



Town of Digby and Municipality of Digby Marketing and Promotion Levy

Funding application

Project funding

Only not-for-profit organizations can apply. Only funding applications that serve the purpose of increasing visitation in the Digby Area will be considered. If you have multiple project proposals, please submit a separate application for each project as it will help us disburse funds as per availability and fund complete projects to maximize effect.

1. Organization Information

Name of organization: _____

Full Mailing Address: _____

Contact Person: _____

Email Address: _____

Telephone: _____

2. Amount of funding being requested: _____

3. Please describe the project suggested, and how it will increase tourism within the Digby Area. If you have estimated numbers of visitors expected, please include these as well. Please also include any specific partners (i.e. provincial organization, sports organization, municipal bodies, festivals, local businesses) you may have for this project.

4. Do you anticipate any challenges in receiving the expected number of visitors? If so, how are you addressing these challenges? (I.e. agreements with local accommodation businesses to stay open longer, deals with restaurants, arranging catering, working with neighboring areas, etc)

5. Is this a one-time project, or with plans of yearly return? If annual: are there any plans for the long-term viability/financing?

6. Please include what measurables you will be using (I.e. website stats, google analytics, video viewings, brochure distribution, Vic visitation, exit interviews, industry feedback, overnight increases, starting measurables and results). Measurables typically include a baseline, followed by a second or third measuring point during or after the project to measure success. Different projects will benefit from different measurable tactics. Please describe your choices.

7. Please provide a detailed financial statement that includes each item needed to successfully complete the project. Please do also include here any other funding sources you intend to approach/include, or how you would leverage the dollars.
