

**Township Grant Application Form**

(Return to: Township of Township of South Algonquin or email to clerk@southalgonquin.ca)

**Applicant Information:**

Name of Individual/Organization or group: South Algonquin Business Alliance

Address: 14 Major Lake Road, Madawaska, ON Postal Code: K0J 2C0

Contact Person: Angela Pollak, Chair

Telephone Number: 519-571-4584 Cell Number: \_\_\_\_\_

Email Address: gday@mysouthalgonquin.ca

Previous Donation Recipient? Yes  No

Type of Donation:  Monetary Donation  "In-Kind" Donation

If "In-Kind" for hall rental, please select one of the following:

Lester B. Smith Community Center: \_\_\_\_\_ Madawaska Complex: \_\_\_\_\_ Mervin Dupuis (Rink)

Is the group not for profit? Yes  No

Do you wish to schedule a delegation? Yes  No

**Details of Donation:**

Amount Requested: \$ 500.00 Date of Request: January 15, 2025

Purpose for which the donation would be used (if approved). Give details of project, event description, time frame, community benefits:

As per policy 2024-813, section 3.14, SABA's 2025 social media strategy is a "special project" that targets a pressing community need for economic development support for tourism operators during the difficult shoulder and winter seasons where it is common for operators to lose money due to declining tourist visits. The funding will allow us to access and deliver a pilot program of google advertising for up to ten local tourism operators valued at up to \$60,000 CAD at no cost to local participants until April 2025. Results will determine feasibility and costs for future google ads strategies which are intended to be self-supporting after April 2025 if the program continues. It is anticipated that if successful, this project could positively impact tourism receipts, and thereby job security for employees at local tourism businesses.

Is the Organization based in the Township? Yes  No

If no, how does your group support the residents of the Township of South Algonquin?

The South Algonquin Business Alliance, operated by a board of volunteers, engages in the following activities:

- 1) Building the community through investment in ideas, industry and people;
- 2) Bringing community members together to support economic development through an asset-based approach
- 3) Strengthening relationships and connecting with resources;
- 4) Advocating, communicating, educating and informing the community;
- 5) Championing South Algonquin as a great place to live, work and play, and such other complementary purposes not inconsistent with the aforementioned objectives.

Applicant's Signature:

Date: January 15, 2025 

Attach any further supporting documents, such as past events feedback.

**For office Use Only:**

Approved: \_\_\_\_\_ Denied: \_\_\_\_\_ Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_

*Note:* Personal information contained on this form is collected pursuant to the *Municipal Freedom of Information and Protection of Privacy Act* and will be used for the sole purpose of determining eligibility for donations. Questions about the collection should be directed to the Clerk/Freedom of Information Coordinator. The Corporation of the Township of South Algonquin, 7 Third Ave., Whitney, On, K0L 1W0