



Sundre Event Development Initiative Fund

Sundre Event Development Initiative Fund (SEDIF Grant)

APPLICATION FORM

What is the Sundre Event Development Initiative Fund (SEDIF)?

Sundre Economic Development offers funding to community groups, organizations, or individuals staging an event or activity that will encourage positive economic activity in the community. The purpose of this grant is:

- To draw awareness to Sundre and encourage visitation of Sundre;
- To draw an influx of tourism revenue;
- To showcase to visitors the high quality of living in Sundre;
- To reinforce culture, arts, and amenities within the Sundre area; and
- To promote the community as a place to visit, invest and live.

This grant seeks to achieve these goals by supporting events and festivals that show good potential to contribute to Sundre's culture and to assist event organizers in attracting many visitors from a minimum distance of over 40 kilometres (km) away from the town.

This funding is allocated via the enclosed grant application process that is managed by the Town's Economic Development Officer.

Who may apply?

Applications may be submitted by local organizations, groups, or individuals. Individuals submitting applications may be requested to provide extra detail.

Criteria & eligibility for funding

Grants are awarded at the discretion of Town Council, based on the following criteria:

- Maximum payout of \$2,500 per event or festival.
- Events that have taken advantage of the grant program more than 2 years in a row will only be eligible up to \$1,500 per event or festival.
- Events must be open to the public (i.e. not a hockey tournament).
- At minimum, an estimated 25% of attendees to the event must come from more than 40 kilometres distance from Sundre.
- The Downtown Area Revitalization Committee determines funding based on the following equation:
(# of visitors from more than 40 km away X \$20 = eligible amount, up to \$2,500)



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- Any event may apply – this is not just for events in their first year.
- The event or festival must be hosted within Sundre.
- An event permit must be obtained through Town administration to be eligible (if applicable).
- Acknowledgement of the partnership between your event and the Town of Sundre, via the SEDIF grant, must be included in all visual advertising. Acknowledgement can be via the inclusion of the Town of Sundre logo. Examples of advertising including the logo will need to be submitted to qualify for issuance of the grant monies.
- **Funds will not be dispersed if a proper financial and post-event report is not submitted on time.**

Events that are staged primarily for the local community audience and not promoted beyond 40 km from Sundre, are not eligible.

In all cases, applicants must show how they plan to promote the event beyond the 40 km minimum distance from Sundre.

We strongly encourage advertising on social media and the development of a website to help ensure advertising is successful.

Note: This program is subject to funding availability and may be cancelled at any time.

A. Application Process

Application forms should be submitted 60 days prior to Event date. Grant applications will be reviewed as received by Sundre Economic Development within 30 days. Applications can be submitted to the Town of Sundre Economic Development Officer in person, via email, by mail or by fax.

Please use the following information for addressing your application package:

Sundre Economic Development Initiative Fund Town of Sundre
Attention: Jon Allan, Economic Development Officer
717 Main Ave West
P.O. Box 420 Sundre, AB T0M 1X0
Fax: 403.638.2100
E-mail: jon.a@sundre.com

Any questions you may have about this fund can be directed to the Town of Sundre's Economic Development Officer by calling 403.638.3551 ext. 111.



B. Applicant Information

Name of Applicant/Organization			
Contact Person		Tel. No.	
Mailing Address			
E-mail Address			
Application Date			
Funding Amount Requested			

C. Event / Activity Details

Name of Event/Activity			
Date of Event/Activity			
Length of Event/Activity	Is this Annual or One Time Only? <input type="checkbox"/> Annual <input type="checkbox"/> One Time		
Venue of Event/Activity			
Is a Copy of the Event Permit Attached?	<input type="checkbox"/> Yes <input type="checkbox"/> No, If no, please explain		
Event/Activity Summary	Please provide a Summary of the Event/Activity		
Expected Attendees	<i>Please provide a realistic estimate of how many attendees you expect to draw.</i>		
	Local (within 40 KM)		Outside (> 40 KM)

- How will this Event / Activity generate economic activity within the Town of Sundre? Please also list any businesses or organizations you have partnered with for this event / activity.



2. Explain why you feel this event will be a draw from outside of Sundre’s normal trading area?

3. How will you promote this Event / Activity outside of Sundre and beyond 40 kms away? Be sure to include types of media and scheduled dates. **Please be as detailed as possible as this question will be one of the key determining factors.**

- *Contact DARC for ideas or assistance on how to extend your advertising reach.*

Sample Advertising Table

Media	Start Date	End Date	Frequency	Distribution	Cost
Digital Sign					
E-mail Newsletter					
Facebook – Free					
Facebook – Paid					
Posters					
Print Advert.					
Radio Advert.					
Website					

4. How will the success of this Event / Activity be tracked?



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5. Describe any experience / capacity / resources that will help you stage a successful event.

6. How will the Sundre Event Development Initiative Grant Contribution be used? Be as specific as possible, and try to include specific amounts derived from quotes.

7. Will you ensure that the SEDIF Grant contribution is acknowledged in print advertising by use of the Town logo if necessary and via other forms of recognition? YES / NO

8. How will you track or confirm the origin of visitors to your event (i.e. via sign in sheet, use of Eventbrite.com, survey, etc.)?

9. Has this event ever received SEDIF grant funding in the past? YES / NO

- *Note: in cases where there are limited funds remaining and an event that has never received SEDIF grant funding previously is being considered during the same meeting, the new event might take funding precedence.*

10. A post event report is required. Do you commit to providing this report including, to the best of your ability, all the items outlined on the Post Event Report Form? YES / NO



D. Sample Event / Activity Budget

A sample Profit & Loss statement is provided below. Please feel free to rather send a P&L report from accounting software, Microsoft Excel templates, etc.

Project Revenue - Please attach a complete and specific Event / Activity budget.

(Please list all projected income/grants/sponsorships/donations.)

SEDIF Grant	\$
	\$
	\$
	\$
TOTAL REVENUE	\$

Project Expenditures

	\$
	\$
	\$
	\$
TOTAL EXPENDITURES	\$



E. Applicant Agreement

I declare that:

- a) I am a duly authorized representative having legal and/or financial signing authority for the following organization: _____
Or
I am an individual working alone and/or with a group of interested individuals, and I am the lead representative of this group, and I confirm that the information contained within this application is true and accurate to the best of my knowledge.
- b) The information contained in this application is true and accurate and endorsed by the above noted organization.
- c) Any grant awarded shall be used solely for the event / activity stated in this application. If funding is not used as specifically intended, or if no post event report is submitted, I understand that I / our group may not be eligible to submit funding applications for any future events.

Signature	Please Print Name	Date
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The personal information requested in this form is collected under the authority of the Municipal Government Act s.3 (b) and under Section 33 of the Freedom of Information and Protection of Privacy Act, and will be used for the purpose(s) of administering the Sundre Event Development Initiative Fund (SEDIF) grant. If you have any questions about the collection of this information, please contact the Economic Development Officer of the Town of Sundre at [403-638-3551 ext. 111](tel:403-638-3551)

OFFICE USE

Date Application Received: _____ Date Approved: _____
Amount Requested: _____ Amount Allocated: _____
Date Funds Dispersal Form submitted to Accounts Payable: _____
Funds Dispersal Form submitted by: _____
Town Logos Supplied: YES / NO Date Post Event Report Received: _____