



ECONOMIC DEVELOPMENT PROMOTIONS

presents

Marketing Grant Program 2020

Marketing Grant Program

Guide

Outline

The program aims to stimulate tourism by assisting the promotion of community events, assets and economic resources in partnership with local organizations.

Offer

Roblin Economic Development Promotions (REDP) will contribute up to 50% of total marketing project costs matched by applicant dollars to a maximum of \$1,000 per project. Projects with two or more applicants (partnerships) can receive up to a maximum of \$2,000 in matching funds.

Eligibility

Roblin and area organizations, associations, clubs and other forms of local non-profit groups are eligible to apply on their own or in partnership. A partnership can be formed with a local business.

Criteria

- Events, assets or community resources being promoted must be open to the public and be appropriate for family attendance/participation.
- Projects/initiatives and marketing media must promote tourism and support Community Economic Development.

Eligible expenses

- Professional fees, including, design fees, distribution and installation.
- Print and advertising cost.
- Project materials.
- Other costs deemed eligible by the program administrator.

Ineligible expenses

- Project costs related to activities undertaken before funding is approved.
- General operating costs; such as, but not limited to: off-setting annual marketing budgets or yearly occurring adverts, volunteer tasks or employment pay associated with general duties.
- Capital equipment.
- In-kind costs or values
- GST and other costs deemed ineligible by the grant program administrators.

Marketing Grant Program

Regulations

Conditions

- Application assessments are on a first-come first-assessed base and projects will be prioritized by the overall aims and innovations. *Priority* will be given to applications that:
 - *have multiple stakeholders*
 - *demonstrate in-kind contribution values above eligible expenses*
 - *are developed by newly created partnership*
 - *are a new marketing strategy to the applicant(s)*
- There is no set limit on the number of times applicants can receive funding through the program; however, applicants (inc. partners) are only eligible to receive funding once per year.
- Applicant contributions must be cash and may not be in-kind (*proof of local contribution and corresponding receipts may be required prior to the disbursement of program funds*).
- Unless otherwise approved by the REDP, projects must start within 3 months of acceptance and be completed within 6 months.

Terms

- Any funds awarded pursuant to this application are to be used solely for the purposes specified in this application unless written permission has been obtained from REDP to vary these purposes.
- Where the total project cost actually incurred by the project is less than the total project costs indicated in the approval letter, the program contribution shall be reduced proportionately.
- The project shall be operated in compliance with all applicable laws and any such permits, licenses, and other authorization, required to permit the carrying out of the project shall be obtained by the project Applicant(s) prior to the activity.
- The project is subject to audit by the Municipality of Roblin and/or the REDP.
- If at any time, in the opinion of the REDP, the project Applicant has failed to conduct the project in a manner acceptable to the program or has failed to comply with these program Regulations, REDP may immediately withdraw the funding approval by giving written notice thereof to the project Applicant.
- The project Applicant shall complete and submit the REDP provided project report and eligible expense receipts within 30 days of completion of the project.
- If deemed appropriate by REDP, recognition will be provided by the Applicant.
- Any public announcement relating to this approval shall be planned by the project Applicant in consultation with the REDP.
- The project Applicant(s) shall be solely responsible for and shall save harmless and indemnify the Municipality of Roblin, its officers, employees and agents from and against all claims, liabilities and demands as a result of the project while underway or after its completion, caused by or in any way related to compliance with these Program Regulations or the carrying out of the project.
- Approved projects must be started within 3 months from the date of acceptance and be completed within 6 months otherwise; at the option of the REDP the offer of assistance shall be null and void.

Marketing Grant Program

Submission

Review the Program Guide, Regulations and Application. Complete the attached application form and return it to REDP. Application assessments are ongoing until the program's funds are committed and no longer available.

Please include with your submitted application, any attachments that help explain your project or confirm partnership and financial commitments (letters of support, planning documents, etc.) Send your completed application and supporting attachments to:

info@roblin.ca or planning@roblin.ca
or

Municipality of Roblin Economic Development Promotions

Box 998
Roblin, MB
R0L 1P0

Contact

For more information on the Marketing Grant Program, please email info@roblin.ca or planning@roblin.ca or call 204-937-8333 ext 227.

Marketing Grant Program

Application

I certify that the information supplied in the application is correct and accurate, and that I have read and agree to the criteria and regulations as set out in the application package.

Name and Organization of Applicant

Date

Summary

Project/Initiative Title:

Briefly describe the project and what you aim to achieve. Include the start and completion dates.

Describe targeted audience(s) and marketing location(s) of the project/initiative's fulfilment (sports enthusiasts, adventure seekers, young families, sign locations, print distribution areas, etc.).

Identify how you feel this marketing project supports Community Economic Development.

Have you or any of the partners undertaken this activity or activities similar to this project before?
If yes; which partner? If yes; briefly describe similarities or identify if it is a repeat activity.

For each item in the budget, provide details (*eligible costs include: professional fees, materials, production, distribution, installation, labour, etc.*):

Budget

-insert more budget lines if needed

Budget items	Project Cost	Partner A contribution	Partner B contribution	Partner C contribution	Proposed Program contribution
TOTALS					

Describe any partnership commitments and any in-kind contributions; including estimated values.

Have you or any of the partners worked together in a previous partnership or project?
If so, briefly describe the past partnership and/or project.

Particulars *(non-profit Partners include all types)*

Non-profit Partner Organization A: Name: _____ Phone: _____ Position: _____ Email: _____	Postal Address:
Annual Operational Budget: _____ Annual Marketing Budget: _____ # of employed staff: _____ # of volunteers committed to the project: _____	
Non-profit Partner Organization B: Name: _____ Phone: _____ Position: _____ Email: _____	Postal Address:
Annual Operational Budget: _____ Annual Marketing Budget: _____ # of employed staff: _____ # of volunteers committed to the project: _____	
Business Partner C: Name: _____ Phone: _____ Position: _____ Email: _____	Postal Address:
Amount of funds provided to the community annually: _____ Value of in-kind contributions provided to the community annually: _____ # of employed staff committed to this project: _____	

The Partners agree to provide the financial and in-kind support as identified in the budget (please attach supporting letters detailing these commitments).

Submit to:

info@roblin.ca or planning@roblin.ca

or

Municipality of Roblin Economic Development Promotions

Box 998
Roblin, MB
R0L 1P0