



Report to Council

Department: Development Services
Division: Economic Development
Date: May 2, 2022
Prepared by: Nelson Silveira, Economic Development Officer
Report Number: Economic Development-2022-07
Subject: Essex Tourism Events Fund Applications – Q1 2022
Number of Pages: 3

Recommendation(s)

That Economic Development-2022-07 entitled Essex Tourism Events Fund Applications – Q1 2022 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.

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.

Proponent	Request	Project	Date of Event
McGregor Music Festival Committee McGregor Music Festival for Cancer	\$1,000.00	Event Promotion Activities	June 12, 2022
Colchester South and Harrow Agricultural Society Harrow Fair	\$2,000.00	Event Promotion Activates	September 1, 2022

Financial Impact

The Essex Tourism Events Fund has a total budget of \$15,000.00 for 2022. If approved, a total amount of \$3,000.00 of funding will be distributed between the two successful applicants leaving a balance of \$12,000.00 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 Applications - Q1 2022 - Economic Development-2022-07.docx
Attachments:	
Final Approval Date:	Apr 25, 2022

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 24, 2022 - 11:17 AM

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 - Apr 25, 2022 - 7:40 AM