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Deadline for Proposals:	Proposals will be accepted throughout the year, awards are subject to Funds availability
Submit to:	Director of Economic and Business Development, Municipality of East Hants
By Mail:	230-15 Commerce Court, Elmsdale, NS, B2S 3K5
Drop Off:	Municipal Office Front Desk (Finance Department) 15 Commerce Court, Elmsdale, NS
By Email:	kwhite@easthants.ca Subject Line: TED Fund Proposal For assistance, please call 883.7098, ext. 236

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### East Hants TED (Tourism Economic Development) Fund Objective

The Municipality of East Hants (East Hants) has created the “TED” Fund to support projects that strategically advance the growth of high-quality, competitive destinations, products and visitor experiences that are significant to East Hants, motivate travel and align with visitor needs.

To support the goals of the East Hants strategic plan, the TED fund is focused on projects that build critical infrastructure, assets, tourism products, tourism capacity or advance the municipality’s strategic tourism priorities and plan. The TED fund also supports projects that enhance the economic viability of the community and create employment.

## Proposal Eligibility

Only eligible applicants may apply for funding from the East Hants TED fund. Businesses, individual persons, or organizations that meet the following eligibility criteria are encouraged to apply for funding from the TED fund:

Type of Applicant	Eligibility Criteria
1) Private Business, Corporation, Co-operative, or Partnership	<ul style="list-style-type: none"> <li>- Must be registered and have “active status” in the Nova Scotia Registry of Joint Stocks</li> <li>- Must conduct the business/project in East Hants</li> <li>- Must be listed in the East Hants Business and Community Directory                             <ul style="list-style-type: none"> <li>o <a href="http://www.ylm.ca/easthants">www.ylm.ca/easthants</a></li> </ul> </li> <li>- Must be in compliance with all Municipal Bylaws and regulations</li> </ul>
2) Private Individual / Entrepreneur	<ul style="list-style-type: none"> <li>- Must conduct the business in East Hants</li> <li>- Must be listed in the East Hants Business and Community Directory                             <ul style="list-style-type: none"> <li>o <a href="http://www.ylm.ca/easthants">www.ylm.ca/easthants</a></li> </ul> </li> <li>- Must be in compliance with all Municipal Bylaws and regulations</li> </ul>
3) Non-Profit Organization	<ul style="list-style-type: none"> <li>- Must be registered and have “active status” in the Nova Scotia Registry of Joint Stocks</li> <li>- Must provide services to residents of East Hants or visitors to East Hants</li> <li>- Must be listed in the East Hants Business and Community Directory                             <ul style="list-style-type: none"> <li>o <a href="http://www.ylm.ca/easthants">www.ylm.ca/easthants</a></li> </ul> </li> <li>- Must be in compliance with all Municipal Bylaws and regulations</li> </ul>
4) Institutions (Educational or Other)	<ul style="list-style-type: none"> <li>- Must be registered and have “active status” in the Nova Scotia Registry of Joint Stocks</li> </ul>

## Project Eligibility

### *Mandatory Proposal Criteria*

Project Proposals must have ALL of the following elements in order to be considered for funding from the East Hants TED fund.

Mandatory Criteria	Description
1) Business Plan	<ul style="list-style-type: none"> <li>- Project Proposals must include a business plan for the project itself, including                             <ul style="list-style-type: none"> <li>o costs as they are best known at the time,</li> <li>o planned sources of funding accompanied by descriptions of:                                     <ul style="list-style-type: none"> <li>▪ the current status of all proposed funding</li> <li>▪ the last action taken to secure proposed funding</li> </ul> </li> </ul> </li> </ul>
2) Financing of the project	<ul style="list-style-type: none"> <li>- Projects must provide details of the funding sources available for the project.</li> <li>- The Municipality has two funds that support eligible projects as outlined in this set of guidelines: the Tourism Economic Development Fund and the Rural Economic Development Fund.</li> </ul>
3) Positive Community Economic Impact	<ul style="list-style-type: none"> <li>- Projects must serve an overall public good, regardless of the private ambitions of any one applicant.</li> <li>- Projects must support the economic viability of the community in which it is proposed to be implemented in.</li> <li>- Projects must be shown to create employment in East Hants.</li> </ul>
4) Advancement of the Municipality’s Strategic Tourism Priorities and Strategic Plan.	<ul style="list-style-type: none"> <li>- Applicants are encouraged to review the current Municipal Strategic Plan, and understand the Municipality’s Strategic Tourism Priorities prior to submitting an application.</li> <li>- Projects must support the current Municipal Strategic Plan, and demonstrate advancement of the Municipality’s Strategic Tourism Priorities.</li> </ul>
5) Increase tourism business revenue in East Hants	<ul style="list-style-type: none"> <li>- In addition to a business plan for the specific project, project proposals must successfully demonstrate the ultimate ability of the project to positively impact tourism business revenues in East Hants.</li> </ul>
6) Governance	<ul style="list-style-type: none"> <li>- Project Proposals must outline a list of the Owners/Directors of the organization and the management skill set available to move the project forward.</li> </ul>

- Applicants must agree to form a project advisory board, include a municipal staff member on the board and must hold regular meetings. The group shall be accountable to the municipality for how money given by the Municipality has been spent.
- A final project summary by the applicant and municipal inspection of the project is required as part of the completion of the project as agreed to by both parties.
- The applicant agrees to enter into a Memorandum of Understanding and Service Contract with the Municipality, and promote the asset as an East Hants branded asset.

## Eligible Project Types

Projects must fit the descriptions one or more of the following types be considered for funding from the East Hants TED fund.

Project Types	Project Description
1) Tourism Investment Readiness and Attraction	<ul style="list-style-type: none"> <li>• Provides critical infrastructure that enhances the readiness of East Hants communities to take advantage of tourism development opportunities in the future.</li> </ul>
2) Product Development	<ul style="list-style-type: none"> <li>• Supports innovative product development that has demonstrated market potential.</li> </ul>
3) Quality Enhancement	<ul style="list-style-type: none"> <li>• Enhances the quality of tourism services, business and practices.</li> </ul>
4) Tourism Planning and Capacity Support	<ul style="list-style-type: none"> <li>• Assists with tourism planning to ensure that the East Hants tourism industry is well positioned to make future strategic decisions, address issues, and capitalize on opportunities.</li> <li>• Assists with capacity support through training or other means.</li> </ul>
5) Tourism Attraction	<ul style="list-style-type: none"> <li>• Supports the creation or revitalization of tourism attractions, sites, visitor experiences assets in East Hants.</li> </ul>

## Maximum Available Funding

Awarding of funds for approved projects is subject to funds being available. The amount awarded to any project may not be available in one fiscal period and may be spread over a period of years.

## Failure of Project

Should the project fail to move forward the municipality may seek return of any funds in the bank accounts of the business or group, up to the amount advanced.

Should the project fail once construction has begun, once constructed or in operation and the group is no longer in existence; the assets will revert to the Municipality.

## Proposal Process

- Proposals to the TED Fund are accepted on an ongoing basis throughout the year, until the budget approved each year by Council is depleted.
- Applicants must provide a proposal including the business case and all information relevant to enable a recommendation being brought forward to Council, see below for types of information required.
- Applicants send their proposal/application to the East Hants Economic and Business Development Department. All applications will be reviewed, and the department will bring forward a recommendation in a staff report for Council's consideration and decision.

Project Name:			
APPLICANT INFORMATION			
Project Leader or Contact Person:		Organization / Company Role or Title:	
Organization / Company:			
Is the above person authorized to speak on behalf of the organization / company? (Circle One)      Yes / No			
Phone:	Cell:	E-Mail:	
Mailing Address:			
City:		Province:	Postal Code:
APPLICATION AMOUNT			
Provide the total amount (and sub-totaled annual amounts) that you are applying for:			
Total Project Amount:	Year 1 Amount (If applicable):		
	Year 2 Amount (If applicable):		
	Year 3 Amount (If applicable):		
	Year 4 Amount (If applicable):		
	Year 5 Amount (If applicable):		

**BUSINESS / ORGANIZATION INFORMATION**

Primary Business or Organization Address

Check here if same as above

City:	Province:	Postal Code:
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How long at current address?	Date business commenced:
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Phone:	Cell:	E-Mail:
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Nature of the Business?	Registry of Joint Stocks ID:
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Type of Business (Circle One):      Sole Proprietorship      Partnership      Corporation      Other (please explain)

Website:	East Hants (YLM) Directory Listing:
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Number of Employees (If applicable):	Number of Members (If applicable)
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Company or Organization Leadership:  
*(Please list the Senior Positions of the company or organization)*

CEO / President / Chair:	Phone / Email
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Vice President / Chair:	Phone / Email
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Secretary:	Phone / Email
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Treasurer / CFO:	Phone / Email
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Other:	Phone / Email
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**REQUIRED ATTACHMENTS**

The following items must be attached to this Form:

		For Office Use Only
Applicant Verification (Initial if attached)		Office Verification (Initial if Attached)
Applicant Initial: _____	Project Proposal	Staff Initial: _____
Applicant Initial: _____	<ul style="list-style-type: none"> <li>o Confirmation that Project Proposal Includes all Mandatory Criteria</li> </ul>	Staff Initial: _____
Applicant Initial: _____	Registry of Joint Stocks Proof of Active Status (Not Applicable if Applicant is a private individual)	Staff Initial: _____
Applicant Initial: _____	Letter of Support from the local Municipal Councillor	Staff Initial: _____
Applicant Initial: _____	Additional Letters of Support (if applicable) <ul style="list-style-type: none"> <li>- _____</li> <li>- _____</li> <li>- _____</li> </ul>	Staff Initial: _____