



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;
- 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 attract a large number of visitors from a minimum distance of over 40 kilometres 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 SEDIF a committee or town Council, based on the following criteria:

- Maximum request of \$2,500 per event or festival.
- Events must be open to the general public (ie. not a hockey tournament).
- At minimum, an estimated 25% of attendees to the event must come from farther than 40 kilometres of Sundre.
- Any event may apply – this is not just for events in their first year.
- The event or festival must be hosted within Sundre.



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- An event permit must be obtained through Town administration in order to be eligible.

Events that are staged primarily for the local community audience, and which are not promoted beyond 40 kms 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.

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

Email: 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.

Applicant Information

Name of Applicant / Organization: _____

Contact Person: _____ Phone #: _____

Mailing Address: _____

Email Address: _____

Date of Application: _____



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Funding amount being applied for: \$ _____

Event / Activity Details

Name of Event / Activity: _____

Date of Event / Activity: _____

Length of Event / Activity: _____

Is this an annual Event / Activity or is it one time only? _____

Is a copy of the event permit attached? If one has been issued, why not? _____

Please provide a Summary of the Event / Activity: _____

Please provide an estimate of how many attendees you expect to draw.

Local (within trading area): _____ Outside of Trading Area: _____

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.

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



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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 (con't. on next page)

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

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

How will the Sundre Event Development Initiative Grant Contribution be used?

How will the Sundre Event Development Initiative Grant Contribution be acknowledged?

How will you track or confirm the origin of visitors to your event?

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



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Event / Activity Budget

Project Revenue - Please attach full Event / Activity budget if possible or use the form on the following page.

(Please list all projected income/grants/sponsorships/donations – use additional sheet if required.)

SEDIF Grant _____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Revenue \$ _____

Project Expenditures

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Expenditures \$ _____

Applicant Agreement

I declare that:

1. 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.

2. The information contained in this application is true and accurate and endorsed by the above noted organization.
3. Any grant awarded shall be used solely for the event / activity stated in this application. If



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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

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: _____