
Policy: Tourism & Events Support Policy
Main Contact: Economic Development Officer
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Policy Statement

The Town of Renfrew is committed to supporting efforts to grow the tourism economy in the Town of Renfrew. This support enables these organizers to leverage other funding, increase attendance, and improve marketing, resulting in increased visitor attraction and community engagement.

Purpose

This policy provides guidance on tourism & events grants and sponsorship opportunities in support of Council’s strategic priorities, including economic development.

It provides a framework to evaluate and consider applications against the strategic goals of the Town of Renfrew, specifically adopted by Council.

Definitions

“**Event**” means a civic event, such as Canada Day, fair or festival undertaken in the Town of Renfrew.

“**Applicant**” means the organization, individual or collective receiving support.

“**Town**” means the Corporation of the Town of Renfrew.

“**Sponsorship**” means a financial contribution toward an event in exchange for some form of recognition.

Policy Requirements

Qualifications for Support

1. The applicant must be an organization, individual or collective operating in the Town of Renfrew.
2. Events must occur in the Town of Renfrew.
3. The applicant must fill out an application outlining the event sponsorship package and describing how it will attract visitors to the Town of Renfrew.
4. The applicant must provide financial statements as well as annual and/or detailed project budgets, demonstrating good financial management.
5. An event must clearly demonstrate how the funding will leverage other funding, increase attendance, and/or improve marketing.

Criteria

6. Applications will be evaluated on a first come, first serve basis for approval by the Community Services and Economic Development Committee, based on the following criteria:
 - demonstrated need
 - visitor attraction, increased attendance, improved marketing
 - promotion of the Town
 - good financial management and organizational ability.
7. The Tourism and Events Grant is a discretionary program with limited funding and in-kind allocations. In some cases, a project that meets all program criteria may not be approved for funding as other projects may more effectively meet the criteria.

Contributions

8. Requested in-kind contributions from the Town of Renfrew may include:
 - Fee waivers
 - Facility use
 - Programming to support the event
 - Marketing – use of Town’s digital signage, social media platforms and/or website for promotion
 - Assistance of Town staff to provide guidance and resources on topics including, but not limited to marketing, volunteer recruitment and event organization
 - Logistical support by Town staff (setting up barricades, garbage cans, etc.).

Grant Categories

9. The following strategic priorities are identified in keeping with the strategy of continuing to make Town of Renfrew a destination for visitors:
 - Music and cultural events
 - Events that support active transportation and health & well-being
 - Civic events geared to the community, such as seasonal events and holiday celebrations.

Ineligibility

10. Contributions cannot be used:
 - To cover deficits
 - To retire debts
 - To increase endowment funds
 - To fund activities that serve primarily the membership or purposes of religious or political organizations.
11. Organizations/individuals/collectives who fail to provide satisfactory reports, including financial statements, as to the success of the previous year and specifically with respect to the allocation of grant funds, will not be eligible for funding in further years until such time proper documentation is remitted and evaluated.
12. Organizations/individuals/collectives that can operate and provide an adequate level of service without public support and who cannot demonstrate need will not receive funding.
13. The funding generally cannot be used in such a fashion to achieve an operating surplus that can be donated to a separate group or entity.

Reporting

14. Each grantee will be required to submit a final report outlining how the contributions were used, how the event contributed to Council's strategic priorities, as well as a final budget summary and attendance.

Acknowledgement

15. The Town of Renfrew's contribution will be acknowledged through the inclusion of its logo and/or advertisement on event promotional materials, including posters and guides.

Monitoring

The Director of Library and Community Services shall be responsible for receiving complaints and/or concerns related to this policy.

Authority

This policy is established pursuant to Section 107 of the Municipal Act, 2001 which allows a municipality, subject to section 106, to make grants, on such terms as to security and otherwise as the council considers appropriate, to any person, group or body, including a fund, within or outside the boundaries of the municipality for any purpose that council considers to be in the interests of the municipality.

Contact

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Change History

Policy Name	Effective Date	Significant Changes	By-law No.
Tourism & Events Grant	January 1, 2024	New policy	105-2023