

Community Grant Application - 2023

This form should be used by community groups requesting funds from the Town of Tillsonburg during the annual Budget Process. The application deadline is November 11, 2022.

Please note that all groups will be required to present their application to Council on January 16, 2023, at 6:00 p.m. Each community group will have 5 minutes to make a brief presentation and answer questions from Council.

Organization Name *

Tillsonburg Turtlefest

Mailing Address

164 Broadway, Unit 10
TILLSONBURG, ON N4G5A8

Primary Contact Person: *

Mark Renaud

**Primary Contact's
Phone Number: ***

5195503780

**Primary Contact's
Email Address ***

m.renaud@tillsonb
urgbia.ca

What is the purpose/mandate of your organization? *

Tillsonburg Turtlefest

Which statement best describes your organization?

☒ Non-profit (not incorporated)

☐ Non-profit (incorporated)

☐ Registered charity

If you have a charitable number, enter it here:

Grant Request Details

This section asks you to provide details on your 2023 grant request as well as your funding needs over the next three years.

2023 Grant Request Amount: *

\$10,000

Projected 2024 Grant Request Amount:

\$7,500

Projected 2025 Grant Request Amount:

\$5,000

Projected 2026 Grant Request Amount:

\$2,500

Why do you require funding and what will the funds be used for? *

The pandemic caused the festival to temporarily pause for the duration of the pandemic. No festival event was held in 2020, 2021 or 2022.

2023 will be the 10th anniversary of the festival.

In order to facilitate a return of the event for 2023; the committee is respectfully requesting a \$10,000 grant. There is a business plan that is predicated on:

- 1) Successful execution of the 2023 event;
- 2) Full repayment of all monies owed to the Town of Tillsonburg from prior years;
- 3) Establishment of a reserve fund to ensure financial sustainability of the festival into future years;
- 4) A tiered strategy to wean the festival off of town funding in future years;
- 5) The development of a multi-year strategy and ensuing business plan that allows for better planning and execution of the festival in years to come;
- 6) Aligning sponsors and/or funding partners for multi-year agreements to aid in predictability of financial results to ensure successful event management and profitability.

There will be a longer term strategy of ensuring a permanency of the organization through a strategic plan to include Turtlefest committee activities outside of the festival itself not unlike other community festivals such as Oktoberfest in Kitchener-Waterloo.

Tell us about any other sources of funding for this project/program (if applicable). Include grants from other levels of government, community groups, donations etc.

Additional funding partners will include (where/when approved):

Rogers Radio/Media: \$15,000 block party sponsor for stage, performer at the Block Party.

Province of Ontario Reconnect program: \$10,000 (application to be submitted)

Title sponsorship: Air Canada - application in process for 3-year term of \$10,000 per year. TBD.

General donations: \$5,000 (TBD - we have been successful in the past as evidenced by donations.

General sponsorships: \$50,000 (template in existence for past year's events)

Ontario Trillium Foundation: \$10,000 (to be applied for)

FEDDEV Southern Ontario - Major festivals and events funding program: \$10,000 (application in process)

Has the Town of Tillsonburg granted funds to your organization in the past 3 years? *

☒ Yes

☐ No

Other Information

This section asks for background information related to your request.

Financial Statements for prior two (2) years attached?

☐ Yes

☒ No

If you have additional information for Council's consideration, attach it here:

Which member(s) of your group will present your request at the Council meeting?

Mark Renaud

Will you providing a Powerpoint presentation? *

☒ No

☒ Yes

Attach your Powerpoint presentation here or submit to clerks@tillsonburg.ca by January 5, 2023.

Thank You!

Your 2023 Grant Request Application is now complete and has been submitted.

If you have questions or concerns about this Grant Application, please contact treasurer@tillsonburg.ca or call 519-688-3009 ext. 4013

If you have questions on the presentation to Council, please contact clerks@tillsonburg.ca or call 519-688-3009, ext. 4040

