MAIN STREET MIDDLESEX
FESTIVAL AND EVENT GRANT APPLICATION

ELIGIBILITY

- Matching grants to a maximum of $2500.00 are available to provide support for new/enhanced festival/events in the designated downtown areas of Ailsa Craig, Dorchester, Lucan and Parkhill.
- Grants may be used to offset the cost of: advertising or promoting the festival/event, banners, marketing products (merchandise tie-ins such as posters or t-shirts or other promotional items) and/or event planning services. Consumable or perishable products will not eligible for grant funding.
- The festival or event must be new to the designated Main Street Middlesex downtown or have not previously received a Festival and Events grant within the program year.
- The festival or event must demonstrate a link to increasing business downtown.
- The festival or event must take place within the boundaries of a designated Main Street Middlesex downtown.
- Applications must be submitted by email, mail or facsimile to The Business Help Centre (CFDC) of Middlesex County as outlined below.
- Projects may not commence prior to the awarding of the requested grant.
- Project must be completed within the timeframe identified in the signed agreement.
- A final report must be submitted within 30 days of the completion of the festival/event including a survey of a minimum of 10% of the retailers in the Main Street Middlesex designated downtown.
- Consideration is given to:
  - The date/timing of the application
  - Balance of funding available at time of application
  - Proposed project's potential to provide long-term economic benefit to the designated Main Street Middlesex downtown
  - Proposed project's "fit" with the objectives of Main Street Middlesex and/or local municipal direction
- Notice of a decision will be provided to the applicant within ten (10) business days of receipt of the complete application

CONTACT INFORMATION

Name of Festival or Event:

Name of Group/Organization/Individual *(Lead Applicant):*			Contact Person *(if different from Applicant)*	
Mailing Address:			Mailing Address *(if different from Applicant)*	
Telephone:			Telephone:	
Email:			Email:	
Other Partners:				

EVENT INFORMATION

Please Describe the Festival/Event in Detail *(attach illustrations if applicable)*:

Project timing:

ADDITIONAL COMMENTS

Describe how this Festival or Event will impact the local downtown economy:

How is this Festival/Event different from what has been done before in other areas and/or in previous years?

BUDGET DETAILS

Costs Description: (*attach quotes*)	$ Amount	Revenue: (*list all sources*)	$ Amount
		Main Street Grant Requested:	
TOTAL COSTS	$ 0.00	TOTAL REVENUE	$ 0.00

SIGNATURE AND SUBMISSION DETAILS

Signature of Lead Applicant

Date

Name/mailing address of signee *(please print):*

Applications are to be submitted to:

Main Street Middlesex
c/o The Business Help Centre (CFDC) of Middlesex County
5182 Egremont Drive
RR2 Ilderton (Poplar Hill), ON N0M 2A0
Telephone: (519) 641-6100
Fax. (519) 666-2996
Email: info@thebusinesshelpcentre.ca

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