



External Briefing Note

GEORGINA

Subject: 2025 Updates to the Economic, Culture, and Community Betterment Grant Program

To: Mayor and Council

From: Cristina Liu, Economic Development Officer,
Economic Development and Tourism Division

Date: January 15, 2025

Briefing:

The Economic, Culture, and Community Betterment (ECCB) Grant program continues to provide essential funding for events, programs, and initiatives that enhance Georgina's identity, contribute to community betterment, and create economic impact. The program promotes local culture and community spirit through support for events that enhance Georgina's celebration of history, traditions, culture, and diversity. The purpose of this briefing note is to update Council on the 2025 program guidelines as reviewed and approved by the internal review team and advise of the intake dates for 2025.

In 2024, the program demonstrated its significant role in fostering community development and economic growth in Georgina. The internal grant review committee diligently processed grant requests from 27 organizations, collectively requesting \$92,595 to support their events. With a budget of \$45,000 allocated in 2024 to this grant program, the committee supported 23 events across Georgina. These events not only celebrated the town's rich culture and community spirit but also contributed to a positive economic impact by boosting tourism, driving foot traffic to local businesses, and encouraging overnight stays. In order to conduct a review of the economic impact of these events, Staff are collecting postal codes from a number of the larger events that draw out of Town visitors and are working with Central Counties Tourism to develop an economic impact report.

By strategically investing in events that enhance Georgina's identity and attract visitors, the ECCB Grant program continues to strengthen the local economy while enriching the Town's vibrant cultural landscape.

In preparation for 2025, the program application has been updated as noted below in an effort to further streamline the grant process.

The first intake will open on January 16, 2025.

Key Updates for 2025

- **Mandatory Pre-Application Meeting:** Applicants must have a mandatory meeting/call with Economic Development and Tourism staff before accessing the grant application to ensure an understanding of program criteria and expectations.
- **Expense Category Clarifications:** To continue to streamline processes, clear categorization of eligible and ineligible event expenses has been included to help applicants prepare accurate budgets.

Grant Streams and Eligibility

The program consists of three streams:

- **Community Betterment Grant:** Supports capacity building within communities or neighbourhoods. Provides up to 50% of eligible expenses, up to a maximum of \$2,000.
- **Community Culture Grant:** Funds events, programs, or public art installations celebrating Georgina's culture. Provides up to 50% of eligible expenses, up to a maximum of \$5,000.
- **Economic Development Grant:** Prioritizes events with demonstrable economic impact and overnight stays. Provides up to 50% of eligible expenses, up to a maximum of \$5,000.

Eligible Applicants

Not-for-profit organizations, registered charities, and businesses or organizations promoting overnight stays and having significant local economic impact and/or celebrating Georgina's history and culture.

Application and Reporting Requirements

- Applications must be submitted at least two months before the event date.
- A signed waiver agreeing to the terms of the grant, including the submission of detailed financial and impact reports within 90 days of the event, is mandatory.
- The Town's wordmark must be used on all major promotional materials, in recognition of the Town's financial support.

2025 Timeline

- **First Intake Deadline:** February 28, 2025
- **Second Intake Deadline:** June 30, 2025

These updates aim to strengthen the Economic Culture and Community Betterment Grant program's capacity to support initiatives that align with the Town's objectives for economic development and community betterment, while fostering accountability and the promotion of collaborative marketing efforts.