



## HMATA Funding Application

**This document is for reference only. Please complete the form at [huntsvillemat.com](https://huntsvillemat.com). Emailed submissions will not be considered.**

### Intake periods

HMATA has one application intake period annually. Applications will not be reviewed until after the intake period has closed. After review, applications for events/initiatives that meet HMATA's criteria for funding will be invited to present to HMATA's Board. Note that funds are limited and HMATA will use a weighted system when considering eligibility.

- For HMATA's 2024-25 fiscal year (June 1, 2024 – May 31, 2025), the intake period will be May 1 - June 30, 2024. (Applications will be reviewed in July with invitations to present to the Board to follow in September.)
- For HMATA's 2025-26 fiscal year (June 1, 2025 – May 31, 2026), the intake period will be December 1, 2024 - January 10, 2025. (Applications will be reviewed in January with invitations to present to the Board to follow in early February.)

### About your organization

Your organization's operating name:

Your organization's legal name (if different from operating name):

Organization address:

Organization website:

Main contact name, phone number, email:

What is your role with the organization? (staff, volunteer, owner, or I am requesting funds for myself)

How is your organization classified? (charity, non-profit, for-profit, unregistered)



## About your event/project

Event/project name:

Event/project category:

- New event hosting
- Returning event hosting
- Event bid submission
- Marketing
- New tourism product development
- Existing tourism product enhancement
- Enhancement of visitor experiences

Event/project description:

Event/project start date:

Event/project end date:

Event/project location:

What permits and/or approvals are necessary for this project? Please provide the status of each.

## Assessment and performance measures

What are the goals and objectives of your event/project? (Could include: ticket sales, number of visitors, room nights, website traffic, newsletter subscriptions, etc.)

How does your event/project support the [strategic mission and vision](#) of the Huntsville Municipal Accommodation Tax Association?

Provide a description of how your proposed event/project...

...is collaborative

...is creative

...is progressive

...is inclusive

...focuses on our natural environment



Estimated number of event attendees from outside Muskoka:

Estimated number of local (Muskoka) event attendees:

What impact will this event/project have on the Huntsville community? (Could include awareness, economic growth, job creation, innovation, enhancement of visitor experience, etc.)

How will this project help develop or promote tourism in Huntsville?

How will you measure the success of your event/project?

What is your capacity to develop and deliver this event/project?

Outline your contingency/cancellation plan. (**Note:** Should there be substantial deviation from the event/project as outlined in this application, you may be required to return all or part of any funding received from HMATA.)

### **Economic benefits**

How will funding from the Huntsville Municipal Accommodation Tax Association result in overnight stays in Huntsville at accommodations which collect the MAT?

Estimated number of overnight stays (number of rooms per night):

How will you measure actual overnight stays for your event/project?

What other economic spillover will your event/project have?

Who are your partner organizations for this event/project? (Could include hotels, restaurants, tourism operators, etc.)

Optional for events: Include a [Tourism Regional Economic Impact Model \(TREIM\)](#) report to accompany your submission.

### **Communications/marketing plan**

How will you attract out-of-town participants/visitors to your event?

What marketing/promotional tactics will you use?



When and how will you share your event/project stories with HMATA?

### **Event/project budget and funding**

Please upload your event/project budget.

What other sources of funding or in-kind donations have you secured for your event/project? (Include federal, provincial, and regional/municipal grants or subsidies; private sponsorships or donations; and in-kind donations.)

What is your organization's financial contribution to this event/project?

What amount are you requesting from HMATA?

Please specify which elements of your event/project HMATA funds would be used for.

**Note:** Should HMATA funding be approved, you will be required to:

- Provide proof of commercial general liability insurance of \$5M+ that names HMATA as an insured party.
- Recognize HMATA's support in media releases and with logo visibility at the event and on your website.

### **Certification**

I am authorized to sign on behalf of this organization. I certify that the information contained in this application and all supporting documentation is accurate and complete. I agree to provide any additional information that may be reasonably required for the purposes of assessing this application and administering funding. I also agree to submit a final report (guidelines will be provided to successful applicants) upon completion of this event/project. I acknowledge that if any of this information is misrepresented, this application shall be deemed to be withdrawn.

Signature of authorized representative:

Date: