



## PURPOSE

The purpose of the Tourism Grant Program is to assist community organizations with tourism related projects designed to protect and enhance community identity, values and the tourism product. Funding will be available to non-profit community-based organizations whose purpose is to operate a tourism attraction or facility and whose focus is on attracting visitors from the local, regional, national and international markets.

The objectives of the Tourism Grant Program are to:

1. Build and foster relationships with non-profit community-based organizations.
2. Provide funding to non-profit community-based organizations to assist with projects related to creating programming, experiences, or products which align with the municipal or provincial tourism strategy and which can reasonably be expected to provide value to visitors and enhance the overall visitor experience. The applicant must identify the specific benefit(s) and outcome(s) that demonstrates this strategic alignment.
3. Provide single-year financial support that assists with development of new products or experiences, with projects related to improvements to visitor services, or operations funding for existing visitor services that align with the municipal or provincial tourism strategy including administrative costs of the organization, including salaries of full-time staff, facilities, equipment, communications, and the direct expenses of day-to-day work. Insurance expenses are not eligible.

## SCOPE

Application to the Tourism Grant Program is restricted to non-profit community-based organizations whose purpose is to operate a tourism attraction or facility and whose focus is on attracting visitors from the local, regional, national and international markets.

## DEFINITIONS

Term	Definition
Municipal Tourism Strategy	East Hants Tourism Strategy

Term	Definition
Provincial Tourism Strategy	Strategic direction as set by Tourism Nova Scotia. Tourism Nova Scotia is a provincial crown corporation that exists to achieve tourism growth in the province and maximize the value of tourism to the economy. Their long-term strategy for tourism (as of 2016) is to drive sustainable tourism in the province to deliver growth and profitability in the tourism sector, provide economic benefit to the province and is consistent with the province’s strategic priorities. To communicate and collaborate with communities, private industry and the tourism industry in the province.
Municipal Community	Communities within the boundaries of the Municipality of East Hants.
Capacity Building	Investment in the future sustainability of the non-profit organization. Includes identifying a communications strategy, improving volunteer recruitment, developing a leadership succession plan, identifying more efficient uses of technology, and engaging in collaborations with community partners. Focuses on the delivery of the organization’s mission rather than specific projects or programs.

## POLICY

### POLICY STATEMENT

The Municipality of East Hants will provide multi-year core funding to non-profit community-based organizations providing a socially inclusive universal program or service to the Municipal community.

#### 1. Applications

- 1.1. Organizations seeking Tourism Grant Program funding shall complete and submit an application on or before February 28<sup>th</sup>.
- 1.2. Applications received after February 28<sup>th</sup> will be considered only if the allocated funding for the Tourism Grant Program has not been expended.
- 1.3. Applicants shall be required to provide information including but not limited to:
  - 1.3.1. Proof of incorporation under the Societies Act;
  - 1.3.2. Confirmation of good standing on the Registry of Joint Stock Companies;
  - 1.3.3. If applicable, proof of charitable registration status under the Income Tax Act;
  - 1.3.4. List of current Board of Directors and Officers;
  - 1.3.5. Copy of bylaws for the organization, including a dissolution clause stating that in the event of the dissolution of the group that the buildings and assets of the group may be turned over to the municipality;
  - 1.3.6. Statement of objectives, purposes and activities;



- 1.3.7. Budget for current fiscal year;
- 1.3.8. Statement of intended use for grant funds;
- 1.3.9. Project Plan or Program Plan clearly identifying:
  - 1.3.9.1. Statement of intended use for grant funds;
  - 1.3.9.2. Detailed description of the proposed project or program;
  - 1.3.9.3. Identify the resources required (human, physical and financial) to complete the project or program including those supplied by the applicant and those being applied for under the Tourism Grant Program;
  - 1.3.9.4. List of any other funding applied for, including other municipal grants and funding from any other organization or government body.
- 1.3.10. Applicants will track visitation to their facility for the duration of their season using statistics gathering templates provided with the grant. Statistics must be compiled monthly and emailed, or mailed, to the Department of Parks, Recreation & Culture.

## **2. Grant Levels**

- 2.1. Council will allocate funding to the Tourism Grant Program as part of the annual operating budget.
- 2.2. The amount of grant awarded to an organization will be determined based on an evaluation of the project/program being proposed, demonstrated financial need, alignment with strategic objectives of the municipal tourism strategy, level of risk involved, and demonstrated ability to provide the necessary resources to complete the project/program.
- 2.3. Except where an exemption is granted, grants will not exceed 50% of the required need; therefore organizations must provide financial documentation showing proof that expenditures are at least double the amount of the grant requested.
- 2.4. The amount of the grant awarded will be tied to how well the grant objectives and the general municipal/departmental strategic objectives are aligned.
- 2.5. The level of strategic, operational, financial and compliance risk will be evaluated as part of the grant funding decision and will determine the level of control and oversight the Municipality will maintain over the grantee's spending of the grant.
- 2.6. Grantees will be expected to maintain and provide appropriate records to demonstrate the grant has been spent for its intended purpose.

## **3. Advertisement**

3.1. Funding provided pursuant to this Policy shall be subject to annual publication in accordance with ss.65 (au) of *the Act*.

**4. Report Requirements**

4.1. No later than November 15th of each year, organizations receiving funding shall provide the following:

4.1.1. Financial statements from the current year showing the organization’s revenues and expenditures and demonstrating the need and proper expenditure of allocated Tourism Grant Program funds;

4.1.2. Current years’ budget;

4.1.3. Report summarizing the project/program results, visitation numbers for the facility, and proposed programs and services for the projected year.

4.2. If the program/project is not scheduled to be completed by October 15<sup>th</sup> the final report shall be due no less than 30 days after the end of the project/program, and before applying for further funding from the Tourism Grant Program.

**5. Evaluation of Projects/Programs**

5.1. The Municipality will review the final reports submitted for Tourism Grant Program funding and report to council on the results of all grants awarded.

5.1.1. Evaluate the effectiveness of the program/project as it relates to the Municipal Tourism Strategy. Groups whose program/project was unsuccessful or did not meet the outcomes outlined in the application will be required to meet with the Tourism Development Officer to discuss reasons for the program/project not meeting its stated objectives.

5.1.2. Groups whose program/project did not meet the stated objectives may be required to provide additional evidence of their ability to carry out a program/project in future applications to the Tourism Grant Program.

5.2. The organization may opt out of Tourism Grant Program funding at any time for any reason however funding awarded may be required to be reimbursed to the municipality.

**ELIGIBILITY CRITERIA**

The following criteria will serve as a guide for the review of applications for funding under this policy:

1. No organizations will be “grandfathered.” Previous funding does not guarantee future funding.



2. Organization is a registered charity or a non-profit organization governed by a community-based volunteer Board of Directors.
3. Organization’s purpose is to operate a tourism attraction or facility and focuses on attracting visitors from the local, regional, national and international markets.
4. All grants provided by the Municipality shall be in compliance with the provisions of the Municipal Government Act.
5. Organization is not a Sporting Association or Club.
6. Organization is not a group supported by a larger provincial or national governing body; i.e. Parks Canada, Nova Scotia Museum, etc.
7. Organization is not a Community Hall Association which exists for the purpose of operating and maintaining a community specific facility(ies).
8. Organization must demonstrate fiscal responsibility, capacity building initiatives, effective management, and show financial need.
9. Organization must clearly demonstrate that their available resources including financial, human and physical resources are sufficient to complete the project or program.
10. Organization must accept the evaluation and reporting requirements if awarded a grant.

## ROLES AND RESPONSIBILITIES

Title/Role	Responsibilities
Policy Owner	<ul style="list-style-type: none"> <li>• Responsible for ensuring that the policy is implemented and being followed.</li> </ul>
Tourism Development Officer	<ul style="list-style-type: none"> <li>• Prepare annual report to Council summarizing applications received for Tourism Grant Program funding.</li> <li>• Advertisement of Tourism Grant Program funding allocated.</li> <li>• Process payment of approved funding.</li> <li>• Follow up with funding recipients to ensure annual reporting requirements are met.</li> <li>• Review the policy annually for potential updates.</li> </ul>
Municipal Council	<ul style="list-style-type: none"> <li>• Approve grant levels for selected eligible applicants.</li> </ul>

## RELATED DOCUMENTATION

Document Name	Document ID	Document Type
Tourism Grant Program Application Form		Form
Municipal Government Act		Legislation



Document Name	Document ID	Document Type
Societies Act		Legislation
Income Tax Act		Legislation
Municipal Grant Program Policy		Policy

## VERSION LOG

Version Number	Amendment Description	Policy Editor	Policy Owner	Approver	Approval Date
1.0	Creation of Tourism Grant Policy in keeping with previously established guidelines	Tourism Development Officer	Director of Parks, Recreation & Culture	Council	October 25, 2017
2.0	Added that insurance costs are ineligible for funding	Tourism & Events Supervisor	Director of Parks, Recreation & Culture	Council	February 22, 2023

## CERTIFICATION

I, Kim Ramsay, Municipal Clerk for the Municipality of East Hants, hereby certify that this policy was duly approved.

Kim Ramsay  
Municipal Clerk