

## **Schedule N** **EVENTS PROMOTION**

The Municipality of the District of Lunenburg offers an EVENTS PROMOTION GRANT to assist Not for Profit organizations in hosting and/or delivering Events within or in close proximity to the District.

### **Grant Purpose:**

- The primary purpose of the EVENTS PROMOTION GRANT is to attract new large-scale events to the area that demonstrate a net Economic Impact to the District of Lunenburg.
- Existing Events may apply to the EVENT PROMOTION GRANT but they must demonstrate how the funds will allow the event to expand, increase the economic impact to the area and attract new visitation to the area.

### **Funding Use**

- An event that will attract participants and spectators from the District and beyond.

### **Eligibility**

- Only not-for-profit organizations are eligible for funding.
- Events can be within or in close proximity to the District.
- New events must demonstrate true economic impact to the District.
- Existing events must demonstrate how the funds will allow the event to expand, increase the economic impact and attract new visitors.
- Applicants must demonstrate the need for financial assistance.
- Council must deem the event to be within its mandate.
- Applicants must demonstrate that the project contributes to the community and can be completed within the timeline indicated.
- Applicants are eligible to receive this grant once in a fiscal year for the same event.
- An applicant may apply more than once within the same fiscal year, provided that the applications are not for the same event.
- Applicants must agree to recognize the Municipality of the District of Lunenburg for its contribution (e.g. logo, banner, public announcement, sign).

### **Procedures**

- A completed, signed application form is required.
- Applicants must submit a proposed program budget, including total revenues from all sources.
- Applicants must include a profile of the organization, including the people/community to be served by the event and explain how the event will be of benefit to the community.
- Applicants will need to include how the event provides economic impact to the District.
- Applications not to exceed \$2,500 will be approved by the Economic Development Officer and notification sent to Council.
- Applications greater than \$2,500 will be reviewed by the Audit and Finance Committee and a recommendation will be forwarded to Municipal Council for approval.
- Applications will be handled on a first come first serve basis.

- Applicants must recognize the Municipality of the District of Lunenburg as a participating sponsor (e.g. logos, brochures, programs, advertisements).

### Funding

- Applicants are eligible for up to one third (1/3) of the total cost of the project to a maximum of \$20,000.
- Upon approval of a grant, the recipient can request 75% of the grant upon project start. The final 25% is available upon proof that the project is complete with a final report and budget.
- The grant may be issued in advance with sufficient documentation.

**(amended July 25, 2017)**

## EVENTS PROMOTION GRANT



### APPLICATION FORM

Please complete and return to District of Lunenburg Economic Development Department, one (1) to two (2) months prior to anticipated start date.

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Name of Organization applying

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Contact Person

Position

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Mailing Address

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Business telephone

Home telephone

Email

Website

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Event name and date(s)

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Geographic location of event and facilities to be used (please use civic address)

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Expected number of participants \_\_\_\_\_ and spectators \_\_\_\_\_

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Describe the event

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Describe the benefits of the event to the local community

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Describe any partnership with local organizations

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Attached proposed budget itemizing revenues and expenses.

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Municipal funding requested

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**Total Amount Requested**

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The undersigned agree and understand that this event will be open to the general public.

**I certify that, to the best of my knowledge, the information provided in this grant application is accurate and complete and that the project is endorsed by the organization which I represent.**

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Name (Print)

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Signed

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Position

(Chair, Vice Chair, Secretary or Treasurer)

Date

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Mailing Address

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Telephone

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E-mail Address (if applicable)

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**\*\* Attach any additional supportive information\*\***

Return to: District of Lunenburg, Economic Development Department  
210 Aberdeen Rd.  
Bridgewater, NS B4V 4G8

Fax: (902)527-1135

For information: (902) 521-5945 email dave.waters@modl.ca