



**Policy Title:** Tourism Development Fund Grant Policy

**Policy Number:** A09-POLICY-0123

<b>Policy Type:</b> Council Policy
<b>Policy Owner (Department, Contact):</b> Community Services & Strategic Partnerships, Manager of Economic Development and Tourism
<b>Approval Authority:</b> Council

Administration			
<b>Effective Date:</b>	2025-06-18	<b>Last Review Date:</b>	2025-06-18
<b>Related Policy(ies):</b>	N/A		
<b>Related By-Law(s):</b>	N/A		
<b>Procedural Document:</b>	A09-PROCEDURE-0123		

### 1. Policy Statement

The City of Quinte West is committed to supporting tourism events and initiatives that encourage sustainable economic growth within the tourism and hospitality sector. This fund provides financial assistance to organizations and encourages collaboration for effective promotion.

### 2. Purpose

The purpose of this policy is to:

- Support new and current tourism events and initiatives that increase visitation, overnight stays, and tourist spending.
- Encourage collaboration between local businesses and tourism operators.
- Ensure the tourism sector remains innovative within the community.

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### 3. Scope

This policy applies to all groups, organizations, and businesses seeking financial support for tourism initiatives and events within the City of Quinte West. It encompasses funding applications, the evaluation and approval process, and the administration of funds.

### 4. Definitions

**Applicant:** Any group, organization, or business that makes a formal request seeking financial support from the Tourism Development Fund.

**City:** The Corporation of the City of Quinte West.

**Council:** The City Council of the Corporation of the City of Quinte West.

**Grant:** A sum of money given by the City for a particular purpose.

**Project(s):** A specific event or initiative proposed by an applicant that requires financial support and aligns with the goals of the Tourism Development Fund Policy.

**Tourism Development Fund:** Financial resources allocated by the City of Quinte West to support tourism-driven initiatives and events.

**Tourism Development Fund Grant Committee:** A group that is composed of representatives from the City of Quinte West’s Economic Development, Tourism, and Special Events Advisory Committee and Tourism/Special Events staff to evaluate the Tourism Development Fund applications received.

**Treasurer:** The City Treasurer, or designate, is responsible for managing the financial affairs of the City. The role involves overseeing the City’s financial resources, including revenue collection, investments, disbursements and reporting.

**Website:** The City of Quinte West’s collection of web pages exists under one domain name, containing related content to the City. Access is available through [www.quintewest.ca](http://www.quintewest.ca)

### 5. The Policy

#### 5.1. General

- 5.1.1. The Tourism Development Fund is established to support tourism initiatives and events that contribute to the overall economic growth, innovation, and job creation within the tourism and hospitality sector within the City of Quinte West.

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- 5.1.2. Successful applicants in any one year are not regarded as a commitment by the City to continue such financial aid in future years. Additionally, there is no obligation to allocate funds to any group, organization, or business, even if the application satisfies the eligibility criteria and meets all of the grant requirements.
- 5.1.3. Applicants who were successful in prior years must submit a final report within 60 days of the project's completion to be eligible for grant funding in future years.

**5.2. Application Process**

- 5.2.1. Application forms are available in:
  - a) Printed format (Appendix A), shall be made available at City Hall, the Frankford Municipal Office and at both Public Library locations.
  - b) Digital format, shall be made available through the City's website.
- 5.2.2. All applicants will submit either in person, by mail, or electronically, a completed application form, project budget, and any supporting documentation, as required, to the Economic Development and Tourism Department.
- 5.2.3. Applications for the Tourism Development Fund will be accepted annually from December 1 to February 28. Applications must be submitted by February 28 at midnight.
- 5.2.4. Applications will be evaluated by the Tourism Development Fund Grant Committee composed of representatives from the City of Quinte West's Economic Development, Tourism, and Special Events Advisory Committee and Tourism/Special Events staff. Applications will be evaluated based on their ability to fulfill the priority considerations. Following the evaluation, a report to Council will be provided with the recommended grant recipients for final approval.
- 5.2.5. In the event that there is budget money remaining after the first intake has been approved by Council, applications can be received, evaluated, and approved by the Committee on a case by case basis with the understanding that the application is for a new project that couldn't meet the first intake timeline.

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**5.3. Application Guidelines**

- 5.3.1. Applications can be made by groups, businesses, and organizations for up to \$10,000 in grant funding.
- 5.3.2. Applications must include a completed application form, project budget, and supporting documents as required.

**5.4. Project Objective and Priority Requirements**

- 5.4.1. Applications must demonstrate how the proposed project meets the following objectives:
  - Quality: Ensure high-quality experiences that foster community growth and belonging.
  - Diversity: Celebrate the unique characteristics of the City’s destination and its people.
  - Engagement: Cultivate an engaged tourism community that supports success.
  - Authenticity: Embrace the City’s roots while showcasing the community to visitors.
- 5.4.2. Priority consideration is given to applications that meet one of the following:
  - Measurable contributions to the tourism economy through visitor spending on accommodations, restaurant/attraction visits and shopping.
  - Capacity to attract visitors and increase visitor spending.
  - Projects that support strong accessibility and inclusion plans that support minority groups such as women, Indigenous Peoples, LGBTQ2S+ communities, and persons with disabilities.
- 5.4.3. The following list includes examples of tourism sectors that the grant funding would support (this list is not exhaustive):
  - Agritourism
  - Eco-tourism
  - Heritage, arts, and cultural tourism

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- Sport tourism

## **5.5. Expenses**

### **5.5.1. Eligible Expenses**

The following list includes examples of eligible expenses for the grant funding (this list is not exhaustive):

- Marketing costs aimed at increasing attendance from outside of the City.
- Equipment rental fees, venue related costs, and entertainment.
- Licensing and Permits.

### **5.5.2. Ineligible Expenses**

The following list is examples of ineligible expenses for the grant funding (this list is not exhaustive):

- The administrative expenses, including salaries.
- Events that promote or are centered exclusively around a single religious tradition to the exclusion of others
- Events that are not accessible to the general public even with the purchase of a ticket for the event.

## **5.6. Evaluation Criteria**

5.6.1. Applications will be evaluated based on the eligibility criteria as outlined in the policy using a scoring evaluation system.

5.6.2. The eligible funding amount will be reduced by any fee waivers, community fund grants, or other City monetary contributions. In order to identify potential sources of reductions to the grant applications, staff will send the complete list of applicants to the Supervisor of Accounting to help identify any fee waivers, community fund grants, and other contributions.

5.6.3. Applications that receive funding are eligible for City resources as determined by the Committee during the evaluation process.

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**5.7. Fund Administration**

- 5.7.1. Successful applicants must abide by the grant conditions as prescribed in Section 5.8 of the policy.
- 5.7.2. Funds must be used solely for the approved purpose, and recipients must provide a final report within 60 days of project completion.
- 5.7.3. The total gross amount of grants available in one year shall not exceed the budget set by Council for that year.
- 5.7.4. The maximum amount available to any one organization in any year is \$10,000. This includes any fee waivers, community fund grants, or in-kind contributions from the City.

**5.8. Grant Conditions**

- 5.8.1. Recognition of the City's grant must be given on promotional materials and at events.
- 5.8.2. The City's logo must be placed on all promotional materials, and used at the approval of the City's Corporate Communications group.
- 5.8.3. Any unspent funds at the end of the project must be returned to the City.

**5.9. Monitoring and Evaluation**

- 5.9.1. The effectiveness of the Tourism Development Fund Policy will be monitored through regular reviews of funded projects and annual assessments of the policy's impact.

**6. Responsibilities and Authorities**

6.1. Council

- 6.1.1. Mayor and Council shall be responsible for approving the Tourism Development Fund budget as well as the allocation of the budget amongst the Tourism Development Fund Grant applicants.

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6.2. Economic Development and Tourism

6.2.1. The Economic Development and Tourism Department shall be responsible for managing the application process and administering approved funds.

6.3. Tourism Development Fund Grant Committee

6.3.1. The Tourism Development Fund Grant Committee shall be responsible for evaluating applications and recommending recipients to Council.

6.3.2. Tourism Development Fund Grant Committee Members include:

- Representatives from the City of Quinte West’s Economic Development, Tourism, and Special Events Advisory Committee
- Tourism and Special Events staff

6.4. Finance Department

6.4.1. The Finance Department shall be responsible for identifying applications that would have / will receive monetary contributions from the City.

6.5. Applicants

6.5.1. Applicants shall be responsible for submitting complete and accurate applications for the proper use of allocated funds.

6.6. Recipients

6.6.1. Recipients shall be responsible for using the awarded funds as detailed in the application.

6.6.2. Recipients shall be responsible for completing a final report within 60 days of event or initiative completion.

6.6.3. Recipients shall be responsible for recognizing the Tourism Development Fund Grant on promotional materials and at events.

6.6.4. Recipients shall be responsible for using the City's logo on all promotional materials.

6.6.5. Recipients shall be responsible for returning any unspent funds at the end of the project to the City.

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**7. City Policies and Procedures / Documents (Appendices)**

- 7.1. City of Quinte West Tourism Development Fund - Grant Application Form - Appendix A
- 7.2. City of Quinte West Tourism Development Fund - Recipient Final Report Form - Appendix B
- 7.3. City of Quinte West Tourism Development Fund - Scoring Rubric Appendix C

**8. Legislation and Other Resources**

- 8.1. [Municipal Act 2001, S.O. 2001, c. 25 - Section 107 \(1\)](#)
- 8.2. Where a conflict exists between the provisions of this Policy and legislative or legal requirements, the legislative or legal requirements will prevail.
- 8.3. The Manager of Economic Development is responsible for interpreting and administering this Policy, and such interpretations shall be final.

**9. Review and Amendment Procedures and Guidelines**

- 9.1. This Policy shall be reviewed by the Manager of Economic Development and Tourism every five (5) years.
- 9.2. This Policy shall be amended at any time at the direction of Council.

**10. Contact Information**

For questions about this Policy, please contact the Economic Development and Tourism Department at:

- Attn: Economic Development and Tourism Department  
City of Quinte West  
2nd Floor, City Hall,  
7 Creswell Drive,  
Trenton, ON, K8V 5R6  
[economicdevelopment@quintewest.ca](mailto:economicdevelopment@quintewest.ca)  
613-392-2841

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**Legislative History**

<b>Date</b>	<b>Description</b>
2025-05-15	Creation of the initial release of the Tourism Development Fund Grant Policy A09-POLICY-0123
2025-05-28	Policy presented to the Senior Management Team for Review
2025-06-18	Policy presented to Council - Staff Report QW-2025-00092 Adopted by Council - Motion No. 25-202

Appendix A

**City of Quinte West Grant  
Application Tourism Development  
Fund**

Organization:			
Amount Requested (Max \$10,000):			
Contact:			
Position:			
Telephone: (Office)	Telephone: (Other _____)		
Email:			
Address:			
City:			
Province:	Postal Code:		
Contact Address: (If different than above)			
Have you received a grant from this program in the past?  _____	<table border="1"><tr><td>YES</td><td>NO</td></tr></table>	YES	NO
YES	NO		
If YES, when:			

Project Title:

Project Overview:

Please provide a brief description of the project, including its objectives and the specific tourism sector targets. Highlight how this project will contribute to the local tourism economy.

Project Details:

1. Project Description

Describe the proposed activities, timeline, and expected outcomes.

2. Target Audience

Describe the intended audience for the project and how you plan to engage them.

3. Expected Impact

Describe the anticipated benefits of the project, including economic, social, and cultural impacts on the community.

City Resources

If any, describe the City resources being requested (garbage pick-up, fencing, facility, etc.).

Project Collaboration:

Identify any partners or stakeholders involved in the project. Describe how you will collaborate with local organizations, or other community groups.

Marketing and Promotion:

Describe your marketing strategy for promoting the event or initiative. How will you leverage local media, social media, and other channels to increase visibility?

Inclusivity and Accessibility:

Describe how the event or initiative will promote inclusivity and accessibility for women, Indigenous Peoples, LGBTQ2S+ communities, and/or persons with disabilities.

Timeline:

Provide a timeline for the event or initiative, outlining key milestones from the start date to completion.

Evaluation:

Describe how you will measure the success of the event or initiative, including key performance indicators and reporting methods.

The following documentation must be attached to this application (if applicable):

- ❖ Most Recent Financial Statements
- ❖ Current Year Organizational Budget
- ❖ Project Budget

Applicant Signature: \_\_\_\_\_

**Completed Applications are to be supplied to:**

**Economic Development and Tourism,**

**City of Quinte West, 2nd Floor,**

**7 Creswell Dr, Trenton, ON. K8V 5R6**

Appendix B

**City of Quinte West Grant Final  
Report Tourism Development Fund**

Organization:	
Contact:	
Position:	
Telephone: (Office)	Telephone: (Other _____)
Email:	
Address:	
City:	
Province:	Postal Code:
Contact Address: (If different than above)	

<u>Project Title:</u>
<u>Project Date:</u>
<u>Explain how you met the targets and expected outcomes of your event you described in your application. How many people were impacted?</u>
<u>What were the expenditures and revenues of the project? How did they compare to the original project budget? Please attach a final budget for the project.</u>
<u>Did your event attract visitation from outside of the region? Describe.</u>
<u>Approximately how many overnight stays resulted from the project?</u>

Economic Impact:

Please visit the link below to report on the economic impact of the project.

Link:

<https://www.ontario.ca/page/tourism-regional-economic-impact-model#:~:text=It%20helps%20organizations%20and%20people,side%20by%20tourism%20industry%20sector.>

What were the effects of this project on your organization and community?

How did the project meet the need identified in the application?

If applicable, did your project benefit from collaborating with community partners?

How did your organization ensure the event was diverse, accessible, and inclusive for everyone?

How many volunteers were involved with this project?

Overall, how successful was the project at achieving the desired goals?

Please add any other comments regarding the project and the grant funding.

Applicant Signature: \_\_\_\_\_

**Completed Applications are to be supplied to:**

**Economic Development and Tourism,**

**City of Quinte West, 2nd Floor,**

**7 Creswell Dr, Trenton, ON. K8V 5R6**

Appendix C

**City of Quinte West Scoring Rubric Tourism Development Fund**

Application Name:

Evaluator Name:

Total Score:

Criteria	Point Value
<p>Does the applicant describe the proposed activity, timeline, and expected outcomes clearly, while connecting the project to tourism strategies and development?</p>	<p>0-10</p>
<p>Does the applicant describe how they plan to engage the target audience to increase tourism to the City through the project?</p>	<p>0-10</p>
<p>Does the applicant describe the anticipated benefits of the project, including economic, social, and cultural impacts on the community? (5 points for each topic)</p> <p>Economic Benefits</p> <p>Social Impacts</p> <p>Cultural Impacts</p>	<p>0-15</p>
<p>Will this project have a positive impact on the community?</p> <p>Organization must demonstrate how their event will positively contribute to the community from a tourism perspective</p>	<p>0 - 20</p>
<p>Does the applicant describe how the project would meet the objectives as described in the policy? (5 points for each objective)</p> <ul style="list-style-type: none"> <li>● Quality: Ensure high-quality experiences that foster community growth and belonging.</li> <li>● Diversity: Celebrate the unique characteristics of the City's destination and its people.</li> <li>● Engagement: Cultivate an engaged tourism community that supports success.</li> <li>● Authenticity: Embrace the City's roots while showcasing the community to visitors.</li> </ul>	<p>0-20</p>

<p>Does the applicant describe how the project meets any of the priority considerations as described in the policy? (5 points for each priority).</p> <ul style="list-style-type: none"> <li>● Measurable contributions to the tourism economy through visitor spending on accommodations, restaurant/attraction visits and shopping.</li> <li>● Capacity to attract external visitors and increase visitor spending.</li> <li>● Projects that support strong accessibility and inclusion plans that support minority groups such as women, Indigenous Peoples, LGBTQ2S+ communities, and persons with disabilities.</li> </ul>	0-15
<p>Is this a unique event in the community or does it showcase our community's assets/attractions?</p>	0 -15
<p>Is there a clear financial plan in place?</p> <p>Has the organization demonstrated efficient use of City funds for the event?</p>	0 -15
<p>Has the applicant reached out to other organizations for partnerships or obtained sponsors for additional financial support?</p>	0 - 10
<p>Did the applicant indicate how the project will promote inclusivity and accessibility for women, Indigenous Peoples, LGBTQ2S+ communities, and/or persons with disabilities.</p>	0 -10
<p>Does this applicant have experience delivering safe and successful events?</p>	0 - 15
<p>Does the applicant plan on making this an annual event and if so, is there a plan to grow it or can they independently support it going forward?</p>	0 - 15
<p>Does the applicant describe a clear marketing strategy for promoting the project?</p>	0-10