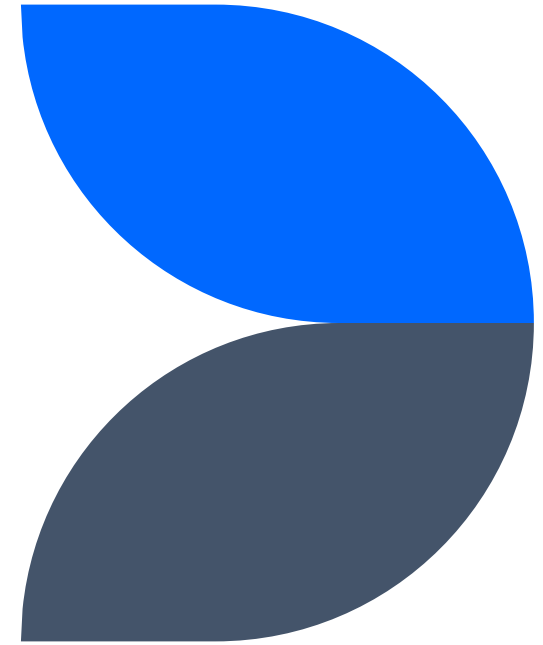


# Grant Writing Workshop

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# Introduction

Please tell us who you are, what organization or project you are working with or hoping to work with.

What are some of the challenges or frustrations you face when writing proposals?

What would you like to get out of this session today?

# Grant Experience

- Worked on over 20 grants/funds, across multiple ministries
- Participate actively in program delivery
- MTCS related grants include:
  - ☐ Reconnect Ontario/ Experience Ontario
  - ☐ Summer Experience Ontario
  - ☐ Tourism Development Fund
  - ☐ Francophone Community Grant Program
  - ☐ Seniors Community Grant Program
  - ☐ Inclusive Community Grant Program

# Agenda

Introduction and Welcome

Tips and Tricks

Application Structure

General Observations

- Case Study: Experience Ontario
- Case Study: Tourism Development Fund
- Case Study: Summer Experience Ontario

Resources: sources for further information

# Tips and Tricks

Prepare your ideas (performance, data, growth, strategy).

Confirm your application is a fit with the program.

Use resources to your advantage. Read carefully.

Answer all questions, use the application as your prompt.

Follow instructions, do not refer to other sections of the document.

The tone of the application should be performance driven not media driven.

Gather materials required and use statistics, economic impact calculators and industry data to support your answers.

# Tips and Tricks

Check your work.

Do not refer to other sections of your application.

Do not copy and paste from previous years, you will miss new questions and/or the competition changes.

Be concise and review character counts.

Do not over promise and do not over describe.

Do not chase the money, stay true to your mission and values.

Befriend TPON (monitor updates, shutdowns, new videos).

# Application Structure

Organization Information, Address and Contact Information

Match these to TPON, be conscious of admin changes

Grant Payment Information

Update all bank account and address changes

Organization Capacity (this is who you are)

Information/description related to the grant (this is your ask)

Partnerships/Performance Metrics, Budget (this is your data)

Declaration/Signing (this is your attestation)

# GENERAL OBSERVATIONS

- Understand the program you are applying for; what is the objective and the priority?
- Pay close attention to the definitions within the application guide.
- Think past the definition and consider your performance metrics, does the program in question truly align with your organization's initiative.
- Consider the event from a marketing perspective.
- Partnerships and collaborations strengthen most applications. It demonstrates community buy in, engagement, maximization of resources, and can act as a potential driver in innovation.
- Grants are not entitlements- priorities, criteria and objectives change.



# Case Study: Experience Ontario

The Ministry of Tourism, Culture and Sport (MTCS) supports destination and product development and investment in Ontario's tourism industry.

The Experience Ontario 2023 program provides support for festivals and events with a **tourism economic impact** to **motivate visitors** to rediscover Ontario, reconnect people with local experiences, and **increase tourism spending**.

# PROGRAM PRIORITIES

Applicants must demonstrate the following in their application:

- Strong organizational capacity for producing successful festivals or events (capacity).
- A solid rationale for the festival or event and its capacity to provide a positive economic impact (event description).
- How the festival or event supports job opportunities for Ontarians in the tourism, culture, and entertainment sectors (partnerships).
- An evaluation plan to report on tourism economic impact and performance metrics, including tourist attendance, revenue, and spending (metrics and impact).

# Evaluation Process and Assessment Criteria

Every application will be evaluated according to how well it demonstrates alignment with program objectives and priorities, and will be scored in accordance with the following assessment criteria:

Assessment Criteria	Application Form Section	Scoring Weight
Organizational capacity	E + Financial Statements	30%
Event description, alignment with program objectives, risk management and contingency plans	G	15%
Marketing plan	H	20%
Partnerships	I	10%
Impact: performance measures + tracking of results	J, K	20%
Event budget	L	5%
Total		100%

# ORGANIZATIONAL CAPACITY

## Core Business:

Describe your organization's core business and explain how the staging of festivals or events for tourists fits within your organization's mandate and strategic plan. Provide your most recent annual revenues and the total share (if any) that comes from festivals or events. For example, Organization X has annual revenues of \$500,000 - approximately 25% comes from festivals or events.)

**Who** the organization is at its core, **what service** does it provide and **to who**? Revert to program objectives and priorities.

# ORGANIZATIONAL CAPACITY

## Governance and Fiscal Management:

List and briefly describe three (3) or more key governance policies and processes that your organization uses to ensure that accountability, transparency and sound financial management are being practiced in all activities and projects.

List the key members of the organization responsible for financial monitoring and reporting for your festival or event, their roles, and outline their experience managing any government funding in the past five years. \*

## Prompts:

Regular monitoring and corrective action

Policies/process for budget management

Oversight by Board or CFO

Reporting to sponsors and funders. Identifying government funder.

# ORGANIZATIONAL CAPACITY

## History of Successful Management of Events:

Describe your organization's history of successfully managing events that are of similar or greater scale to your proposed festival or event in the past five years.

List specific achievements and provide data for event attendance, growth economic impact data, and other benefits to the community/region or province (if applicable).

## Capacity and Ability to Deliver:

Describe your organization's ability to successfully deliver the proposed festival or event. List the key members of the project team, their roles, and outline their experience in producing successful festivals or events. \*

- **Identify key staff**
- **Include skill sets, experience and organizational history for key staff/volunteers overseeing five key management areas.**
- **Financial, program delivery, staffing/HR, site logistics and security.**
- **Third party contract expertise, relationship with event and oversight/reporting to applicant organization staff must also be included.**

# EVENT, ALIGNMENT AND RISK

## Event Description:

- Programming details- schedule and description
- Dates, hours and streaming
- Ticketed and non-ticket, pricing
- Site and visitor services, AODA compliance- program, venue and visitor services
- Health and safety protocols
- Event growth

## Alignment with Program Objectives:

- Explain how you meet each objective with rationale.

## Assess Risk and Identify Contingencies:

- Identify the risks, identify the solutions
- Financial, logistics, operational, environmental, legal issues, security

## I - Partnerships

### 1. Tourism/Hospitality Partnerships

In the following table, list three (3) or more tourism organizations or hospitality businesses that you are partnering with to boost the economic impact of your festival/event (e.g., accommodations, restaurants, attractions).

Indicate the cash or in-kind value of the contribution. Do not include partners that are contracted for a paid service related to your festival or event. Click "+" to add rows or "-" to **remove** rows from the table.

Tourism Organization (max. 300 characters) *	Description of Offer, Package or Activity (max. 300 characters) *	Cash Value (\$) *	In-Kind Value (\$) *	Confirmed *
				<div><div></div><div></div></div>



2. Business/Community Partnerships

In the following table, list three (3) or more additional sponsors, businesses, or community organizations that you are partnering with to boost the economic impact of your festival/event (e.g., corporate and private sponsorships/donations, media partnerships, support from other business, community, arts and cultural institutions, sports associations, etc). Indicate the cash or in-kind value of the contribution. Do not include partners that are contracted for a paid service related to your festival or event. Do not repeat partners from Tourism/Hospitality table. Click "+" to add rows or "-" to remove rows from the table.

Organization/Business (max. 300 characters) *	Specific Contribution (money, service, goods, etc.) (max. 300 characters) *	Cash Value (\$) *	In-Kind, Value (\$) *	Confirmed *
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3. Impact of Partnerships (max. 4,000 characters)

Describe how each of the partnerships listed in Q1 and Q2 will help support the tourism economy in the local community, the region and the province by encouraging tourists to do more and stay longer (e.g., stay overnight, support local restaurants and businesses, travel around the region)? Provide metrics/results of economic impacts(e.g., increased visitor spending, overnight stays, job creation). \*

# Marketing Plans:

Marketing Plan: an operational document that outlines an advertising strategy that an organization will implement to generate leads and reach its target market.

Target Audience: refers to the specific group of consumers most likely to want to attend your festival or event. This is the group of people who should see your ad campaigns. Target audience can be dictated by age, gender, income, location, interests or other factors.

# Marketing Plans:

Target Audience can be defined by:

Demographic Information (age, gender identity, location);  
Psychographic Information (aspirations, concerns, values);  
and/or behavior (like to purchase tickets online).

You can identify who your target audience is by looking at who is engaging with your product, your brand and marketing.

Geographic Focus: A way to divide your target market based on your location (country, region, city or neighborhood).

# Marketing Plan

Provide details about your marketing plan. Be specific. Paid and unpaid.

Targeted Visitor Profile	Geographic Focus	Marketing Tactic	Run Dates	Cash Value (\$)	In-kind (Value \$)
Millennial urban couples, friend groups Age 25- 45	Kitchener, Waterloo, Cambridge, Stratford, London,	Facebook, Instagram, Twitter ads	Aug 20 – September 20	\$7,500 (media) \$5,000 (creative)	0
Urban couples, friend groups Age 45 - 60	Kitchener, Waterloo, Cambridge, Stratford, London	Digital ads – KW Record, London Free Press	Aug 30 September 18	\$5,000	\$2,500
Culinary enthusiasts 25 - 60	Kitchener, Waterloo, Cambridge, Stratford, London	RTO Cooperative Ad campaign – Eat Drink magazine	September issue	\$55000	\$2,500
Culinary enthusiasts 25 - 40	Southwestern Ontario	Instagram boosted posted by “The Famished Foodie” – Pre-event promotional giveaway	August 30		\$3,500

# Budget:

- Do your research – get quotes/identify real costs of each item
- Ensure budget reflects eligible line items
- Partner cash contributions should reflect in the budget
- Only include the costs that are associated with the project
- Break down the costs in the headings so there is no guessing
- Ensure your budget balances – no deficits or profits
- Risk manage the revenue section

# Case Study: Tourism Development Fund

The Tourism Development Fund (TDF) program is an application-based, cost-sharing program designed to provide non-capital funding to projects that encourage the development of **innovative new tourism products, support tourism investment or build the capacity of Ontario's tourism industry to foster new tourism investments.**

# Priorities

- Strong organizational and leadership capacity for successful management of tourism projects of a similar scope or scale, including experience in tracking project metrics.
- A solid tourism-based rationale for the proposed project, including tourism industry analysis, research, future trends and linkages to regional and/or provincial tourism plans.
- Tourism/hospitality, business and community partnerships that support the project either through cash or in-kind contributions. Partners that support the project but do not contribute to cash or in-kind contributions are encouraged to submit a Letter of Support.

Assessment Criteria	Application Section	Scoring Weight
1. Organizational capacity	Section E	15%
2. Francophone, Indigenous, or 2SLGBTQIA+ Impact	Section F	10%
3. Project description	Section G	20%
4. Alignment to program objectives	Section G (question 2)	20%
5. Confirmed partnerships and support from stakeholders	Section H Letters of Support	10%
6. Project performance measures	Section I	20%
7. Budget	Section J	5%



# Case Study: Summer Experience Ontario

Summer Experience Ontario (SEO) provides funding to eligible not-for-profit organizations, municipalities, Indigenous organizations, and First Nation communities to create meaningful summer employment opportunities for students.

# Priorities

## **Tourism priorities for SEO positions:**

- Work in the tourism sector to attract new tourism investment and provide support to tourism regions, sector associations and Indigenous tourism organizations.
- Support product development, marketing, workforce development and investment attraction programs and services.
- Provide tourists with educational, cultural, recreational, and entertainment experiences and opportunities.
- Support the tourism industry through COVID-19 recovery by establishing policies and programs that support tourism development.

All eligible applications will be assessed based on the degree to which they meet the following criteria:

1. Application addresses **ministry priorities** outlined in the guidelines for the selected target sector.
2. **Orientation best practices** are used by organizations to prepare students for the summer positions.
3. Application identifies **student's key duties**.
4. Application describes **the student's training plan and identifies the trainer and their qualifications**.
5. Application describes **appropriate and adequate supervision** that will be provided for the student.
6. Application **demonstrates the business need for a summer student position and employment opportunity supports the work and mandate of the organization** (i.e. revenue generating operations in tourism attractions, promotion of seasonal museum activities, summer sport and recreation programming).
7. Employment opportunity is in an identified area of high unemployment (i.e. Northern Ontario)



# Required Documents

- Articles of Incorporation
- Mission statement
- List of Board Members with current numbers/email
- Audited Financial statements
- Risk Management Policies and Procedures
- Terms of Reference
- Annual reports
- Liability Insurance Coverage
- Lease agreements/Memorandums of Understanding, Joint Use Agreements

# Required Documents

- Organization's history
- Current programs
- Existing partnerships
- Recent successes
- Recent tourism data
- Growth projections

# Unsuccessful?

- Don't be discouraged! Regroup and reapply at the next intake!
- Follow up and get feedback – talk to your funder
- Tweak your project
- Improve your application
- Get your organization better prepared to deliver the project
- Develop more partnerships

# Final Reporting Requirements

Read the agreement terms and conditions carefully:

- Designated signing authorities.
- Project announcements and communication.
- Use of funder logos if required.
- Requirements for project scope or budget changes.
- Financial Requirements (obtain quotes, invoices, expenses, revenues).
- Reporting Requirements: This is the best way to tell us the impact of the grant.
- Make an impact, share the success, track the performances.
- Prepare to discuss growth.
- Payment schedule.

# Ministry Resources

Ministry of Tourism, Culture and Sport: [Available funding opportunities from the Ontario Government | ontario.ca](#).

Ontario Tourism Regional Economic Impact Model (TRIEM): [Tourism Regional Economic Impact Model | ontario.ca](#).

Research (available by region): <https://www.ontario.ca/page/tourism-research-statistics>.

Destination Ontario: [Destination Ontario](#).

Transfer Payment Ontario Network: <https://forms.mgcs.gov.on.ca/en/dataset/on00109>.

Regional Tourism Organization: [Tourism regions | Ontario.ca](#).



# Partnership Resources

Festivals and Events Ontario: [Home \(festivalsandeventsontario.com\)](https://festivalsandeventsontario.com).

Tourism Related Organizations: Municipalities, Chambers, BIAs (find synergy, establish a relationship).

Accessible Festivals and Outdoor Events:  
<https://accessibilitycanada.ca/wp-content/uploads/2016/06/Festivals-and-Events-Guide-EN.pdf>.



# Thank you

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