



**NIAGARA
BENCH
LANDS**
LINCOLN ONTARIO

**Destination
Development Fund**

2022 APPLICATION FORM

Instructions - How to Submit your Application Form

Please read the 2022 Niagara Benchlands Destination Development Fund (NBDDF) Application Guidelines before completing the below application form.

Applications for the Niagara Benchlands Destination Development Fund will be accepted from Monday, July 11, 2022, to Friday, August 12, 2022 at 5:00pm EST. Please email all required documentation to tourism@niagarabenchlands.ca

Required Material:

Please check all boxes to ensure your application is complete. Incomplete applications will not be accepted for review:

- Completed NBDDF Application Form
- A Copy of your organization's article of incorporation

Supporting Material:

Supporting material is an essential part of your application. Please provide further documentation that could be helpful in the evaluation of your application. Items may include:

- Media coverage
- Promotional material
- Project brochures
- Photos
- Letters of support
- Support documentation

A. Applicant Information

Business/Organization Legal Name:

Name of Business/Organization (as it appears in print):

Incorporation Number:

Primary Contact First Name: _____

Primary Contact Last Name: _____

Primary Contact Job Title: _____

Primary Phone Number: _____

Secondary Phone Number: _____

Street Address:

City/Town: _____

Municipality: _____

Province: _____ Postal Code: _____

Website: _____

Social Media Handles:

Facebook: _____

Instagram: _____

Twitter: _____

B. Funding Requested

Total Project Expenses: _____

Funding % Requested: _____

Total Funding Requested: _____

C. Project Information

a) What tourism industry best describes your business/organization?

- a. Accommodations
- b. Culinary
- c. Farms & Farm Markets
- d. Outdoor Adventure
- e. Retail & Shopping
- f. Tours & Attractions
- g. Arts, Culture & Heritage
- h. Wine
- i. Beer
- j. Spirits

b) Business/Organization Overview - Describe your organization's core business and explain how the staging of events, tourism development and marketing fits within your organization's mandate and strategic plan.

Project Description

a. Name of project:

b. Start date of project: _____

c. End date of project: _____

d. Describe the project in detail:

e. List and describe the collaborative role and function that each tourism partner will contribute to the success of your project.

f. Describe how the funding requested will be used to advance the success of your project, as well support the overall goals of the Niagara Benchlands Destination Development Fund.

Economic Impact

g. Outline the economic impacts that your project aims to achieve with the support of the Niagara Benchlands Destination Development Fund:

i. Economic Impacts:

1. Full-time jobs created/maintained: _____

2. Part-time jobs created/maintained: _____

3. Number of external visitors attracted: _____

4. Expected visitor spending. Explain your rationale.

5. Number of overnight visits expected as a result of this project.

Explain your rationale.

Inclusion & Diversity

Describe how your project will be accessible and inclusive to underrepresented groups (such as women, Indigenous Peoples, Members of Official Language Minority Communities, Age-Friendly Communities, Persons with disabilities, racialized communities, LGBTQ2+)

Marketing & Outreach

h. Describe the project's tactics to bring external visitors to the Town of Lincoln

i. Describe the marketing channels and methods used to bring exposure to the Niagara Benchlands tourism destination.

Marketing Impacts

Website Traffic

- Number of project page views: _____
- Unique visits: _____
- Number of referrals generated to collaborative partners websites: _____

Digital and Social Media Advertising

- Impressions: _____
- Click-Thrus: _____
- Likes/Shares: _____

Organizational Ability/Capacity

Outline your business’s/organization’s history of successfully managing projects that are of similar scale to your proposed project (or greater) in the past five years. Include examples of specific achievements such as event attendance, economic impact data, other benefits to the community/region.

Project Operating Budget

A. Expense Item	B. Project Cash Operating (\$)	C. Destination Development Funds Requested
Programming and Production		
Marketing & Media Buys		

Staffing and Administration		
Other		
Project Sub-total		
Total Eligible Expenses		
Total Ineligible Expenses		

Event Operating Revenues

A. Cash Revenues	B. Is Revenue Confirmed? Yes or No	C. Amount (\$)
Government Sources		
Other (Applicant, Earned, Sponsors)		
Total		

D. Signatures

Please sign and date this document. Note that by signing, you are agreeing to fulfill all final reporting requirements as outlined in the Niagara Benchlands Destination Development Fund 2022 Application Guidelines. Failure to fulfill the requirements may prevent future funding through the Corporation of the Town of Lincoln.

Applications are received by staff of the Town of Lincoln. Your application will be evaluated according to the criteria set out in Niagara Benchlands Destination Development Fund Assessment Matrix. Notification will be provided via email, upon receipt of application and again once approved by Town of Lincoln Council.

a. Signatory Name (First and Last Name):

b. Signature of Authorized Signing Authority:

c. Title:

d. Email:

e. Date (YYYY/MM/DD):
