Tourism in Kenora by KHA

# Funding Application Form

\*\*\*\*Applicants can apply for up to $10,000 in funding\*\*\*

*The KHA has two dates for funding approvals. They are March 31st and September 30th.*

*For events between April 1st – September 30th, you MUST apply by March 31st. For events between October 1st – March 31st, you MUST apply by September 30th.*

*You MUST submit your application a minimum of one month before the event begins.*

Please review eligibility requirements carefully before applying.

## Grant Eligibility Requirements:

* The event must take place between January 1 and December 31;
* The event must be open to the public at large without membership in a club or group
* The grant must be for a project within city limits

### Funding Priority:

Priority will be given to new events and enhancement projects that demonstrate:

* Increases in tourist attendance, overnight stays and visitor spending in Kenora;
* The event is annual\*
* The event is fiscally responsible with a plan to be sustainable over the next three years.
* Positive tourism exposure for the City of Kenora and the KHA;
* Innovative strategies or activities that improve the quality of the event experience and increase visitation and spending;
* A strong economic and tourism impact;
* Solid budget planning; and
* Shoulder (April/May/September/October) and Winter season events

\*The event can be in its inaugural year

For-Profit events will be assessed case by case and grant monies provided will be conditionally repayable

### Ineligible Events:

* Symposium, conventions, meetings, conferences, seminars, clinics and award shows;
* Events that attempt to recruit new members or special interest audiences (religious or political gatherings/workshops);
* Trade fairs and consumer shows;
* Fundraising event;

## Eligible Expenses

* Project costs include programming and marketing costs associated with proposed new event or enhancement. Examples of eligible expense include, but are not limited to, the following:
* Fees paid to artists, musicians, performers, celebrities, special guests, and speakers, including travel and accommodation and entertainment agencies;
* Fees paid for new programming;
* Moveable assets (not permanent installation) that support enhanced programs and services;
* Costs to improve visitor experience;
* Improved accessibility services; and
* Marketing costs that target tourists from outside the Kenora area
* Sports Attractions including tournaments

### Ineligible Expenses

* Competition prizes, prize money, and monies paid to the competition participant;
* Whitecap Pavilion rental; and
* Alcohol
* Acknowledgement/Reporting Requirements

All events who receive funding must formally recognize the Kenora Hospitality Alliance (KHA) as a sponsor, on all advertising materials and at the event.

Successful applicants must complete the final report within 60 days after their event to provide the KHA with information to best analyse how to move forward for following years.

**Tourist Definition – A visitor who travels greater than 40 km to attend the event.**

## Section 1: Organization Information/Contact Information

Organization Name:

Name of Event:

Contact Person:

Event Date(s):

Phone #: E-Mail:

Amount Requested ($):

Expected Attendance:

Have you received this funding before? YES NO

Is this a new event or an enhancement to an existing event?

Has your event applied for any government (or other) funding (If yes, list other grants applied for)?

Provide a brief description of your organization (ie. Are you not for profit? How large is your organization, what is the make-up of your organization, etc):

## Section 2: Event Information

Provide a brief description of your event:

Provide a brief description of your proposed enhancement to the event if applicable:

How will your event attract visitors from outside the Kenora area?

How will your event increase “heads in beds” for KHA members?

What is the expected economic impact of your new event or enhancement of existing event?

Give a description of your marketing plan (Types of advertising, costs, target markets, target areas):

Explain how the grant monies will be used:

Have you explored other funding options prior to requesting money from the KHA?

Please provide a detailed explanation of how your event or enhancement will be sustainable three years from now (only answer if this is a repeat event):

## Section 3: Event Budget (Mandatory)

Please attach a budget for your event and please highlight which expenses the grant money will be used for. A separate Excel sheet is acceptable. If including within this document, a screenshot of Excel is acceptable. If you are looking to attain funds for a purchase, please include a minimum of three quotes to show effort was done in getting the best price for your needs.

## Section 4: TRIEM Model

Using the TRIEM Model found [here](http://www.mtr-treim.com/). Provide the results of the anticipated economic impact that your event will have.