

# CEM GRANT

## COLLABORATIVE EVENT & MARKETING GRANT

**Get Together And Apply Now For \$400 In Grant Money!**

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### What Is The CEM Grant?

**We believe the BIA is a stronger organization when the members work together!**

Get together with 2 other BIA Businesses, to create a collaborative event and you can apply to receive a \$400 financial grant. Plus receive in-kind support from the Perth BIA.

*The key components of any event or marketing activity is that they align with the VISION, MISSION and MANDATE of the BIA:*

#### VISION

##### OF THE DOWNTOWN HERITAGE PERTH BIA:

A truly successful BIA creates a spirit of cooperation that improves the local community not only for all businesses but for property owners and local residents as well.

#### MISSION

##### OF THE DOWNTOWN HERITAGE PERTH BIA:

The Downtown Heritage Perth BIA represents the downtown core, to serve as the economic, cultural and social anchor for the Town of Perth and to help stabilize and add vitality to the local community.

#### MANDATE

**The Collaborative Event & Marketing Grant supports the following elements that are part of the BIA Mandate:**

- To attract and retain new customers
- To generate greater community interest and pride.
- To promote the Downtown Heritage Perth Business Improvement Area to residents, visitors, tourists and business community.



## How It Works

The Downtown Heritage Perth BIA offers its members the opportunity to apply for and receive a financial grant along with the offer of in-kind support in order to conduct a collaborative event or marketing activity amongst three or more BIA businesses.

The intent of this support is to provide a platform to encourage business owners within the BIA to align with other businesses to conduct collaborative events and marketing initiatives with the assistance of the BIA Board and membership.

These 'grass roots' initiatives will harness the collective entrepreneurial spirit and inherent creativity and motivation of all of the members of the BIA business community in order to increase their success as well as elevate the prosperity of the entire Downtown Heritage Perth BIA. The BIA is a stronger organization when the members work together!

## How To Apply

### There Are 6 Steps To Follow:

#### Step 1

3 or more BIA businesses decide upon an event or marketing idea.

#### Step 2

Conduct detailed planning that could use the funds or support from this program.

#### Step 3

Submit the application no later than 45 days prior to the event to [bia@perth.ca](mailto:bia@perth.ca) Recipients will hear back within 28 days of submission.

#### Step 4

Consult with the BIA Promotions Committee and Coordinator, to promote the activity and access any in-kind support.

#### Step 5

Conduct the event or marketing activity using the funds and/or support provided by the BIA Board.

#### Step 6

Submit a post-event report, 30 days after the event. so that we can all benefit from your experience.



## Application Guidelines

- a. Applications for a collaborative partnership must be submitted using the enclosed form (Annex A)

| Application Submission Deadline (Annex A)   | For collaborative event or marketing activity occurring during this period  | Support available for each application           | Project Review Report Submission Timeline (Annex B)   |
|---|---|--|---|
| Submit to BIA Coordinator <b>no later than 45 days prior</b> to start date of event or advertising activity | January 1 <sup>st</sup> to March 31 <sup>st</sup><br>April 1 <sup>st</sup> to June 30 <sup>th</sup><br>July 1 <sup>st</sup> to September 30 <sup>th</sup><br>October 1 <sup>st</sup> to December 31 <sup>st</sup> | \$400 per event/activity<br><br>In-kind support* | Submit to the BIA Coordinator no later than 30 days after the event or activity has been completed. |

\* Types of in-kind support can vary to include, promotion on BIA website and social media, connecting with the BIA network of service providers and experts, access to Town of Perth services, and others as coordinated through the DHP BIA Promotions Committee and BIA Coordinator ([bia@perth.ca](mailto:bia@perth.ca)).

- b. 3 x \$400 subsidy grants will be available every quarter (Jan – Mar, Apr – Jun, Jul – Sep, Oct – Dec) for a total of \$4800 budgeted annually
- c. Applications must be submitted no later than 45 days prior to the start of the event or marketing activity. The BIA Coordinator will present the application for approval by the Downtown Heritage Perth BIA Promotions Committee.
- d. Applicants that receive financial support will be required to complete the Project Review Report form (Annex B).
- e. Event promotions and advertisements, shall acknowledge the Downtown Heritage BIA for its support. Eg. “This promotion/event is supported by the Downtown Heritage Perth BIA” and must include the DHP BIA logo which can be provided by the BIA Coordinator.



# Eligibility Requirements

**In order for the application to be approved by the DHP BIA Promotions Committee, the following criteria must be met in the application:**

- a. The project must support the DHP BIA Vision, Mission and Mandate as stated at the beginning of this information sheet.
- b. The project must be a collaborative effort between 3 or more BIA member businesses.
- c. The application must be in writing, completed in full and submitted to the BIA Coordinator no later than 45 calendar days prior to the start of the event or advertising activity and will be considered by the Promotions Committee on a **first come first serve** basis. Only three financial grants of \$400 each will be made available each quarter.
- d. All funding shall be for future projects. No retroactive funding will be considered by the DHP BIA.
- e. Funding will be approved only for the quarter (3 month period) when the event or marketing activity will occur. Applicants should receive a response within approximately 28 days of submission. It is important to consider this timeline before submitting an application.
- f. This support is only intended to be supplementary to an organization's main sources of resources. The applicant(s) must demonstrate that they have sought their own resources first (ie. financial, volunteers, staff, equipment rental, etc) to contribute to the overall execution of the activity and that it is not relying solely on the benefits provided by this subsidy.

## **Promotion Committee Guidelines for Application Review**

- a. Funds not applied for and issued will be carried over into the next quarter and will be made available as a part of this subsidy for additional applications. Funds not accessed by the end of the third quarter (less those available in the fourth quarter) may be carried over into the fourth quarter but may also be applied to other BIA Promotions activities at the discretion of the Board to ensure that all funds are expended in support of BIA initiatives.
- b. Preference will be given to first time applicants (ie. two of the three or more businesses involved have not previously applied).



# APPLICATION FORM

Names of the BIA member businesses involved (minimum three):

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_

*If additional space is needed, please add to back of form.*

**Primary contact:**

Name: \_\_\_\_\_

Business name: \_\_\_\_\_

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

**Request the following** (check one or both):

- Financial subsidy
- In-kind support (to be determined with BIA Coordinator)

**Event or project title:** \_\_\_\_\_

**Date of event / project completion date:** \_\_\_\_\_

**Describe the event** (If more space required, attach a separate sheet.)

Total Amount Requested \$ \_\_\_\_\_

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**Anticipated Funding Sources / Revenue:**

1. Estimated Project Costs and Expenses (goods, services and other) Please list:

**TOTAL ESTIMATED EXPENSES** \$ \_\_\_\_\_

2. Sources of funding, not including this subsidy (fundraising, organizers' own monetary investment, other) Please list:

**TOTAL FUNDS** \$ \_\_\_\_\_

3. Brief description of the projected return on investment for this project (ie. key objectives to be achieved, such as increased market expansion, for profit revenue from ticket sales, increased sales of items or services, etc):

**Declaration:**

I, \_\_\_\_\_, declare that to the best of my knowledge, all answers provided in this application, as well as information contained in the attached documentation and materials, are true and complete.

Primary Contact Signature \_\_\_\_\_ Date \_\_\_\_\_



# PROJECT REVIEW REPORT

In order to assess how an project was conducted in order to inform future activities (both recurring and other activities) a review of all BIA funded projects will be conducted by the lead organizer and provided to the BIA coordinator NLT 30 days after the completion of the project (or at the end of the calendar year for projects that span the whole or multiple years).

**Project Name and Dates for Activity:**

Project Goals (what we were hoping to accomplish):

Project Description (how it went?)



Points to Improve for future projects (things we could have done better):

Points to Sustain for future projects (things we did well that we want to do again for future activities):

General comments on the project that will assist others in the conduct of future activities.





**APPLICATION ASSESSMENT FORM**  
*(For use by Downtown Heritage Perth BIA Coordinator)*

Event or project title: \_\_\_\_\_

Date of event / project completion date: \_\_\_\_\_

Date of Application Submission (date received by BIA Coordinator): \_\_\_\_\_

**Primary contact:**

Name: \_\_\_\_\_ Business name: \_\_\_\_\_

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

Criteria for Eligibility:

- Supports the DHP BIA Vision, Mission and Mandate
- The project is a collaborative effort between 3 or more BIA member businesses.
- Complete application submitted in writing and submitted to the BIA Coordinator no later than 45 calendar days prior to the start of the event or advertising activity
- Funding is requested for a future project.
- Funding requested for the quarter (3 month period) when the event or advertising activity will occur.
- Applicant has demonstrated that the financial and in-kind support is only intended to be supplementary to the main sources of resources. The execution of the event or advertising activity should not rely solely on the benefits provided by this subsidy.
- Funds are available on a **first come first serve basis**

BIA Board acknowledges that all criteria for eligibility are met

- Yes
- No



# Remarks

