



## Town of Digby and Municipality of Digby Marketing and Promotion Levy

### Core funding application

Deadline for application is February 28<sup>th</sup> of each year.

Core funding is meant to support the core basics for a not-for-profit organization dedicated to promoting tourism in the Digby Area. These items include but are not limited to items such as website maintenance fees, tourism guide expenses, directors insurance, lease/rental/office expenses, core staff expense.

#### Core funding questions:

##### 1. Organization Information

Name of organization: \_\_\_\_\_

Full Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

2. Amount of funding being requested: \_\_\_\_\_

3. Please provide a description of your organization that includes your raison d'être/mandate, core activities, and shows your level of area/industry involvement.

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4. Please provide a detailed financial statement that includes each item needed to fund your core budget needs. Please include here any funding sources you intend to approach/include. Please try to include detailed expenses. (i.e. brochure expense: include costs of development/design, how many printed, distribution cost. For staff member expenses: please include a job description that details their core tasks and pay (hourly or salaried, how many hours weekly). A portion of the core staff expense can include project management.)

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5. What measurables do you plan to use to measure effectiveness? (i.e. brochure expense: how many brochures have been distributed and where. For core funding that includes website maintenance/social media and similar you could include basic website/social media statistics regarding website visitation/social media post viewings, reach of social media posts (which countries, demographics). This will satisfy the core funding effectiveness measurable.)

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6. Grant recipients shall submit a final report prior to March 31st of the year following the year of receipt of the grant. The report shall include details on how the funds were used and must also provide measurable outcomes that demonstrate the effectiveness of the funding (e.g., distribution numbers, audience reach, participation statistics, or other relevant performance indicators).

**Failure to provide a final report may impact future eligibility for funding.**

Completed form can be submitted to the Town of Digby, P. O. Box 579, Digby B0V 1A0 or dropped off to the Town Hall 147 First Avenue. On or before February 28 of each year.