



2010 Community Festival & Event Partnership Program Guidelines

Elgin County & City of St. Thomas

Application Deadline: Friday, May 21, 2010

Overview

The County of Elgin and City of St. Thomas encourages groups to build community and celebrate the areas unique culture by holding special festivals and events in the County and City. In support of this goal, contributions are available for community groups which take it upon themselves to enhance the quality of life of Elgin and St. Thomas citizens by organizing festivals and events within the community. The Community Festival and Event Partnership Program (CFEPP) consist of three separate contributions of \$2,000 per qualifying festival or event. Please review the following eligibility and evaluation criteria and terms and conditions to determine if your group qualifies. If you have questions, call the Economic Development Department at (519) 631-1460 ext. 164, send an e-mail to Imorritt@elgin-county.on.ca or visit the web at www.progressivebynature.com.

Groups applying for the program also need to fill out and submit a CFEPP Application Form before the submission deadline of May 21, 2010. You may obtain the CFEPP Application Form at www.progressivebynature.com or pick one up at the County of Elgin, Administration Building, Economic Development Office.

The total amount of the Community Festival and Event Partnership Program contribution for festivals or events held between June 1, 2010 and December 31, 2010 is \$6,000. However, the County may not grant all of the funds, depending on the quality and number of applicants. ***Important note: funding for this Program may be reduced and/or eliminated due to budgetary considerations.***

Eligibility Criteria for Community Festival & Event

If you are interested in applying for a contribution towards helping to cover some of the costs for your community festival or event, please review the following eligibility requirements listed below:

- Qualifying groups based in Elgin County and St. Thomas who organize festivals and events in the following areas will include:
 - Arts and Culture,
 - Community Celebrations,
 - Annual Festivals,
 - Multicultural Events,
 - New Community Festivals.
- Your group must submit an accurate and complete Community Festival & Event Partnership Program application by the deadline of May 21, 2010.
- Applications must meet the goals of the Tourism and Marketing Plan including:
 1. Increase the amount of people that visit.
 2. Increase the length of stay of visitors.
 3. Increase the amount of money that visitors spend.



Eligibility Criteria for Community Festival & Event - *continued*

- All applications are for one-time funding, projects must be completed between June 1, 2010 and December 31, 2010.
- Admission to your event must be free or low cost admission to participants.
- The event must be held within County and/or City limits.
- CFEPP contributions will not be awarded to individuals.
- Applicants must submit an event budget and show financial need.
- Applicants must identify whether or not the event will be a fundraiser. (The application review team will decide on a case-by-case basis whether or not they will allow contributions to be given to festivals or events that are fundraisers.)
- The sponsoring organization must be a registered charity, non-profit organization or community organization.
- Applicants must attach a copy of non-profit documentation if the organization has such documentation.
- CFEPP contributions must be used only for the event or festival.
- Applications must submit a one-page report (plus photos) confirming that the project is complete after the festival or event.
- Applicants must obtain required permits, clearances, insurance, and event/festival authorization and pay any relevant fees in a timely manner.
- All Applicants must fill out a Community Festival & Event Partnership Program Application Form.
- Organizations receiving CFEPP contributions must acknowledge the support of the County of Elgin and City of St. Thomas where appropriate.
- Organizations that are collaborating with the County or City in co-sponsoring an event are eligible to apply for a contribution. However, contributions can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the County or City.
- Applicants cannot be currently receiving any additional funding from the County of Elgin or City of St. Thomas to qualify for CFEPP contributions.



Evaluation Criteria

Applications will be evaluated for funding based on the following criteria:

- The festival or event encourages celebrations of community which focus on the character, diversity and quality of the County of Elgin and City of St. Thomas and provide vitality and identity to the community.
- The festival or event meets the goals of the Tourism and Marketing Plan.
- The festival or event is of a County/City wide nature and demonstrates an ability to draw a crowd of at least 500.
- Priority will be given to Elgin County and St. Thomas Tourism Members.
- The sponsoring organization must demonstrate the ability to produce a well-planned, safe event.
- The sponsoring organization demonstrates strong financial management and effective management controls, including cost-effectiveness.
- The review team will consider the financial and budgetary capabilities of the sponsoring organization. The Community Festival and Event Partnership Program contribution will represent no more than 50% of the total budget, including the value of in-kind goods and services.
- Higher priority will be given to encouraging new festivals and events, as well as supporting existing events that have been highly successful in the past, subject to other criteria.

Terms and Conditions

If the applicant is successful in receiving a contribution, the following terms and conditions apply. The authorized signatures below indicate that the applicant agrees to abide by these 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. Festivals and events carried out on municipal or city property will be carried out in partnership with the department involved. All such applications must be reviewed by the municipal/city contact prior to submission and a letter of support from the relevant department is required.



Terms and Conditions - *continued*

4. Applicants will be considered only if they are submitted before the project begins and any eligible costs associated with the project are incurred. Projects will not be funded retroactively.
5. Organizations that receive contributions through the CFEPP must acknowledge the support of the County of Elgin and City of St. Thomas in all advertising, publicity, signage etc. related to the festival or event. Branding, signage, and logo usage pertaining to the County of Elgin must be approved by the Economic Development Office prior to use or inclusion in any marketing/communications material.
6. CFEPP contributions must be expended between June 1, 2010 and December 31, 2010. Extensions must be requested in writing in advance.
7. CFEPP recipients may be reimbursed for up to 50% (\$1,000) of the total contribution amount (\$2,000), once approved, rather than in a single lump-sum at the conclusion of the event. Decision to reimburse in multiple payments will require approval from the County of Elgin and may be justified if recipient incurs significant expenses prior to the festival or event. All original receipts must be submitted with invoices, along with an itemized brief description of each expense.
8. CFEPP 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 vis-à-vis competing applications each year.
9. CFEPP recipients (and their sponsors, if applicable) are entirely responsible for planning, promoting, and staffing their festival or event. The County or City will not be involved in planning, promoting, or staffing the festival or event.
10. Recipients agree to indemnify and hold harmless the County of Elgin or the City of St. Thomas from any and all claims arising out of the providing/withdrawal of funds, construction of projects or any other use of contributions provided as a result of the CFEPP process.
11. All applicants consent to the public release and County or City use of information contained in their applications and reports submitted to the CFEPP and agree that the content of the application may form a public record that can be accessed by the public.
12. If information in the application proves to be inaccurate or if the project is not being completed in accordance with the application information, or if the applicant does not follow the CFEPP terms and conditions, the County of Elgin and City of St. Thomas reserves the right, at its sole discretion, to withhold payment and not issue any further funds.



Terms and Conditions - *continued*

13. The County of Elgin shall have the right to review the applicant's books and records regarding the Community Festival & Event Partnership Program project.

14. By accepting the Community Festival and Event Partnership Program contribution, the applicant consents to the release to the County of Elgin of financial/project information by any other organization providing funding or financial support to the applicant regarding the same project.

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

Name _____

Name _____

Position _____

Position _____

Signature _____

Signature _____

Applicants should mail, fax, e-mail or deliver a signed copy of the Application Form, Terms and Conditions and supporting materials to the Economic Development Office at:

Community Festival & Event Partnership Program
Economic Development Department
County of Elgin
450 Sunset Drive
St. Thomas, Ontario
N5R 5V1

Fax: 519-631-4549

E-mail: lmorritt@elgin-county.on.ca

Deadline: Friday, May 21, 2010 at 4:00 p.m. (no exceptions)