Community Relations

DATE: August 19th, 2020

SUBJECT: Additional Funding Requests and Community Grant Program Approval

RECOMMENDATION:

THAT the August 19th, 2020, report titled, Additional Funding Requests and Community Grant Program Approval, submitted by the Supervisor of Legislative Services and Community Relations, be received and filed for information; and,

THAT the Rural Initiatives and Planning Advisory Committee provide direction regarding additional funding requests; and,

THAT the Community Grant Program application packages for Community Services, Festivals and Events and Community Signage be approved and that staff proceed with implementation of the 2021 process beginning on September 1, 2020.

INTRODUCTION:

The COVID-19 global pandemic has created unprecedented challenges that have caused organizations to quickly change direction in order to adjust to the new realities of public safety and physical distancing requirements. Community service providers and festival and event organizers have had to significantly change the methods they utilize to provide their services to the community and in many cases have had to cancel their initiatives and events. The pandemic has also changed the way in which the RIPA Committee allocated grant funding in 2020.

Simultaneously, the RIPA Committee has been reviewing the process in which funds are allocated and has been developing a new Community Grant Program scheduled to launch in September 2020. This revised program will better suit the needs of the community and will align with the goals and priorities of Council's Strategic Plan for 2020-2022.

DISCUSSION:

Staff have received some feedback regarding the continued struggles that organizations across the County face to pay their expenses particularly in the absence of event revenues. At the end of April, as it became apparent that the COVID-19 pandemic would continue into the summer months, the Chair of the RIPA Committee directed staff to follow-up with local Community Service and Event and Festival organizers to determine if their programming would proceed in 2020. Staff provided the Committee with updates over the course of May and June. In total seven (7) events indicated that they would not go forward.

The Committee made the decision to support Community Service organizations who had submitted requests for funding to support adjustments to their programming as a result of the COVID-19 pandemic. These organizations shifted services to virtual platforms and developed new and creative ways of delivering services to their target populations. On June 23, 2020 the Committee decided unilaterally not to provide financial support to festivals and events that had been cancelled.

While no requests for additional funds have been received directly from event organizers, some concerns from residents and a member of local Council have been shared with the CAO on behalf of event organizers that ongoing operational support for Festival and Events is something that is needed to ensure sustainability and suggesting that the County consider providing operational funds to support them even if events and festivals have been cancelled.

At this time there is no process in place to determine whether residual grant funds can be used to support the ongoing expenses of organizations who were forced to withdraw their applications when their events were cancelled. Should the Committee wish to support these organizations, we would need to reach out to each of these organizations to request updated information regarding the proposed use of these funds (as their original event applications would no longer be relevant). It would then be prudent to develop a set of standardized criteria against which these new requests could be weighed to ensure accountability and transparency of the process.

Alternatively, and the staff preferred option, is to proceed with the launch of the new Community Grant Program on September 1, 2020. This will open the application period for the 2021 calendar year. Correspondence could be sent to all previous applicants encouraging them to apply and providing them with information about accelerated timelines that will allow the Committee to provide funding earlier in the new year when possible.

Community Grant Program application packages for Community Services, Festivals and Events and Community Signage have been included for the Committee's review. These packages have undergone several rounds of detailed review and efforts have been

made to incorporate all feedback from both County Council and the RIPA Committee. These packages have been reduced in size, language has been simplified and standardized and duplicate questions have been removed to ensure a positive experience for the grant applicant. It is the intention of staff to seek feedback from applicants at the end of the 2021 process regarding their experiences with the new application/process so that the program can be further refined if necessary.

FINANCIAL IMPLICATIONS:

If the Committee decides to entertain additional requests from local organizations remaining grant funds, freed up as a result of withdrawn applications, could be utilized.

There are no financial implications associated with the approval of Community Grant Program Application Packages.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Serving Elgin	Growing Elgin	Investing in Elgin
<input type="checkbox"/> Ensuring alignment of current programs and services with community need. <input checked="" type="checkbox"/> Exploring different ways of addressing community need. <input checked="" type="checkbox"/> Engaging with our community and other stakeholders.	<input type="checkbox"/> Planning for and facilitating commercial, industrial, residential, and agricultural growth. <input type="checkbox"/> Fostering a healthy environment. <input checked="" type="checkbox"/> Enhancing quality of place.	<input type="checkbox"/> Ensuring we have the necessary tools, resources, and infrastructure to deliver programs and services now and in the future. <input checked="" type="checkbox"/> Delivering mandated programs and services efficiently and effectively.

LOCAL MUNICIPAL PARTNER IMPACT:

None.

COMMUNICATION REQUIREMENTS:

Previous grant applicants will be notified regarding the new application process and timelines and will be invited to participate in a virtual public information session about the process.

CONCLUSION:

Staff are requesting that the Committee provide direction regarding additional requests for funding in the 2020 calendar year and that the Committee approve the Community Grant Program application packages so that preparations can be made to open the application process for 2021 grants on September 1, 2020.

All of which is Respectfully Submitted

Approved for Submission

Katherine Thompson

Julie Gonyou
Chief Administrative Officer

Supervisor of Legislative Services and
Community Relations

Community Services

COMMUNITY GRANT PROGRAM

ACCCESIBLE FORMAT AVAILABLE UPON REQUEST



COMMUNITY GRANT PROGRAM

Are you a non-profit community group whose primary focus for your program or service is to respond to a community need within the County of Elgin? **You may be eligible to apply for up to 50% of your program, service or event up to a maximum of \$10,000.**

Using approved municipal funds, 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 apply for supplementary funds to strengthen their responsiveness, effectiveness and resilience. There are two (2) funding streams, each with their own application package: 1.) Community Services and 2.) Festivals and Events. Organizations can submit one application per year.



COMMUNITY SERVICES

The CGP-Community Services supports community well-being by providing funding for capacity building resources in the non-profit social and community services sector in their response to unmet, complex, and/or emerging community needs and pressures. It is important that organizations be able to demonstrate measurable outcomes and financial accountability and show evidence that they are collaborating to build community capacity and development.

There are two (2) types of Community Services Grants:

Seed Grant: (two (2) intakes/year if funds are available) - *[see Seed Grant Application](#)*

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 Grants: (one (1) intake only) - *[see Cultivate Grant Application](#)*

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.



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 program must be free or low-cost to participants and the targeted audience should be County of Elgin residents/visitors;
- Grant funds can only be used for the program 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.



ELIGIBILITY

The following organizations are invited to apply for the Community Services funding:

- Incorporated not-for-profit or community associations or unincorporated groups or associations with non-profit goals and governance structures
- Organizations that have a charitable number

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

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



ELIGIBLE EXPENSES

The CGP supports innovative programs 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) and HST;
- Capital projects;
- Deficit reduction; and,
- Retroactive activity, program or event.



APPLICATION TIMELINES

Intake 1: Community Services (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: email communitygrants@elgin.ca or call 519-631-1460 x.156

September – October 2020

- Virtual Public Information Session will be held

November 10, 2020

- Application deadline

December 10, 2020

- Elgin County Council approves/denies applications

February 1, 2021

- Funding notifications are made following Council approval
- Applicants must submit funding agreement within 30 days of funding notification
- Unsuccessful applicants are notified

Final Report Due: 60 days after the program completion or by November 1, 2021

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 approval and applicants must submit funding agreement within 30 days of funding notification
- Successful and unsuccessful applicants are notified

Final Report Due: 60 days after the program completion or by November 1, 2021



Review Process & Evaluation Criteria

Community Services - Seed Grants

Generally, the County receives more grant requests than it can fund. **To ensure this funding has the most impact across the County, grants will not exceed 50% of the eligible costs of the Community Services program (up to a maximum of \$10,000) and does not focus on providing funding for operating expenses of your organization.**

A careful and consistent review of all qualifying applications is undertaken by the Rural Initiatives and Planning Advisory (RIPA) Committee. Committee Members conduct an independent assessment of the applications, using a program-specific scoring matrix, and then meet as a team to complete a team assessment prior to submitting recommendations to Elgin County Council. County Council provides final approval for all grant allocations, as recommended by the RIPA Committee. The assessment of eligible proposals will be based on total scores from a proposal evaluation. The scoring matrix and criteria may include, but may not be limited to:

Organization Overview: (score /5, includes application questions 1-2)

- How organization serves Elgin County (legal status and governance structure) and how the organization is funded

Design: (score /30, includes application questions 3-5)

- Includes a detailed, clear description of program or service and:
 - evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities ("reach"); and
 - details of key dates and scheduled activities

Needs/Impact: (score /40, includes application questions 6-8)

- Community need is clearly described and substantiated
- Very evident how this program or service will enhance the community and has strong potential to achieve a positive impact
- Shows evidence that program or service will increase participation and engage persons with disabilities

Efficiency, Transparency and Accountability: (score /25, includes application questions 9-12)

- 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
- Provides all required financials and/or budget information
- Details other sources of funding
- Details outcomes and reporting strategy (how they will measure success)

Excellent Application (final score of 80 or above): Applicant demonstrates strong program 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 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 or service merit and/or alignment to funding priorities. The RIPA will not recommend funding to these applicants.

COMMUNITY SERVICES APPLICATION

SEED GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Please submit a paper copy or fill out the online form and refer to the application checklist at the end of the application to ensure your application is complete.

General Organization/Applicant Information (key contact)

Name: _____

Title: _____

Organization: _____

Program or Service: _____

Grant request (in dollars*): \$ _____

(* request should represent no more than 50% of the total program 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., mandate or mission statement), and description of the implementation team.

2.) How is your organization funded?

Design

3.) Please provide a brief description of the program or service you are proposing, including the steps you are taking to ensure a well-planned program or service.

4.) Please provide details of key dates and scheduled activities for the program or service.

5.) How many people do you hope your program or service will reach?

Needs/Impact

6.) Who is your targeted audience and does it fill a need in the community?

7.) Please describe how widely the services are accessible to the target population and how you've aligned resources accordingly.

8.) How will your program or service ensure accessibility and accommodate increased participation (i.e. persons with disabilities)?

Efficiency, Transparency & Accountability

- 9.) Please **attach** a detailed budget of your program or service including all revenues, expenses and in-kind contributions and information about other sources of funding (e.g. estimated volunteer hours, government funding, sponsorships).
- 10.) Please **attach** your organization's financial information, including revenue and expenses for previous year (i.e. audited financial statements) and explanation of line items (e.g. annual membership fees or notes for significant variances), if available.
- 11.) Why is this funding critical to your operations? Please be as specific as possible.
- 12.) Please describe the ways you will measure your success.

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 program or service 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. I understand that all materials that are submitted as part of this application and the subsequent final report will be shared publicly to ensure accountability and transparency. I am not a County of Elgin employee, Councillor or lower-tier municipality in Elgin County. I understand I may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss my application.

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 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 program or service, 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 programs or services conducted on municipal property will be carried out in partnership with the municipality involved.
All such applications must be reviewed by the municipality 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 program or service begins and any eligible costs associated with the program or service are incurred. Programs or services 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 or service. Logo usage pertaining to the County of Elgin must be approved by: [\[communitygrants@elgin.ca\]](mailto:communitygrants@elgin.ca) 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 or service. The County of Elgin 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 program or service 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/program information by any other organization providing funding or financial support to the applicant regarding the same program or service.



REPORTING

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

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



Review Process & Evaluation Criteria

Community Services - Cultivate Grants

Generally, the County receives more grant requests than it can fund. **To ensure this funding has the most impact across the County, grants will not exceed 50% of the eligible costs of the Community Services program (up to a maximum of \$10,000) and does not focus on providing funding for operating expenses of your organization.**

A careful and consistent review of all qualifying applications is undertaken by the Rural Initiatives and Planning Advisory (RIPA) Committee. Committee Members conduct an independent assessment of the applications, using a program-specific scoring matrix and then meets as a team to complete a team assessment prior to submitting recommendations to Elgin County Council. County Council provides final approval for all grant allocations, as recommended by the RIPA Committee. The assessment of eligible proposals will be based on total scores from a proposal evaluation. The scoring matrix is as follows and criteria may include, but may not be limited to:

Organization Overview: (score /5, includes application questions 1-2)

- How organization serves Elgin County (legal status and governance structure) and how the organization is funded
- Organization Overview

Design: (score /25, includes application questions 3-5)

- Includes a detailed, clear description of program or service and:
 - evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities ("reach"); and
 - details of key dates and scheduled activities

Needs/Impact: (score /30, includes application questions 6-8)

- Community need is clearly described and substantiated
- Very evident how this initiative will enhance the community and has strong potential to achieve a positive impact
- Shows evidence that initiative will increase participation and engage persons with disabilities

Cultivation/Renewal: (score/20, includes application questions 9-10)

- Evidence of innovative service delivery and enhancements to program design
- Program or service has clear, specific set of goals and objectives
- Method of evaluation of the program or service's results is identified and clearly stated

Efficiency, Transparency and Accountability: (score /20, includes application questions 11-14)

- 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
- Provides all required financials and/or budget information
- Details other sources of funding
- Details outcomes and reporting strategy (how they will measure success)

Excellent Application (final score of 80 or above): Applicant demonstrates strong program 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 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, or service merit and/or alignment to funding priorities. The RIPA will not recommend funding to these applicants.

COMMUNITY SERVICES APPLICATION

CULTIVATE GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Please submit a paper copy or fill out the online form and refer to the application checklist at the end of the application to ensure your application is complete.

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 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., mandate or mission statement), and description of the implementation team.

2.) How is your organization funded?

Design

3.) Please provide a brief description of the program or service you are proposing, including the steps you are taking to ensure a well-planned program or service.

4.) Please provide details of key dates and scheduled activities for the program or service.

5.) How many people do you hope your program or service will reach?

Needs/Impact

6.) Who is your targeted audience and does it fill a need in the community?

7.) Please describe how widely the services are accessible to the target population and how you've aligned resources accordingly.

8.) How will your program or service ensure accessibility and accommodate increased participation (i.e. persons with disabilities)?

Cultivate/Renewal

9.) What has changed about your program or service? (e.g. how will you build on your success, grow your reach, enhance the quality of your offerings to improve your sustainability with new features, programs, services, outreach methods or revenue sources?)

10.) How will you measure your success?

Efficiency, Transparency & Accountability

11.) Please **attach** a detailed budget of your program or service including all revenues, expenses and in-kind contributions and information about other sources of funding (e.g. estimated volunteer hours, government funding, sponsorships).

12.) Please **attach** your organization's financial information, including revenue and expenses for previous year (i.e. audited financial statements) and explanation of line items (e.g. annual membership fees or notes for significant variances), if available.

13.) Why is this funding critical to your operations? Please be as specific as possible.

14.) Please describe the ways you will measure your success.

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 program or service 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. I understand that all materials that are submitted as part of this application and the final report will be shared publicly to ensure accountability and transparency. I am not a County of Elgin employee, Councillor or lower-tier municipality in Elgin County. I understand I may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss my application.

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 and supporting materials to:
communitygrants@elgin.ca or mail to:



TERMS AND CONDITIONS

If your application is successful and you receive a CGP contribution for your Community Service program or service, 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 programs or services conducted on municipal property will be carried out in partnership with the municipality involved.
All such applications must be reviewed by the municipality 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 program or service begins and any eligible costs associated with the program or service are incurred. Programs or services 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 or service. Logo usage pertaining to the County of Elgin must be approved by: [\[communitygrants@elgin.ca\]](mailto:communitygrants@elgin.ca) 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 or service. The County of Elgin 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/program information by any other organization providing funding or financial support to the applicant regarding the same program or service.



REPORTING

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

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

Festivals and Events

COMMUNITY GRANT PROGRAM

ACCCESIBLE FORMAT AVAILABLE UPON REQUEST



COMMUNITY GRANT PROGRAM

Are you a non-profit community group whose primary focus for your program or service is to respond to a community need within the County of Elgin? **You may be eligible to apply for up to 50% of your program, service or event up to a maximum of \$10,000.**

Using approved municipal funds, 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 apply for supplementary funds to strengthen their responsiveness, effectiveness and resilience. There are two (2) funding streams, each with their own application package: 1.) Community Services and 2.) Festivals and Events. Organizations can submit one application per year.



FESTIVALS AND EVENTS

The CGP-Festivals and Events 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.

There are two (2) types of Festivals and Events Grants:

Seed Grants: (two (2) intakes/year if funds are available) - [see Seed Grant Application](#)

If you are hoping to research the feasibility of a new festival or event, wishing to test ideas or launch something new.

Cultivate Grants: (one (1) intake only) - [see Cultivate Grant Application](#)

If you have held a festival or event in the past and are wishing to build on your success, grow your reach, enhance the quality of your offerings or improve your sustainability with new features or services.



PROGRAM CRITERIA

- The festival or event 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 festival or event must provide equitable access to events and festivals and must be free or low-cost to participants and the targeted audience should be County of Elgin residents/visitors;
- Attract visitors to Elgin County;
- Promote and retain local spending;
- Demonstrate measurable outcomes and financial accountability;
- Engage the public in strengthening and celebrating community identity;
- Collaborate to build community capacity and development;
- Grant funds can only be used for the program 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.

 **ELIGIBILITY**

The following organizations are invited to apply for the Festivals and Events funding:

- Incorporated not-for-profit or community associations or unincorporated groups or associations with non-profit goals and governance structures
- Organizations that have a charitable number

The following organizations **do not qualify** (*) for the Festivals and Events funding:

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

**ELIGIBLE EXPENSES**

The CGP supports innovative Festivals and Events 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) and HST;
- Capital projects;
- Deficit reduction; and,
- Retroactive activity, program, festival or event.

**APPLICATION TIMELINES****Intake 1: Festivals and Events
(Seed Grants and Cultivate Grants)**

September 1, 2020

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

September - October 2020

- Virtual Public Information Session will be held

November 10, 2020

- Application deadline

December 10, 2020

- Elgin County Council approves/denies applications

February 1, 2021

- Funding notifications are made following Council approval
- Applicants must submit funding agreement within 30 days of funding notification
- Unsuccessful applicants are notified

Final Report Due: 60 days after the festival or event completion or by November 1, 2021

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

February 15, 2021

- Application submission period for Intake 2 opens for Seed Grant applicants only
- Festivals and Events Grant 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 approval and applicants must submit funding agreement within 30 days of funding notification
- Successful and unsuccessful applicants are notified

Final Report Due: 60 days after the festival or event completion or by November 1, 2021



Review Process & Evaluation Criteria

Festivals and Events - Seed Grants

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

A careful and consistent review of all qualifying applications is undertaken by the Rural Initiatives and Planning Advisory (RIPA) Committee. Committee Members conduct an independent assessment of the applications, using a program-specific scoring matrix, and then meet as a team to complete a team assessment prior to submitting recommendations to Elgin County Council. County Council provides final approval for all grant allocations, as recommended by the RIPA Committee. The assessment of eligible proposals will be based on total scores from a proposal evaluation. The scoring matrix and criteria may include, but may not be limited to:

Organization Overview: (score /5, includes application questions 1-2)

- How organization serves Elgin County (legal status and governance structure) and how the organization is funded

Design: (score /30, includes application questions 3-5)

- Includes a detailed, clear description of festival or event and:
 - evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities ("reach"); and,
 - details of key dates and scheduled activities

Needs/Impact: (score /40, includes application questions 6-8)

- Community need is clearly described and substantiated
- Very evident how this program or service will enhance the community and has strong potential to achieve a positive impact
- Shows evidence that program or service will increase participation and engage persons with disabilities

Efficiency, Transparency and Accountability: (score /25, includes application questions 9-12)

- Details the importance of the funding to the continued capacity of the organization, contribution to the community, and the organization's ability to achieve funding priorities and outcomes
- Provides all required financials and/or budget information
- Details other sources of funding
- Details outcomes and reporting strategy (how they will measure success)

Excellent Application (final score of 80 or above): Applicant demonstrates strong festival or event 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 festival or event 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 festival or event merit and/or alignment to funding priorities. The RIPA will not recommend funding to these applicants.

FESTIVALS AND EVENTS APPLICATION

SEED GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Please submit a paper copy or fill out the online form and refer to the application checklist at the end of the application to ensure your application is complete.

General Organization/Applicant Information (key contact)

Name: _____

Title: _____

Organization: _____

Festival or Event: _____

Grant request (in dollars*): \$ _____

(* request should represent no more than 50% of the total program 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., mandate or mission statement), and description of the implementation team.

2.) How is your organization funded?

Design

3.) Please provide a brief description of the festival or event you are proposing, including the steps you are taking to ensure a well-planned festival or event.

4.) Please provide details of key dates and scheduled activities for the festival or event.

5.) How many people do you hope your festival or event will reach?

Needs/Impact

6.) Who is your targeted audience and does it fill a need in the community?

7.) Please describe how widely the festival or event is accessible to the target population and how you've aligned resources accordingly.

8.) How will your festival or event ensure accessibility and accommodate increased participation (i.e. persons with disabilities)?

Efficiency, Transparency & Accountability

- 9.) Please **attach** a detailed budget of your festival or event including all revenues, expenses and in-kind contributions and information about other sources of funding (e.g. estimated volunteer hours, government funding, sponsorships).
- 10.) Please **attach** your organization's financial information, including revenue and expenses for previous year (i.e. audited financial statements) and explanation of line items (e.g. annual membership fees or notes for significant variances), if available.
- 11.) Why is this funding critical to your operations? Please be as specific as possible.
- 12.) Please describe the ways you will measure your success.

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 program or service 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. I understand that all materials that are submitted as part of this application and the subsequent final report will be shared publicly to ensure accountability and transparency. I am not a County of Elgin employee, Councillor or lower-tier municipality in Elgin County. I understand I may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss my application.

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 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 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 festivals or events conducted on municipal property will be carried out in partnership with the municipality involved. All such applications must be reviewed by the municipality 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 festival or event begins and any eligible costs associated with the festival or event are incurred. Festivals or events 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 or service. Logo usage pertaining to the County of Elgin must be approved by: [\[communitygrants@elgin.ca\]](mailto:communitygrants@elgin.ca) 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 festival or event. The County of Elgin 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 festival or event 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/program information by any other organization providing funding or financial support to the applicant regarding the same festival or event.



REPORTING

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

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



Review Process & Evaluation Criteria

Festivals and Events - Cultivate Grants

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

A careful and consistent review of all qualifying applications is undertaken by the Rural Initiatives and Planning Advisory (RIPA) Committee. Committee Members conduct an independent assessment of the applications, using a program-specific scoring matrix and then meets as a team to complete a team assessment prior to submitting recommendations to Elgin County Council. County Council provides final approval for all grant allocations, as recommended by the RIPA Committee. The assessment of eligible proposals will be based on total scores from a proposal evaluation. The scoring matrix is as follows and criteria may include, but may not be limited to:

Organization Overview: (score /5, includes application questions 1-2)

- How organization serves Elgin County (legal status and governance structure) and how the organization is funded
- Organization Overview

Design: (score /25, includes application questions 3-5)

- Includes a detailed, clear description of festival or event and:
 - evidence that resources are targeted and aligned to areas of the County facing greatest need or greatest inequities ("reach"); and,
 - details of key dates and scheduled activities

Needs/Impact: (score /30, includes application questions 6-8)

- Community need is clearly described and substantiated
- Very evident how this festival or event will enhance the community and has strong potential to achieve a positive impact
- Shows evidence that the festival or event will increase participation and engage persons with disabilities

Cultivation/Renewal: (score/20, includes application questions 9-10)

- Evidence of innovation and enhancements to festival/event design
- Festival or event has clear, specific set of goals and objectives
- Method of evaluation of the results of the festival or event is identified and clearly stated.

Efficiency, Transparency and Accountability: (score /20, includes application questions 11-14)

- 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
- Provides all required financials and/or budget information
- Details other sources of funding

Excellent Application (final score of 80 or above): Applicant demonstrates strong festival or event 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 festival or event 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 festival or event merit and/or alignment to funding priorities. The RIPA will not recommend funding to these applicants.

FESTIVALS AND EVENTS APPLICATION

CULTIVATE GRANTS ONLY

Application Deadline: November 1, 2020 (intake 1)

Please submit a paper copy or fill out the online form and refer to the application checklist at the end of the application to ensure your application is complete.

General Organization/Applicant Information

Name: _____

Title: _____

Organization: _____

Festival or event: _____

Grant request (in dollars*): \$ _____

(* *request should represent no more than 50% of the total program 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., mandate or mission statement), and description of the implementation team.

2.) How is your organization funded?

Design

3.) Please provide a brief description of the festival or event you are proposing, including the steps you are taking to ensure a well-planned program or service.

4.) Please provide details of key dates and scheduled activities for the festival or event.

5.) How many people do you hope your festival or event will reach?

Needs/Impact

6.) Who is your targeted audience and does it fill a need in the community?

7.) Please describe how widely the festival or event is accessible to the target population and how you've aligned resources accordingly.

8.) How will your festival or event ensure accessibility and accommodate increased participation (i.e. persons with disabilities)?

Cultivate/Renewal

9.) What has changed about your festival or event? (e.g. how will you build on your success, grow your reach, enhance the quality of your offerings to improve your sustainability with new features, programs, services, outreach methods or revenue sources?)

10.) How will you measure the success of the event or festival?

Efficiency, Transparency & Accountability

11.) Please **attach** a detailed budget of your festival or event including all revenues, expenses and in-kind contributions and information about other sources of funding (e.g. estimated volunteer hours, government funding, sponsorships).

12.) Please **attach** your organization's financial information, including revenue and expenses for previous year (i.e. audited financial statements) and explanation of line items (e.g. annual membership fees or notes for significant variances), if available.

13.) Why is this funding critical to your operations? Please be as specific as possible.

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 festival or event 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. I understand that all materials that are submitted as part of this application and the final report will be shared publicly to ensure accountability and transparency. I am not a County of Elgin employee, Councillor or lower-tier municipality in Elgin County. I understand I may be required to provide a presentation to the Rural Initiatives and Planning Advisory Committee to discuss my application.

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 and supporting materials to:
communitygrants@elgin.ca or mail to:



TERMS AND CONDITIONS

If your application is successful and you receive a CGP contribution for your 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 festivals or events conducted on municipal property will be carried out in partnership with the municipality involved. All such applications must be reviewed by the municipality 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 festival or event begins and any eligible costs associated with the festival or event are incurred. Festivals and events 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 festival or event. Logo usage pertaining to the County of Elgin must be approved by: [\[communitygrants@elgin.ca\]](mailto:communitygrants@elgin.ca) 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 festival or event. The County of Elgin 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/program information by any other organization providing funding or financial support to the applicant regarding the same festival or event.



REPORTING

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

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

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

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 grants 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 grant applications to the Rural Initiatives and Planning Advisory (RIPA) Committee. County Council provides final approval for all grant and signage grant 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 Economic Development department.
- Standard General Service Symbols and white Recreational Cultural Interest Symbols as displayed in the Manual of Universal Traffic Control Devices (MUTCD), 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 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 [www.elgincounty.ca/communitygrantprogram].

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
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 [www.elgincounty.ca/communitygrantprogram] 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 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 annual period, then that tourism operator shall apply for approval of the new sign and, subject to the provision 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 – road 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 submission of proof of being a non-profit tourism operation, and certification showing registration as a non-profit entity as listed in Appendix "A", 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.**

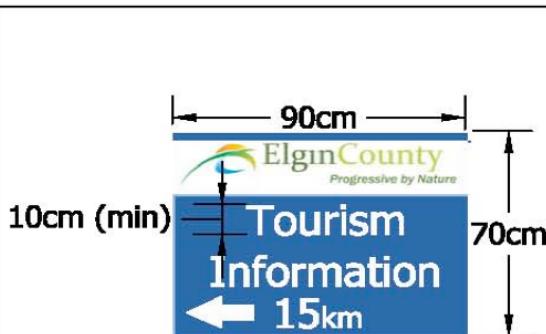


COMMUNITY SIGNAGE PROGRAM

APPENDIX "B" COUNTY OF ELGIN TOURISM SIGNAGE



TYPE 1 SIGNAGE- RURAL (>60KM/HR)



TYPE 2 SIGNAGE- URBAN(<60KM/HR)

NOTES:

TYPE 1

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.

TYPE 2

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

**ALL SIGN LOCATIONS TO BE APPROVED
AT THE DISCRETION OF THE
ENGINEERING DEPARTMENT**



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)

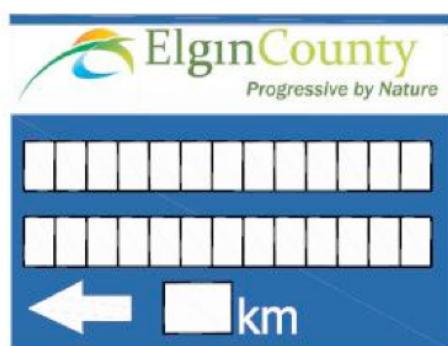


APPLICATION



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
- Detract 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
- Detract 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