Recommendation(s)

That Economic Development-2021-08 entitled Essex Tourism Events Fund prepared by Nelson Silveira, Economic Development Officer dated July 5, 2021 be received, and

That Council approve the distribution of $1,000.00 of funding to the Rotary Club of Harrow 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 a brief description of how the applicants 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.

<table>
<thead>
<tr>
<th>Proponent</th>
<th>Request</th>
<th>Project</th>
<th>Date of Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rotary Club of Harrow</strong>&lt;br&gt;Rubber Duck Derby</td>
<td>$1,000.00</td>
<td>The funds will be used to purchase gift certificates from 15 local businesses in Harrow and Colchester for prize packages.</td>
<td>August 28, 2021</td>
</tr>
<tr>
<td><strong>Heritage Colchester</strong>&lt;br&gt;Colchester Village Market</td>
<td>$1,000.00</td>
<td>The funds will be used for marketing the event in regional newspapers, social media, print, lawn signs, radio spots.</td>
<td>July 17, 2021&lt;br&gt;August 21, 2021&lt;br&gt;September 18, 2021</td>
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**Rotary Club of Harrow: Rubber Duck Derby**

The Rotary Club’s Rubber Duck Derby is an annual event that typically takes place on the second Saturday in June during the Rotary's Walleye Fishing Derby. With the assistance of the Colchester Guardian, approximately 2000 rubber ducks are released into lake Erie and swim to shore where the first to cross the "finish line" wins. Last year, the event had to be
postponed and re-formatted and streamed online for the safety of the participants and ticket holders. The format will be unchanged in 2021. Although this event will not be attracting tourists due to COVID-19, the applicant has demonstrated a strong commitment to partnering with the Town of Essex and will be using funds approved by Council to support local businesses in Harrow and Colchester. As a result of demonstrating support for local businesses, the applicant has aligned with the mandate of the Essex Tourism Events Fund and it is recommended that they be approved for funding.

**Heritage Colchester: Colchester Village Market**

Heritage Colchester is seeking funding from the Town of Essex to assist in the promotion of their Colchester Village Market hosted at the Colchester Schoolhouse in July, August, and September 2021. Their event seeks to promote the unique, historical character of the area by setting the market within the historic district of Colchester. The Colchester Village Market is also looking to draw visitors from across the region with vendors, local produce, baked goods, food products & crafts on display. The applicant has demonstrated a plan to attract new visitors to the area and will be using funds approved by Council to support their marketing and event promotion efforts. The applicant has aligned with the mandate of the Essex Tourism Events Fund and it is recommended that they be approved for funding.
Financial Impact

The Essex Tourism Events Fund has a total budget of $20,000.00 for 2021. If approved, a total amount of $2,000.00 of funding will be distributed between the two successful applicants leaving a balance of $18,000.00 in the fund.

Consultations

Kate Giurissevich, Manager, Finance and Business Services

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

<table>
<thead>
<tr>
<th>Document Title:</th>
<th>Essex Tourism Events Fund Applications - Economic Development-2021-08.docx</th>
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<tbody>
<tr>
<td>Attachments:</td>
<td></td>
</tr>
<tr>
<td>Final Approval Date:</td>
<td>Jun 29, 2021</td>
</tr>
</tbody>
</table>

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

**Lori Chadwick, Director, Development Services - Jun 28, 2021 - 1:48 PM**

**Chris Nepszy, Chief Administrative Officer - Jun 29, 2021 - 1:55 PM**