



Report to Council

Department: Development Services
Division: Economic Development
Date: June 6, 2022
Prepared by: Nelson Silveira, Economic Development Officer
Report Number: Economic Development-2022-09
Subject: Essex Tourism Events Fund Application
Number of Pages: 3

Recommendation(s)

That Economic Development-2022-09 entitled Essex Tourism Events Fund Application prepared by Nelson Silveira, Economic Development Officer dated June 6, 2022, be received, and

That Council approve the distribution of \$1,000.00 of funding to the Harrow and Colchester South Chamber of Commerce from the Essex Tourism Events Fund, and

That Council approve the distribution of \$1,000.00 of funding to the Rotary Club of Essex from the Essex Tourism Events Fund.

Purpose

To provide Council with a brief description of how the applicant will use funding provided through the Essex Tourism Events Fund.

Background and Discussion

The maximum grant payable through the Essex Tourism Events Fund for projects with an operating budget of less than \$35,000.00 is \$1,000.00 and the maximum payable for project budgets over \$35,000.00 is \$2,000.00. The maximum grant that may be made to any non-profit organization from the Tourism Events Fund is \$2,000.00.

In accordance with the Essex Tourism Events Fund Policy, Administration has reviewed the applications to ensure all criteria are met.

Although we typically do not recommend funding for events that are primarily for fundraising efforts, the Rotary Club of Essex has been able to demonstrate that their event has tourism value and aligns with the Town of Essex Agritourism Development Strategy. As a result, we are recommending that they be approved for funding.

Proponent	Request	Project	Date of Event
Harrow and Colchester South Chamber of Commerce Open Streets	\$1,000.00	Event Promotion Activities	June 24, 2022
Rotary Club of Essex Feast in the Field	\$1,000.00	Event Promotion and Hosting Activities	June 25, 2022

Financial Impact

The Essex Tourism Events Fund has a total budget of \$15,000.00 for 2022. If approved, a total amount of \$2,000.00 of funding will be distributed to the successful applicant leaving a balance of \$9,000.00 in the fund.

Link to Strategic Priorities

- Manage, invest and plan for sustainable municipal infrastructure which meets current and future needs of the municipality and its citizens.
- Create a safe, friendly and inclusive community which encourages healthy, active living for people of all ages and abilities.
- Provide a fiscal stewardship and value for tax dollars to ensure long-term financial health to the municipality.
- Manage responsible and viable growth while preserving and enhancing the unique rural and small town character of the community.
- Improve the experiences of individuals, as both citizens and customers, in their interactions with the Town of Essex.
- Improve the Town's capacity to meet the ongoing and future service needs of its citizens while ensuring the corporation is resilient in the face of unanticipated changes or disruptions.

Report Approval Details

Document Title:	Essex Tourism Events Fund Application - Economic Development-2022-09.docx
Attachments:	
Final Approval Date:	May 30, 2022

This report and all of its attachments were approved and signed as outlined below:



Lori Chadwick, Director, Development Services - May 30, 2022 - 3:52 PM



Doug Sweet, Chief Administrative Officer - May 30, 2022 - 4:00 PM