



## Report to Council

Department: Development Services  
Division: Economic Development  
Date: June 3, 2024  
Prepared by: Nelson Silveira, Manager, Economic Development  
Report Number: Economic Development-2024-05  
Subject: Essex Tourism Events Fund Application  
Number of Pages: 2

### Recommendation(s)

**That** Economic Development-2024-05 entitled Essex Tourism Events Fund Application prepared by Nelson Silveira, Manager, Economic Development dated June 3, 2024, be received, 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 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 following application to ensure all criteria are met.

Proponent	Request	Project	Date of Event
Rotary Club of Essex Feast on the Farm	\$1,000.00	Agritourism Event Promotion Activities	June 22, 2024

## Financial Impact

The Essex Tourism Events Fund has a total budget of \$10,000.00 for 2024, \$4,000.00 of which has already been distributed. If approved, a total amount of \$1,000.00 of funding will be distributed to the successful applicant leaving a balance of \$5,000.00 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 Application - Economic Development-2024-05.docx
Attachments:	
Final Approval Date:	May 24, 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 - May 24, 2024 - 2:36 PM**

A handwritten signature in black ink, appearing to read "Doug Sweet". The signature is more stylized and angular than the one above, with a prominent "D" and "S".

**Doug Sweet, Chief Administrative Officer - May 24, 2024 - 2:38 PM**