

Staff Report

Report From: Jenna Ujiye, Tourism and Community Development Manager

Meeting Date: Tuesday, November 12, 2024

Subject: Delegated Discretionary Authority to Apply to Various Tourism and Community Development Grants for the Balance of 2024 and 2025

Attachments: N/A

Recommendation:

That Goderich Town Council receive this report for information;

And That Council provides the Chief Administrative Officer with the delegated discretionary authority for the Corporation to apply to various grants that support tourism and community development-related projects.

Report Summary:

Various grant applications are made available throughout the year in order to support projects within the Goderich Tourism and Community Development Department. Many of the grants have an extremely quick turnaround time, which doesn't fit into Council timelines for approvals. This report requests that Goderich Town Council provide power to act to the Chief Administrative Officer in applying for these grants.

Some of the grants include:

- RTO4 Partnership Program – Application deadline-November 30, 2024. The program offers funding streams tailored to support businesses and organizations that are part of the tourism ecosystem – attractions, Destination Marketing Organizations (DMOs), festivals, events, trail organizations, restaurants, and accommodations.
- Experience Ontario – 2025 application deadline not yet announced. However, 2024 applications were due in January. Experience Ontario provides support for festivals and events with a tourism economic impact to motivate visitors to discover Ontario, connect people with local experiences, and increase tourism spending.
- Bruce Power Sponsorship Program– 2025 application deadline expected to be in September. Bruce Power believes in being an active partner within our community and supports initiatives that focus on environmental stewardship, health and wellness, youth development, minimizing environmental impacts and engaging our employees more fully in the important mission of social responsibility.

- Sunset Community Foundation (SCF) – Application deadlines are floating dates. The Sunset Community Foundation works to make our communities stronger, more vibrant and more just and equitable. The SCF supports local organizations that have innovative ideas to improve our region, provide thoughtful community leadership, and attract and manage permanent endowment funds.
- County of Huron Supporting Local Economic Development (SLED) – Application deadline is typically due in the first quarter each year. The SLED Program funds projects that address the strategic priorities from Huron County Economic Development’s 2022-2025 Strategic Plan including workforce re-engagement, education/skills development, attraction and retention projects, business district and specific sector support programs, community economic development projects, tourism initiatives; youth and newcomer programs that support encouraging a sense of belonging.

Linkages:

- Corporate Strategic Plan Priority #2: Welcoming and Caring Community
- Corporate Strategic Plan Priority #3: Strong Local Economy

Financial Impacts/Source of Funding:

There is no financial impact associated with this report.

Consulted With: Deanna Hastie, Director of Corporate Services/Treasurer

Approved By: Janice Hallahan, Chief Administrative Officer
Andrea Fisher, Director of Legislative Services/Clerk