



Report to Council

Department: Development Services
Division: Economic Development
Date: May 6, 2024
Prepared by: Nelson Silveira, Manager, Economic Development
Report Number: Economic Development-2024-03
Subject: Essex Tourism Events Fund Applications
Number of Pages: 3

Recommendation(s)

That Economic Development-2024-03 entitled Essex Tourism Events Fund Applications prepared by Nelson Silveira, Economic Development Officer dated May 2, 2022, be received, and

That Council approve the distribution of \$1,000.00 of funding to the McGregor Music Festival Committee from the Essex Tourism Events Fund.

That Council approve the distribution of \$2,000.00 of funding to Colchester South and Harrow Agricultural Society from the Essex Tourism Events Fund.

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

Purpose

To provide Council with an update on events applying for funding 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.

Proponent	Request	Project	Date of Event
McGregor Music Festival Committee McGregor Music Festival for Cancer	\$1,000.00	Event Promotion Activities	June 9, 2024
Heritage Colchester Colchester Village Country Market	\$1,000.00	Event Promotion Activities	June 15, 2024
Colchester South and Harrow Agricultural Society Harrow Fair	\$2,000.00	Event Promotion Activities	August 29, 2024

Financial Impact

The Essex Tourism Events Fund has a total budget of \$10,000.00 for 2024. If approved, a total amount of \$4,000.00 of funding will be distributed between the three successful applicants leaving a balance of \$6,000.00 in the fund.

Link to Strategic Priorities

- ☐ Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- ☒ **Leverage our Town's competitive advantages to promote jobs and economic investment.**
- ☐ Take care of our natural environment and strengthen the sense of belonging to everyone **who makes Essex "home"**.
- ☐ Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- ☐ Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

Report Approval Details

Document Title:	Essex Tourism Events Fund Applications - Economic Development-2024-03.docx
Attachments:	
Final Approval Date:	Apr 30, 2024

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

A handwritten signature in black ink, appearing to read "Lori Chadwick". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Lori Chadwick, Director, Development Services - Apr 30, 2024 - 10:49 AM

A handwritten signature in black ink, appearing to read "Doug Sweet". The signature is cursive, with a large "D" and "S" being prominent.

Doug Sweet, Chief Administrative Officer - Apr 30, 2024 - 10:49 AM