



The purpose of the Tourism Economic Development “TED” Fund is to provide financial assistance to Miramichi community organizations and businesses to develop new tourism products. Funding will be available to non-profit community-based organizations or for-profit community businesses whose purpose is to operate a tourism attraction, facility or activity and whose focus is on attracting visitors from the local, regional, national and international markets to the City of Miramichi.

The objectives of the Tourism Economic Development “TED” Fund are to:

1. Build and foster relationships with new and existing tourism operators;
2. Provide funding to assist with the development of new programming, services, experiences, or products which align with the regional or provincial tourism strategy and which can reasonably be expected to provide value to visitors and enhance the overall visitor experience;
3. Where applicable, funding should be complementary to Programs offered by other agencies, rather than replace such funding;
4. Assistance will not be provided where existing local business sustainability in a similar market will be adversely affected;

This fund is approved annually by Mayor and Council of the City of Miramichi. Applications are accepted on an ongoing basis throughout the year until the allocated funds are depleted. Council reserves the right to approve or deny any application that they feel does not meet the objectives of the Tourism Economic Development Fund.

Local organizations, businesses and individuals who are interested in partnering with the City of Miramichi on product development which support the growth of the Tourism sector in our community are encouraged to find out more about the TED fund by contacting:

Jeffrey MacTavish - Director
Economic Development and Tourism
City of Miramichi
141 Henry Street
E1V 2N5

(p) 506.623.2062
(c) 506.624.7041
(f) 506.623.2261
jeff.mactavish@miramichi.org
www.miramichi.ca

PROPOSAL ELIGIBILITY

Only eligible applicants may apply for funding from the City of Miramichi TED fund. Businesses, individual persons, or organizations that meet the following eligibility criteria are encouraged to apply for funding from the TED fund:

Type of Applicant Eligibility Criteria

1) Private Business, Corporation, Cooperative, or Partnership

- Must be registered and have "active status" in the New Brunswick Corporate Registry;
- Must conduct the business/project in City of Miramichi;
- Must be listed with City of Miramichi Vendors
- Must be in compliance with all Municipal Bylaws and regulations
- Must be registered with WorkSafe NB
- Must have minimum \$3,000,000 commercial liability Insurance

2) Private Individual /Entrepreneur

- Must conduct the business within City of Miramichi
- Must be listed with City of Miramichi Vendors
- Must be in compliance with all Municipal Bylaws and regulations
- Must be registered with WorkSafe NB
- Must have minimum \$3,000,000 commercial liability Insurance

3) Non-Profit Organization

- Must be registered and have "active status" in the New Brunswick Corporate Registry;
- Must provide services to residents of the City of Miramichi or visitors to the City of Miramichi;
- Must be listed with City of Miramichi Vendors
- Must be in compliance with all Municipal Bylaws and regulations
- Must be registered with WorkSafe NB
- Must have minimum \$3,000,000 commercial liability Insurance

Eligible Project Types

Projects must fit the descriptions of one or more of the following types to be considered for funding from the City of Miramichi TED fund.

- 1) Product Development - Supports innovative product development that has demonstrated market potential.
- 2) Tourism Attraction - Supports the creation or revitalization of tourism attractions, sites, visitor experiences assets in Miramichi, NB.



MANDATORY PROPOSAL CRITERIA

Project Proposals must have ALL of the following elements in order to be considered for funding from the City of Miramichi Tourism Economic Development Fund:

Mandatory Criteria Description

1) Business Plan (or business model canvas): Project Proposals must include a business plan for the project itself, including:

- Value Proposition;
- Customer Relationships;
- Channels;
- Customer Segments;
- Key Partners;
- Key Activities;
- Key Resources;
- Cost Structure;
- Revenue Streams.

2) Financing of the Project: Projects must provide details of the funding sources available for the project.

- Proposed budget

3) Positive Community: Economic Impact Projects must serve an overall public good, regardless of the private ambitions of any one applicant;

- Business must be suitable for public funding and not exploit sex, religion or politics;
- Projects must support the economic viability of the City;
- Projects must be shown to create employment in the City.

4) Advancement of the Municipality's Strategic Tourism Priorities

Applicants will be required to indicate how their project is consistent with the Miramichi Region's current branding, Miramichi – Atlantic Canada's Great Outdoors and how their project will advance the strategic direction.



MAXIMUM AVAILABLE FUNDING

Awarding of funds for approved projects is subject to funds being available. The amount awarded to any project may not exceed \$5,000.00.

FAILURE OF PROJECT

Should the project fail to move forward, the municipality may seek return of any funds that were advanced to support the project.

PROPOSAL PROCESS

Proposals to the TED Fund are accepted on an ongoing basis throughout the year, until the budget approved each year by Council is depleted. Applicants must provide a proposal including the business case and all information relevant to enable a recommendation being brought forward to Council.

Applicants must submit their proposal/application to the City of Miramichi Economic Development & Tourism Department. All applications will be reviewed, and the department will bring forward a recommendation in a management report for Council's consideration and decision. Applicants are encouraged to contact the Economic Development and Tourism Department to discuss their project and availability of funds prior to completing the application. The Department can provide assistance and advice on your project, and on completing the application.

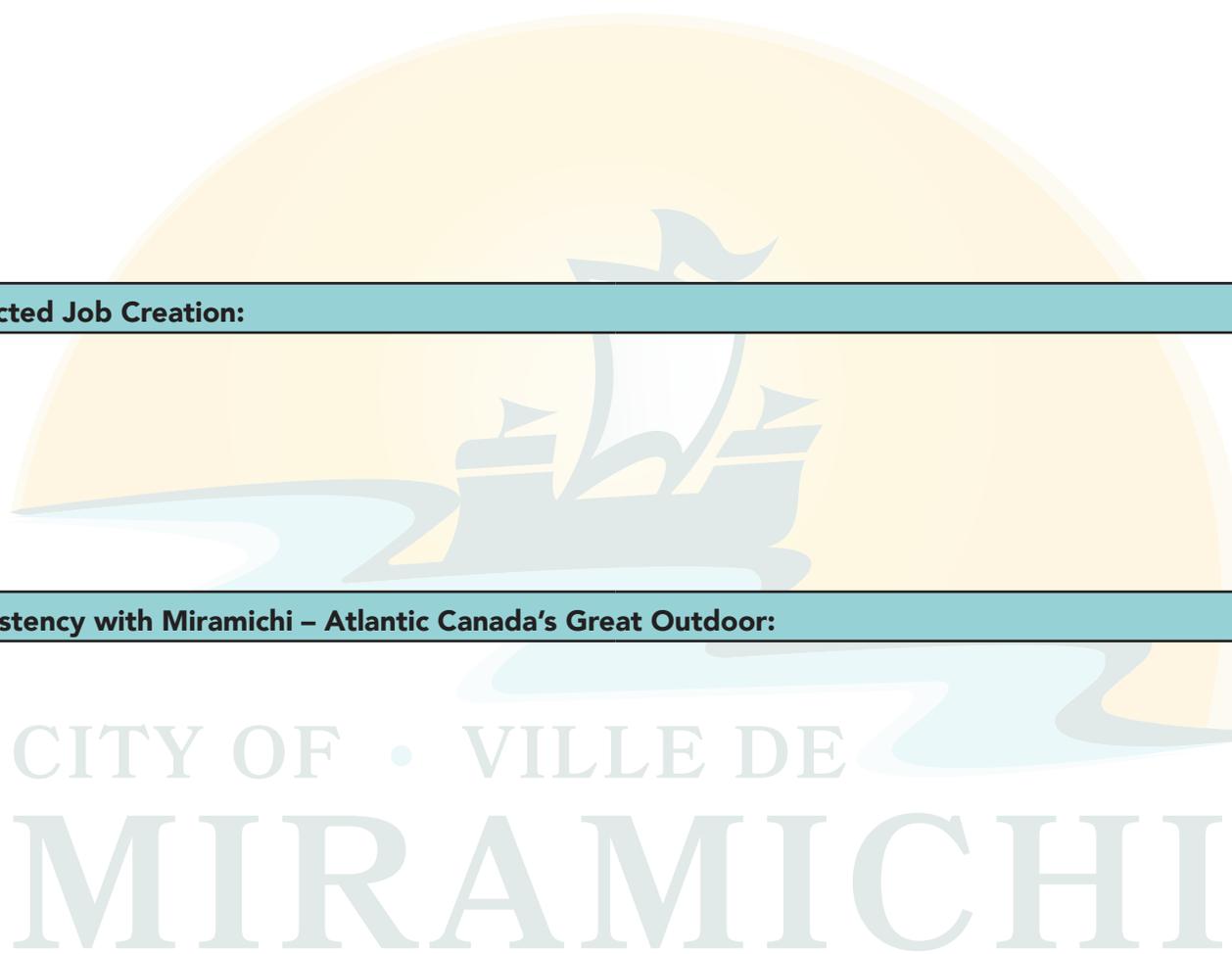


Project Name:

Brief Project Description:

Projected Job Creation:

Consistency with Miramichi – Atlantic Canada’s Great Outdoor:



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MIRAMICHI

APPLICANT INFORMATION

Contact Person: (Role or Title)

Organization/Company:

Is the above noted person authorized to speak on behalf of the organization/company? Yes No

Phone:

Email:

Mobile:

Nature of Business:

Corporate Registry?

Type of Business:

Sole Proprietorship Partnership Corporation

Other (please explain):

Number of Employees (If applicable):

Number of Members (If applicable):

**COMPANY OR ORGANIZATION LEADERSHIP
(PLEASE LIST THE SENIOR POSITIONS OF THE COMPANY OR ORGANIZATION)**

CEO / President / Chair:	Phone:	Email:
Vice President / Chair:	Phone:	Email:
Secretary:	Phone:	Email:
Treasurer:	Phone:	Email:
Other:	Phone:	Email:

REQUIRED ATTACHMENTS

The following items must be attached to this Form:

		For Office Use Only
		Office Verification
Initial:	Project Proposal	Initial:
Initial:	Project Proposal Includes Mandatory Criteria	Initial:
Initial:	Corporate Registry (Not Applicable if Applicant is a private individual)	Initial:
Initial:	Additional Letters of Support (if applicable)	Initial:
Initial:	WorkSafe NB	Initial:
Initial:	Commercial Liability Insurance	Initial: