

Destination Marketing Committee

Operational Guidelines



Destination
Marketing
Committee
THE PAS, MB

Approved: (Date approved by Council)

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Definitions:

Committee/The Committee – Destination Marketing Committee

Community – Town of The Pas

Council – Town of The Pas Mayor and Council

DMC – Destination Marketing Committee

DMF – Destination Marketing Fund

Tri-Community – Town of The Pas, RM of Kelsey and Opaskwayak Cree Nation (OCN)

1. Grant Application Process

1.1 Intake Deadlines

Intake deadline for Grant Applications will be the first of the month prior to the quarterly DMC meetings. Example – Quarterly meetings are March, June, September and December, Intake deadlines are March 1, June 1, September 1, and December 1. Intake deadlines will be advertised with local media (radio/newspaper) and on social media.

1.2 Grant Applications

Applicants must fill out a DMC Grant Application (Appendix A). All information requested in the grant application must be provided including:

- Name of group/organization applying for funds including a brief description of their mission/values and contact information for 2 members with signing authority
- Purpose of the project/event
- Details of the project/event including location, project/event activities with timelines, start and end date, target population, evidence of community support for the project, and estimated number of local and out-of-town participants
- Detailed project budget including list of project expenses with quotes, confirmed and unconfirmed funding requests, and all in-kind contributions
- Evidence that the project meets the mandate of the DMC including use of local facilities, accommodations, retailers, businesses and services whenever possible, the promotion of The Pas as a desirable tourist destination, and the potential for spin off projects or events in the community

Grant applications will be available by emailing the Committee to request an application or on the Town of The Pas website.

1.3 Eligible Applicants

Only not-for-profit groups or charitable organizations from the Tri-Community will be eligible to apply for funding through the DMF. Businesses, individuals and for-profit groups/organizations are not eligible to apply for funding through DMF. Not-for-profit groups/organizations should be registered as a not-for-profit with the Companies Office and charitable organizations should have charitable tax status with Canada Revenue Agency (CRA)

Eligible Projects

Projects that will be eligible to receive funding must:

- Priority will be given to projects/events that take place within the Town of The Pas, however, projects that take place within the Tri-Community and provide economic benefit to the community will be eligible to apply for funding
- Bring visitors to our community which generate overnight stays, visits to restaurants and shopping revenues for the businesses in our community.

- Enhance community beatification, image and pride that will make visitors want to come back to our Community
- Support recreation driven projects/events that will make visitors want to come back to our Community
- Increase visitation and tourism expenditures in the Community
- Help promote The Pas and the Tri-Community as a desirable tourist destination
- Recognize the support and contribution of the Destination Marketing Committee
- Provide proof of funding for a minimum of 50% of the cost of the project (including in-kind contributions), including funding being allocated by the organization/group applying. The DMC will only fund up to 50% of the costs for a project/event.
- Projects/events that do not take place in the Tri-Community, do not source materials and services from within the Community, and do not provide evidence of a minimum of 50% of funding from other sources will not be eligible for grants from the DMF.

1.4 Eligible Project Costs

- Eligible Project costs include project supplies, venue rental fees, food and beverages (non-alcoholic), capital costs, promotional and advertising materials, honoraria, entertainment, repairs and renewal, and contract work
- Supplies, venues, vendors, services, contractors must be procured from within The Pas whenever those supplies/venues/vendors/services/contractors are available within the community to be eligible for funding from the DMF
- Projects/events such as meetings, conventions, business, sports, special events, and projects that bring groups and/or leisure travellers to the community and increase tourism expenditures are eligible DMF expenses
- Costs that are not eligible for funding include wages, ongoing operating expenses, repairs/development of private property, projects that have already been completed, costs associated with organizing a project/event, requests of funding for more than 50% of the total cost of the project, projects/events with insufficient evidence of other sources of funding, projects/event that do not take place within the Tri-Community

2. Short Application Grant for Requests equal to or less than \$500

Organizations/Groups that are applying for funds from the DMC for \$500 or less can use the DMC Short Form Grant Application (Appendix B). Applicants must provide:

- Name of organization including contact person for committee member with signing authority
- Description of project/event including any community business/facilities/accommodations being utilized and number of estimated local and out-of-town participants

- Detailed budget including projects expenses and revenues, confirmed and unconfirmed funding sources, and in-kind contributions
- Evidence that the project meets the mandate of the DMC including use of local facilities, accommodations, retailers, businesses and services whenever possible, the promotion of The Pas as a desirable tourist destination, and the potential for spin off projects or events in the community

*Short Application Grants may be funded for the full project costs (up to \$500)

3. Capital Requests for Funding

3.1 Maximum allocation per fiscal year

The Destination Marketing Committee will distribute a maximum of 50% of the annual DMF allocation to capital projects per fiscal year. Example: The yearly allocation to the DMF from Council is \$150,000, the DMC would approve up to \$75,000 in that fiscal year for capital projects.

3.2 Maximum request per project

The Destination Marketing Committee will approve a maximum of 33% of the capital costs of a project. Preference will be given to new capital projects. Projects with multiple phases will only be eligible to apply for funding once every 2 years.

4. Grant approval process

Grant applications will be reviewed by the secretary or designated committee member within 1 week of submission. Applicants will be contacted and given 5 business days to provide any missing information or details. If applications are not completed or there is information missing, the application will not be considered and the applicants will be notified by letter Appendix C).

Grant applications must include:

- A completed application form with all questions answered and all required information provided that is signed by organization/group members with signing authority
- Evidence that the project meets the criteria of the DMF
- A detailed budget including other sources of funding (confirmed and unconfirmed), amount being contributed by the applicant, project expenses (including quotes), and projected revenues
- Evidence of community support, including 2 letters of support from community groups/organizations/businesses/venues/retailers

Completed grant applications will be sent by email to the DMC members for review prior to meeting or voting electronically. Applications must receive a majority vote from at least 5 members to be approved, the DMC Chair will only vote in the event of a tie.

Grant applicants who have submitted completed grant applications which meet the eligibility criteria will be asked to attend a DMC meeting to present their project/event and answer any questions the DMC has in relation to their application. Applicants will be provided a maximum of 15 minutes to present their project/event to the DMC.

Successful applicants will be notified by letter (Appendix D) of the amount of the approved grant, the deadline for spending the funds and the requirement to complete and submit a final report (Appendix E). The DMC will pay out 90% of the grant allocation upon approval and the additional 10% of funds pending receipt of a final report. The applicants will be required to sign an approval letter agreeing to submit a final report including a declaration for any revenues generated.

Unsuccessful applicants will be notified by letter that they were not successful in obtaining funds from the DMC (Appendix F).

The DMC will send the Town of The Pas a signed copy of the resolution for any approved grants so that payment can be prepared (Appendix G).

5. Electronic voting

- Small Grant Applications may be voted on by electronic email vote, provided there is a motion made and carried by the DMC to review the application due to time constraints. If there is no successful motion to review the application and vote electronically by email, the application will be reviewed at the next regularly scheduled DMC meeting. All motions and votes will be recorded by the Secretary or Chair using the Email Survey & Vote Form (Appendix H), and the motion to approve or deny the grant will be ratified at the next regular Destination Marketing Committee meeting.
- Applications under \$5000 may be voted on by electronic email vote, provided there is a motion made and carried by the DMC to review the application due to time constraints. If there is no successful motion to review the application and vote electronically by email, the application will be reviewed at the next regularly scheduled DMC meeting. All motions and votes will be recorded by the Secretary or Chair using the Email Survey & Vote Form, and the motion to approve or deny the grant will be ratified at the next regular Destination Marketing Committee meeting.

6. Final Reports

All grant recipients will be required to complete a final report using the Final Report Template prior to receiving the final 10% hold back. The final report must be submitted within 60 days of the completion of the project/event and must include:

- Name of group/organization and event/project, including name of person filling out report and brief description of event/project
- Number of local and out-of-town participants

- Types of media and advertising that were used to promote project, acknowledge the DMC contribution, and promote the community
- Evidence that local facilities, venues, accommodations, retailers, businesses and services were utilized for the project/event and that there was an increase in their revenue due to the project/event
- Evidence that the project met the purpose/goals outlined in the application including attracting visitors and promoting The Pas as a desirable tourist destination
- Detailed list of actual project expenses including proof of expenditure of DMF, copies of original receipts, and a declaration for any revenues generated from the project/event

Grant recipients who require an extension will be required to make a request in writing to the DMC with the reason for the extension. Grant recipients will be provided with a reminder of the requirement to submit the final report and may be provided a one-time 30 day extension (Appendix I). Grant recipients who submit a final report more than 90 days after the completion of their project/event will not be eligible to receive the 10% holdback on funds.

Grant recipients who fail to submit a final report including declaration for any revenues generated will not be eligible to apply for future funding from the DMC.

Completed Final Reports will be reviewed by the DMC and if satisfactory, a resolution will be sent to Council to approve the payment of the 10% holdback (Appendix J)

7. Projects/Events that generate revenues

Generated revenues are income produced by the project/event (after expenses) such as admission/ticket revenues, sale of food/drinks, raffles or other fundraisers during the project/event, etc.

Projects/Events that are projected to generate revenues that are more than 50% of the total project expenses will not be supported by the DMC. Where the projected generated revenues cover less than 50% of the total project expenses, the DMC will only approve a total of 50% of the expenses that are not covered by generated revenues. For example, the applicant is projecting 20% of their expenses will be covered by revenues, the DMC would approve 40% of the total project budget.

8. Returning Grant Funds

DMF that are not expended within 30 days of the completion of the project/event must be returned to the DMC.

8.1 Process for grant recipients who do not expend funds by end of project/event

Grant recipients will be reminded by letter (Appendix K) regarding the conditions of their grant approval and will be asked to return any unused DMC funds. Unused funds must be returned within 30 days of the date of the letter.

Applicants who wish to apply for a deadline to expend the grant funds must make a request in writing to the DMC Chair. The request should be made before the project/event end date that was listed on the approved application. The DMC Chair will forward the request to the Committee for discussion and final decision.

8.2 Process for grant recipients who do not expend funds according to approved expenses

Grant recipients must request approval in writing from the DMC to expend funds for expenses that were not approved in the grant application. The request should be sent to the DMC Chair who will send the request to the DMC for discussion and final decision. Grant recipients will be notified in writing regarding the DMC's decision.

Grant recipients who do not expend the funds as approved in the grant application, and do not request approval from the DMC to expend the grant otherwise, may be asked to return the full or partial grant amount (Appendix L). The group/organization will not be eligible to apply for funding from the DMC for a minimum of 5 years and will not be eligible for the final 10% holdback.

Appendices

Appendix A – DMC Grant Application

Town of The Pas Destination Marketing Fund Grant Application

What is the Destination Marketing Fund?

The Destination Marketing Fund was created within the Accommodation Tax By-Law of the Town of The Pas, 25% of all accommodation taxes collected are placed in this reserve. The fund was established with the purpose of providing financial means to promote economic development in The Pas by increasing visits to the community and business travelers which would generate overnight stays, visits to restaurants, shopping revenues and make visitors feel safe and welcome in our community.

What are the Town of The Pas' Economic Development priorities in relation to Destination Marketing?

1. Promoting and supporting events and projects that bring visitors to our community which generate overnight stays, visits to restaurants and shopping revenues for the businesses in our community.
2. Promoting and supporting projects and events that enhance community beatification, image and pride that will make visitors want to come back to our community and will help to promote The Pas as a desirable tourist destination
3. Promoting and supporting recreation driven projects/events that will make visitors want to come back to our community and will help to promote The Pas as a desirable tourist destination.
4. Support projects that promote the Town of The Pas as a desirable destination for meetings, conventions, business, sports, special events, groups and leisure travellers to increase visitation and tourism expenditures.

Who can apply?

Not for profit and charitable community-based organizations that are incorporated (excluding faith based organizations) and will work to promote and enhance tourism for the Town of The Pas.

What kinds of projects are eligible?

- Projects and events that bring visitors to the community and generate overnight stays and revenues for local businesses
- Projects that enhance community beautification, image and pride that will make visitors feel safe and welcome in our community and help make The Pas a desirable tourist destination
- Projects that promote The Pas as an attractive tourist destination and/or advertise The Pas as a desirable tourist destination
- Projects that will utilize existing community venues to host meetings, conventions, sporting events and other special events which will bring visitors into our community
- Recreation based projects and events which bring visitors into our community which help to generate overnight stays and increased revenues for local businesses

All projects must be able to demonstrate community support and address areas that demonstrate a high need.

Projects must take place within the municipality of the Town of The Pas.

Providing a list of contributions from other funding sources would be advantageous to your application.

Town of The Pas Destination Marketing Fund Grant Application

Eligible costs include:

- Project supplies
- Venue Rental
- Food and Beverages
- Capital Costs
- Promotional and advertising materials
- Honoraria
- Entertainment
- Repairs and renewal
- Contract work

Preference will be given to applications that support shopping locally and utilize community businesses and residents to complete their projects and events when possible.

Costs that are not eligible:

- Contributions to wages
- On-going operating expenses
- Repairs or redevelopment of private property
- Projects already completed
- Costs of organizing a project or event

How do you apply?

Applications are available at the Town of The Pas Office (81 Edwards Ave), or on their website at www.townofthepas.ca. If you have any questions, please call 627-1100 or email dmcommittee.thepas@gmail.com

When are applications accepted?

Applications are reviewed on a quarterly basis, intake deadlines are March 1st, June 1st, September 1st and December 1st. We ask that all applications are submitted a minimum of 90 days prior to your event to give adequate time for review. Please note that the approval process can take anywhere from 30-60 days after the intake deadline. Applications should include at least 2 support letters from other community groups and organizations for any event or project.

How are successful grants paid?

If your application is approved your organization will be notified with an approval letter and asked to sign a Memorandum of Understanding (MOU). Once the agreement is signed your organization will be provided with a cheque for 90% of the total approved amount.

Upon the project or event completion the remainder 10% of the grant will be disbursed when:

- ✓ You have submitted a financial report/statement with copies of original receipts and invoices proving the expenditure of the total grant amount and listing all other contributions received
- ✓ A final report is submitted including evaluation of the project/event within 30 days of the completion of the project/event
- ✓ A declaration of any revenues generated is submitted

Any funding proved not to be spent must be returned to the Destination Marketing Fund within 45 days of the completion of the project. Projects that are not completed within the timeframe outlined can ask for an extension, if an extension is not requested or is not approved all funds must be returned. Projects must be completed with all funds being spent within one year of approval, any projects that are not completed will be considered expired and must return the funds provided by the Destination Marketing Committee.

Applications that are not approved will also receive notice by letter that they will not be receiving funding.

Town of The Pas Destination Marketing Fund Grant Application

SECTION A **- APPLICANT**

Project Title:

Name of Organization and brief description:

Physical location where project will take place:

Please list two individuals with signing authority for this project. Also, list all persons on the planning committee for this project and their role.

Primary Contact (This is the individual and mailing address that the committee decision will be mailed to)

Name: Position:

Address:

Phone: E-mail:

Secondary Contact (This is the individual that will be contacted should the first person not be available)

Name: Position:

Address:

Phone: E-mail:

Town of The Pas Destination Marketing Fund Grant Application

SECTION B– INTRODUCTION

a) Project Start

Date: Project Completion Date:

b) Describe the target group that the project will serve.

c) How will you target visitors to The Pas? How will you attract them to your project/event?

d) What community and other support is there for your project? (Please accompany with at least 2 letters of support)

Town of The Pas Destination Marketing Fund Grant Application

SECTION C - PROJECT OVERVIEW

- a) **What is the purpose or goal of your project?**
- b) **Describe the project activities and timeline. How will the project accomplish it's purpose/goals?**
- c) **Please identify who will be involved in completing the project and the number of The Pas' residents involved.**
- d) **How will this project promote The Pas and attract visitors to our community?**
- e) **What local facilities and accommodations will be used?**

Town of The Pas Destination Marketing Fund Grant Application

F) Number of estimated participants from the community (including OCN and the RM)

Number of estimated participants from outside the community (not including OCN, the RM and Town of The Pas)

Total estimated number of participants

g) If this is not a first time event, please provide a history of your event.

h) Is there potential for this event or project to result in other events being hosted in The Pas?

i) What type of media exposure and advertising will you be using to promote this project/event? (Please provide samples/copies of any media exposure or advertising IE: posters, social media posts with engagement statistics, etc)

j) Please fill out the project budget on the next page or you may submit your own project budget. You must also submit quotes for all expenses, a list of all materials and supplies that are contributed in-kind and your organizations most recent financial statements.

Town of The Pas Destination Marketing Fund Grant Application

SECTION D – PROJECT BUDGET

- a) Please list and itemize ALL project expenses. Include cash and in-kind contributions being supplied by your organization as well as cash and in-kind contributions from other partnering groups and funders. Projects that can demonstrate matching contributions cash, in-kind or a combination of both show community support and buy-in.

Expenses (Provide an itemized listing of project costs e.g. Materials, Supplies, Equipment, Advertising, Other)	Total Cost	Amount Requested from Destination Marketing Fund	Organization / Partner Contribution	
			Cash	In-kind

b) **Total Funding Request from The Destination Marketing Fund \$** _____

c) **Total Project Cost \$** _____

d) **Total Revenues generated by your organization this past fiscal year \$** _____

- e) **Other Funding Sources:** List all funding that you have received, applied for, or intend to apply for to support this project. Include all financial contributions and in-kind contributions (donations of equipment, labour, etc.).

Organization Name	Funding		Confirmed (yes/no)
	Cash	In-kind	

Town of The Pas Destination Marketing Fund Grant Application

SECTION E – TERMS AND CONDITIONS OF SUCCESSFUL DESTINATION MARKETING FUND GRANT APPLICATIONS

Successful applicants will be required to:

1. Submit a financial report or financial statements with copies of original receipts/invoices proving the expenditure of the total grant amount, and listing all other contributions received.
2. Complete the Final Report attached to the Acceptance Letter within 30 days of the completion of the project/event (including the number of visitors from out of town, overnight stays generated and increase in traffic to restaurants and shopping venues).
3. If applicable, complete a declaration for any revenues generated (generation of revenues may not impact grant distribution).

By signing below, I hereby agree to the above terms of the grant issued by the Destination Marketing Committee.

SECTION F - PROJECT SUBMISSION CERTIFICATION

This Application to the Destination Marketing Fund is Legally Submitted By:

Authorized Project Representative 1

Position Title

Signature

Date

Authorized Project Representative 2

Position Title

Signature

Date

Appendix B – DMC Grant Short Application for Projects \$500 and Under

TOWN OF THE PAS DESTINATION MARKETING FUND SHORT APPLICATION - FOR REQUESTS \$500 AND UNDER

Name of Group or Organization Applying:		
Contact Person (with Signing Authority):		
Email:	Phone:	
Name of Project:		
Location of Project (Please list any local facilities and accommodations being used):		
<input type="checkbox"/> Hotels <input type="checkbox"/> Arena <input type="checkbox"/> Wellness Centre/Pool <input type="checkbox"/> Halls <input type="checkbox"/> Schools <input type="checkbox"/> Green Space <input type="checkbox"/> Other (Please list)		
Project Dates	Start:	End:
Brief Description/Goals of Project:		
How will this project promote The Pas and attract visitors to the community?		
Estimated # of local attendees:		
Estimated # of visitors/tourists:		
What types of media exposure and advertising will be used to promote your project and The Pas?		
<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Snapchat <input type="checkbox"/> Google <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Newspaper <input type="checkbox"/> Other (Please list):		
Please list all Community Support for this project:		
<input type="checkbox"/> Town of The Pas <input type="checkbox"/> Rotary <input type="checkbox"/> Kinsmen/Kinettes <input type="checkbox"/> Schools <input type="checkbox"/> Hotels <input type="checkbox"/> Kelsey Recreation <input type="checkbox"/> Chamber of Commerce <input type="checkbox"/> Other service clubs/community groups/organizations (Please list):		
Total Project Cost:	Amount being Requested from DMC:	
Amount your organization is contributing to the project:		
Total revenue generated by your organization in the last fiscal year:		
Funds from the DMC will be used for:		
<input type="checkbox"/> Venue Rental <input type="checkbox"/> Project Supplies <input type="checkbox"/> Food/Drinks <input type="checkbox"/> Entertainment/Performer <input type="checkbox"/> Honorariums <input type="checkbox"/> Capital Costs <input type="checkbox"/> Promotion/Advertising <input type="checkbox"/> Other (Please list):		

Please list your other funding sources, including the amount requested, and whether or not the funding has been confirmed:	
Is there potential for this project to result in other events being hosted in The Pas? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Terms and conditions of Destination Marketing Fund Grants issued by the Destination Marketing Committee (for successful applicants only): Submitting a financial report with copies of original receipts and invoices proving the expenditure of the total grant amount and listing all other contributions received. Completing the Final Report attached to the Acceptance Letter within 30 days of the completion of the project/event (including the number of visitors from out of town, overnight stays generated and increase in traffic to restaurants and shopping venues) and completing a declaration for any revenues generated (generation of revenues may not impact grant distribution).	
By signing below, I hereby agree to the above terms of the grant issued by the Destination Marketing Committee. Date:	
Authorized Project Representative (Print)	Authorized Project Representative (Signature)

Appendix C – Letter to Unsuccessful Applicants: Missing Info/Incomplete Grant Application



Date

Primary Contact Person

Organization/Group Name

RE: Project/Event Title

Thank you for your application to the Destination Marketing Committee on behalf of
Organization/Group Name in the amount of \$(Amount applied for) for the Project/Event Title.

We regret to inform you that the Destination Marking Committee is not able to fund your project at this time. The Committee reviewed your application, and it was determined that the application was not complete and did not provide all of the required information.

We wish you all the best with your project and would encourage you to apply for any future projects that meet the mandate of the Destination Marketing Fund.

Please do not hesitate to contact me with any questions you may have.

Name of Secretary/Chair/Treasurer
Title

Appendix D – Approval Letter for Successful Applicants



Date

Name of primary contact

Name of group/organization

Thank you for your application to the Destination Marketing Committee on behalf of Name of Group/Organization for \$(Amount applied for) for the Project/Event Title.

We are happy to inform you that we will provide \$(Approved amount) for the Project/Event Title. We will disperse 90% of the amount initially, and the remaining 10% upon completion of the project and submission of a final report.

Should the initial 90% of the grant not be able to be used for the project as described in the original application, all funds must be returned to the Destination Marketing Committee unless otherwise communicated by the Destination Marketing Committee Chair.

Upon completion of the project, the remainder of the grant will be dispersed upon receipt of a final report. Name of Group/Organization will be responsible for:

1. Submitting a financial report/statement with copies of original receipts and invoices proving the expenditure of the total grant amount and listing all other contributions received.
2. Final report including evaluation of the project/event within 30 days of the completion of the project (The Final Report template can be found on the Town of the Pas website <https://townofthepas.ca/destination-marketing-committee-dmc>).
3. Submitting a declaration of any revenues generated from the project.

Please do not hesitate to contact me with any questions you may have.

Name of Secretary/Chair/Treasurer
Title

By signing below, I hereby agree to the above terms of the grant issued by the Destination Marketing Committee.

Representative/Recipient Name (Print)

Title/Position

Signature

Date

Appendix E – Final Report Template

TOWN OF THE PAS DESTINATION MARKETING FUND FINAL REPORT

(Please note that the boxes will expand as you type if you need more space in any of the sections)

Name of Group or Organization:	
Name of Project:	
Date of Project:	Location of Project:
Name of person completing report:	
Please briefly describe how the project met the goals that were identified in your grant application:	
How did this project promote The Pas and attract visitors to the community?	
Please list all local facilities and accommodations that were utilized for the project/event: <input type="checkbox"/> Hotels <input type="checkbox"/> Arena <input type="checkbox"/> Wellness Centre/Pool <input type="checkbox"/> Halls <input type="checkbox"/> Schools <input type="checkbox"/> Green Space/Parks <input type="checkbox"/> Ball Diamonds <input type="checkbox"/> Skate Park <input type="checkbox"/> Spray Park <input type="checkbox"/> Walking Path/Trails <input type="checkbox"/> Other (Please list):	
Is there supporting documentation that shows your project/event generated an increase in overnight stays in local hotels and increased revenues for local restaurants, businesses, and shopping venues? <input type="checkbox"/> No <input type="checkbox"/> Yes (Please describe) (Supporting documentation can include letters from local hotels, businesses, or restaurants, tourist surveys, etc.)	
Number of local attendees/users:	Number of visitors/tourists:
What types of media exposure and advertising were used to promote your project and The Pas? <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Snapchat <input type="checkbox"/> Google <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper <input type="checkbox"/> Other (Please list):	
How was The Pas Destination Marketing Fund promoted and recognized as a sponsor for the project/event?	
Total Project Cost: Please submit original receipts.	Total Revenues Generated: (Please include all revenues generated by the project/event along with other donations, grants, and any other financial contributions)
Total amount your organization contributed to the project:	
Funds from the DMC were used for: <input type="checkbox"/> Venue Rental <input type="checkbox"/> Project Supplies <input type="checkbox"/> Food/Drinks <input type="checkbox"/> Honorariums <input type="checkbox"/> Entertainment/Performer <input type="checkbox"/> Capital Costs <input type="checkbox"/> Promotion/Advertising <input type="checkbox"/> Other (Please list):	
Did the project/event result in other events/projects being hosted in The Pas? <input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, please describe the projects/events that will be hosted):	
The organization agrees to return any grant funds that were not used within 30 days of the end of the project/event. The final report is due 30 days after the project/event completion.	
By signing below, I solemnly swear that all information provided in the final report is factual and accurate to the best of my knowledge.	
Date: _____	
Authorized Project Representative (Print)	Authorized Project Representative (Signature)

Appendix F – Letter to Unsuccessful Applicants



Date

Primary Contact Person

Organization/Group Name

RE: Project/Event Title

Thank you for your application to the Destination Marketing Committee on behalf of Organization/Group Name in the amount of \$(Amount applied for) for the Project/Event Title.

We regret to inform you that the Destination Marketing Committee is not able to fund your project at this time. The Committee reviewed your application, and it was determined that the application does not meet the mandate of the Destination Marketing Fund.

According to Town of the Pas By-Law 4535, the Destination Marketing (Reserve) Fund was established for the purpose of promoting economic development by increasing visits to The Pas which generate overnight stays, visits to restaurants and to local shopping venues. Unfortunately the committee determined there was not enough evidence to support an enhancement of community beatification, image and pride that would help to promote The Pas as a desirable tourist destination.

We wish you all the best with your project and would encourage you to apply for any future projects that meet the mandate of the Destination Marketing Fund.

Please do not hesitate to contact me with any questions you may have.

Name of Secretary/Chair/Treasurer
Title

Appendix G – Resolution to pay initial 90% of grant amount



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Destination Marketing Committee

Resolution: Proposed at the DMC Regular Meeting on (Date).

That the DMC pay an \$(amount approved) grant to (Name of Organization/Group) with 90% of the funds to be paid out immediately and 10% of the funds to be paid upon receipt of a final report.

Moved by (Name), seconded by (Name)

Motion carried.

Name of Secretary, Chair or Treasurer

Appendix H – Electronic/Email Voting Form



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THE PASS, MB

EMERGENCY EMAIL SURVEY & VOTING RESULTS

AGENDA ITEM:

Name	Approve	Deny	Comments

Date of Survey:

Survey Conducted By:

Motion:

Moved by:

Seconded by:

Motion ratified at the Destination Marketing Committee Meeting held on _____.

Appendix I – Reminder for Submission of Final Report



Date

Name

Chairperson/Title

Organization Name

RE: Name of Project

Dear Name,

As you are aware, on (date grant was approved), the Destination Marketing Committee approved your grant application on behalf of the Organization Name. The grant was approved in the amount of \$00.00 for the Project Name.

As indicated in the "Letter of Acceptance", 90% of the funds were disbursed for the Project Name and the remaining 10% would be released upon submission of a final report and proof of expenditure of the complete grant amount. To date, the Destination Marketing Committee has not received the required Final Report and Proof of Expenditure for the initial 90% of funding.

Please provide the Destination Marketing Committee with a Final Report and Proof of Expenditures (financial report or statements), including declaration of any revenues generated (if applicable).

Should a final report not be received by (1 month from date on letter), Organization Name may not be eligible to apply for further grants from the Destination Marketing Fund and the remaining 10% of the grant will be forfeited.

Please do not hesitate to contact me with any questions you may have.

Name of Secretary/Chair/Treasurer

Title

Appendix J – Resolution to pay 10% holdback



Destination
Marketing
Committee
THE PAS, MB

Destination Marketing Committee

Resolution: Proposed at (Date of Meeting) Meeting.

That the DMC pay the 10% hold back of \$(10% holdback amount) to (Name of Organization/Group) for (Project/Event Title).

Moved by (Name), seconded by (Name)

All in favour, motion carried.

Name of Secretary/Chair/Treasurer
Title

Appendix K – Letter to Return Unused Funds to DMC



Date

Primary Contact Person
Organization/Group Name

RE: Project/Event Title

As you are aware, on (Date grant was approved), the Destination Marketing Committee approved your grant application on behalf of the (Organization/Group Name). The grant was approved in the amount of \$(Approved amount) for the (Project/Event Title).

At that time 90% of the funds were disbursed for the (Project/Event Title) and the remaining 10% would be released upon submission of a final report and proof of expenditure of the complete grant amount. To date, the project has not been completed, the funds have not been used and no report has been submitted to the Destination Marketing Committee with updates for this project.

As indicated in the “Letter of Acceptance”, should the initial 90% of the grant not be able to be used for the project as described in the original application, or used within one year of receipt, all funds must be returned to the Destination Marketing Committee unless otherwise communicated by Destination Marketing Committee Chair.

Please accept this as a formal request that the \$(Grant amount paid) be returned to the Destination Marketing Committee immediately.

Please do not hesitate to contact me with any questions you may have.

Name of Secretary/Chair/Treasurer
Title

Appendix L – Letter to request return of funds not spent according to grant approval



Date

Primary Contact Person

Organization/Group Name

RE: Project/Event Title

As you are aware, on (Date grant was approved), the Destination Marketing Committee approved your grant application on behalf of the (Organization/Group Name). The grant was approved in the amount of \$(Approved amount) for the (Project/Event Title).

At that time 90% of the funds were disbursed for the (Project/Event Title) and the remaining 10% would be released upon submission of a final report and proof of expenditure of the complete grant amount. According to the Final Report submitted by your group, the funds were not spent as approved in your grant application and you did not obtain permission from the DMC to reallocate the grant funds.

As indicated in the “Letter of Acceptance”, should the initial 90% of the grant not be able to be used for the project as described in the original application, or used within one year of receipt, all funds must be returned to the Destination Marketing Committee unless otherwise communicated by Destination Marketing Committee Chair.

Please accept this as a formal request that \$(Amount the DMC is requesting be returned) be returned to the Destination Marketing Committee immediately.

Please do not hesitate to contact me with any questions you may have.

Name of Secretary/Chair/Treasurer

Title