



POLICY

Effective Date: September 27, 2010

Amended: June 24, 2013

Amended: October 27, 2014

Amended: October 10, 2017

Amended: April 23, 2019

Amended: March 22, 2021

Amended: October 11, 2022

POLICY TITLE: Tourism Enhancement Grant Program

POLICY NUMBER: 12-020

POLICY PURPOSE:

To establish terms of reference for the Tourism Enhancement Grant Program.

POLICY:

1. The Tourism Enhancement Grant Program was established to enhance and encourage partnerships with local non-profit organizations to enhance tourism related events and/or products. The program is intended to create a partnership in promoting local events to potential audiences outside the local area and/or to provide financial assistance to help develop projects and initiatives that enhance the experience of tourists and/or increase tourism in the area.
2. Funds can be applied for by any non-profit organization that is enhancing tourism in the area. Applications must be submitted using Schedule "A" Tourism Enhancement Grant Program Application Form and provide all required information.
3. Applications to the Tourism Enhancement Grant Program will be considered on a case-by-case basis. The Whitecourt Tourism Committee (herein referred to as the Committee) reserves the right to refuse any application. The Committee also reserves the right to impose conditions of whatever nature or kind that they deem appropriate.
4. In considering an application, the Committee will have general regard for, but not be bound by the following considerations:
 - the ability to draw visitors to Whitecourt;
 - the feasibility of the project, and;
 - the Committee's existing budget.
5. Funds can be used to market and/or advertise an event that will promote Whitecourt.



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6. All advertising must include the Whitecourt and Whitecourt Tourism logos recognizing the grant contribution from the municipality. An electronic file which includes the logos will be provided to approved recipients which is to be used on promotions to meet this requirement.
7. The Committee reserves the right to limit financial support based on project benefits and outstanding program commitments already approved.
8. The Committee reserves the right to assess the reasonableness of costs and which costs are eligible under the terms of the program.
9. All submissions must be completed in writing and include all required supplementary documentation including budget. The Committee may request additional information in support of the project.
10. Organizations that receive funding through Tourism Enhancement Grant Program agree to submit a wrap up report and a final financial report to the Committee within 120 days after the event or project is completed.
11. All grants are at the discretion of Town Council, and may be refused for any reason. The Committee and Council may also impose conditions it thinks appropriate with the granting of funds.
12. Organizations that have overdue or incomplete reporting relating to a previously approved Town of Whitecourt grant project will be considered ineligible.
13. The Committee will consider any applications by organizations, including non-profits that will enhance existing grounds or locations. The organizations will be required to provide business and marketing plans, and financial statements as outlined in Schedule "A" Tourism Enhancement Grant Program Application Form.
14. Signage must be placed at the site noting Whitecourt's partnership.

REFERENCE:

- Schedule "A" Tourism Enhancement Grant Program Application Form
- Schedule "B" Tourism Enhancement Grant Application Rating Sheet
- Schedule "C" Tourism Enhancement Grant Final Reporting Document