

2021 Elora & Fergus Destination Animation Project

The Destination Animation Strategic Co-Investment Project was first launched by The Township of Centre Wellington, Elora & Fergus Tourism and Regional Tourism Organization Four (RTO4) in 2017. The 2021 program is the 4th year of the Elora & Fergus Destination Animation Project (DAP) and looks to create/enhance bigger and better projects that showcase the DNA of the region; natural setting, heritage and arts and culture. DAP projects are intended to be highly shareable and create unique experiences for residents and visitors alike. Due to the ongoing COVID-19 pandemic, this year DAP will focus on virtual or self-guided projects/experiences.

[2021 Application Form](#)

ELIGIBILITY

Eligible organizations include:

- Festivals and Events
- For-profit or non-profit organizations.
- Tourism enterprises, BIA's and businesses (as individual organizations or as a consortium) with interests in nature, arts & culture, heritage, agri-culinary, sports, meetings & conventions, etc.

Applicant business'/organizations must be visitor friendly establishments/events located within or in close proximity of Elora and Fergus.

The project may be brand new or an enhancement and can be small or large in scale.

Applicants are welcome to submit multiple applications for different projects. Individual projects can submit for any amount from \$500 to \$10,000.

Ineligible requests include:

- Capital/infrastructure expenses
- Regular operational expenses
- Charitable contributions

APPLICATION PROCESS and DEADLINES

Following a review of eligibility criteria above, interested parties must complete in full the [online application form](#) by Monday May 3rd, 2021.

Applicants are strongly encouraged to discuss their project, questions and eligibility before applying using the contact info below.

EVALUATION CRITERIA

1. Projects/Experiences must be virtual or self-guided.
2. Net new or enhanced experience (not pre-existing)
3. Unique, authentic "nature, heritage, arts and culture" experience
4. Level of shareability (i.e., inspires social media sharing)

5. Feasibility
6. Appeals to both local residents and out-of-town visitors
7. Potential of overall economic benefit to the Elora and Fergus area
8. Level of collaboration with other stakeholders
9. Hyper-Local marketing/promotional support provided
10. Adheres to current Covid-19 restrictions.

The Selection Committee will evaluate applications against their given project scoring criteria.

\$10,000 is available for co-investment.

Applications must be submitted by the deadline, Monday, May 3, 2021.

Any applications submitted after the deadline will be considered on a rolling basis at the discretion of the Selection Committee, pending resource availability.

Successful projects will be announced 1-2 weeks following the deadline.

Successful applications investments are then issued in two installments:

1. The first 50% is issued following the signing of an MOU between DAP partners and successful applicant.
2. The remaining 50% is issued following the completion of the selected experience/project and submission of final reporting materials.

DUE DILIGENCE

Before proceeding to funding, Elora & Fergus Tourism will undertake due diligence on the lead organizations. The due diligence assesses if potential applicants meet minimum criteria for:

- Governance, risk management and internal controls
- Financial status, procurement and financial management
- Programmatic capability and readiness to deliver

[2021 Application Form](#)

QUESTIONS?

Please feel free to email or call if you have any questions or need clarification.

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BACKGROUND

The Elora & Fergus Destination Animation Project enables experience and product development. The project was launched in response to the issue of the Elora and Fergus having a 'lack to 'things to do' for visitors. In order to create truly unique experiences for both visitors and residents, the project focuses on enabling feasible ideas that align with the

DNA of the region; natural setting, heritage and arts and culture, are highly shareable and have high impact on the destination.

The Destination Animation Strategic Co-Investment Project was first launched by The Township of Centre Wellington and Regional Tourism Organization Four (RTO4) in 2017 with \$13,000 and resulted in a combined investment of approximately \$40,000 in 2017 for a total of 6 unique and highly successful projects. The first year was a success with new events created such as Twilight at Templin and Rappelling and Riverfeast along with enhancements to existing events such as the Bissel Quick Paint Competition. Due to the successful program in 2017 and enthusiasm from the community, the program has continued with the creation of 13 new events and projects.

In addition to DAP, other programs that may be of interest to applicants are:

- [Tourism Marketing & Digital Support](#) – RTO4 – Opens April 1st, 2021
- [Shareable Moment Challenge](#) – RTO4 – Opens May 2021
- [Reconnect Festival & Event Program 2021-22](#) – Ontario Grants