

# THE MUNICIPALITY OF LAMBTON SHORES

**Report TR 35-2023**

**Council Meeting Date: December 19, 2023**

**TO:** Mayor Cook and Members of Council  
**FROM:** Janet Ferguson, Director of Financial Services  
**RE:** Experience Ontario Grant Application

## **RECOMMENDATION:**

**THAT** Report TR 35-2023 regarding an application to the Experience Ontario Grant program on behalf of the Grand Bend Canada Day be received; and

**THAT** staff be authorized to submit an application to the Experience Ontario Grant program on behalf of the Grand Bend Canada Day Committee.

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## **SUMMARY**

This report seeks approval from Council for staff to submit a grant application on behalf of the Grand Bend Canada Day Committee.

## **BACKGROUND**

The Grand Bend Canada Day committee has had several changes in the past few years and the most recent one was after the 2023 event when the lead stepped down. The committee is rebuilding with three enthusiastic organizers on board.

Staff have been working with the new group and acting as a resource for the historical operations for the Canada Day event. Similar to last year, Lambton Shores has applied for the Heritage Canada grant on the committee's behalf.

A new grant opportunity has been released that the Canada Day event would qualify for. The committee is interested in applying; however, like the Heritage grant, the applicant has to be a legal entity, indigenous organization or a municipality and therefore have asked that Lambton Shores apply on the committee's behalf. The grant information was circulated to other groups in the community that would be eligible to apply on their own. Under the Community Tourism Festival component of the Experience Ontario Program, if successful, the committee would be eligible for 50% funding of expenses up to a maximum of \$20,000.00.

## **ALTERNATIVES TO CONSIDER**

Council could choose to not support an application to the grant program.

An application is an opportunity for the committee to secure funding for an event that brings numerous visitors to the area and is an economic benefit for local businesses.

## **RECOMMENDED ACTIONS**

That Council supports staff submitting an application on behalf of the Canada Day Committee to the Experience Ontario program to support the Grand Bend event.

## **FINANCIAL IMPACT**

There is no financial impact by receiving this report or supporting an application to the program. The committee has an established budget for their program and through sponsorship, fundraising and grant availability, they propose to be self funded.

## **CONSULTATION**

Ashley Farr, Director of Community Services