

## Application Form



CORNWALL TOURISM DEVELOPMENT FUND

## FONDS DE DÉVELOPPEMENT TOURISTIQUE DE CORNWALL

## Section 1: Organization and Project Information – 10 points

**1. Type of application:**

Check the appropriate box

### Sporting event or conference

Festival or special event

Tourism asset or product development

## 2. Details

Name of Project:
Location of Project:
Date (event date or project time line):
Name of Organization:
Contact Person:
Phone:
E-Mail:

### 3. Have you read the Cornwall Tourism Strategic Plan?

Yes      No

**4. Please provide a brief description of your project or event:** (Maximum 200 words)

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**5. Please provide details on how the funds will be used, if requesting funds for a specific sub-project please provide those details here: (Maximum 200 words)**

**6. Select the category that best meets your project status:**

recurring    one time    first of what hopes to be recurring    Other: \_\_\_\_\_

**7. If funds are awarded how will you recognize the TDF as a supporter? (Maximum 100 words)**

**8. How did you learn about the Tourism Development Fund:**

\_\_\_\_\_

**9. How much funding are you requesting? \$\_\_\_\_\_**

**10. What is the total project expenditure budget? \$\_\_\_\_\_**

*You must also provide a copy of the complete project or event budget, Templates are available at <http://cornwalltourism.com/tdf/>*



## Section 2: Marketing - 20 Points

**1. Provide a detailed description of your marketing plan and other efforts made to draw tourists to the area:**

(Maximum 350 words, plus a marketing plan schedule chart if desired)

## Section 3: Economic Impact / Overnight Stays - 30 points

**1. What is the anticipated total hotel room nights generated for this project?**

Under 100    100 – 500    500 – 1000    1000+

**2. How was the total room night number determined?**

(Maximum 150 words)



**3. Besides hotel rooms, describe the confirmed and potential economic impact on the city of Cornwall, and how it will be achieved:**

(Maximum 300 words)

**Section 4: Contribution to the tourism sector – 20 points**

**1. Demonstrate how your project will positively contribute to the tourism sector in Cornwall:**

(Maximum 250 words)



### Section 5: Personnel / organizer experience – 10 points

#### 1. Provide details on the experience and qualifications of the personal involved:

(Maximum 200 words)

### Section 6: Budget and business strategy - 10 points

*You must include a copy of the complete project budget*

#### 1. Has a TDF application been submitted for this project or event in the past? (example same event but previous year)

Yes   No

#### 2. Did the project or event receive funding in the past?

Yes   No

#### 3. List any other forms of funding you have received and/or have applied for:

Name of Program / Grant	Funds Requested	Status of application and how much funding was received (if applicable)
	\$	
	\$	
	\$	



	\$	
	\$	

**4. Summarize your business plan and or strategy for success for the overall project and sub-project if applicable:**

(Maximum 200 words)

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