



Report to Council

Department: Development Services
Division: Economic Development
Date: July 6, 2020
Prepared by: Nelson Silveira, Economic Development Officer
Report Number: Economic Development-2020-09
Subject: Essex Tourism Events Fund Application
Number of Pages: 3

Recommendation(s)

That Economic Development-2020-09 entitled Essex Tourism Events Fund prepared by Nelson Silveira, Economic Development Officer dated July 6, 2020 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.

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.

Rubber Duck Derby 2020:

Proponent	Request	Project	Date of Event
Rotary Club of Harrow	\$1,000.00	The funds will be used to purchase gift certificates from 15 local businesses in Harrow and Colchester for prize packages.	August 22, 2020

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. This year due to the COVID-19 emergency, the event had to be postponed and re-formatted and will be streamed online for the safety of the participants and ticket holders. Although this event will not be attracting tourists due to COVID-19, the applicant has demonstrated a strong commitment to supporting 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.

Financial Impact

The Essex Tourism Events Fund has a total budget of \$30,000.00 for 2020. If approved, a total amount of \$1,000.00 of funding will be distributed to the successful applicant leaving a balance of \$29,000.00 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.

Report Approval Details

Document Title:	Essex Tourism Events Fund Application - Economic Development-2020-09.docx
Attachments:	
Final Approval Date:	Jun 29, 2020

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



Lori Chadwick, Director, Development Services - Jun 26, 2020 - 12:35 PM



Chris Nepszy, Chief Administrative Officer - Jun 29, 2020 - 8:50 AM