



UNSPOILED MOMENTS

Naturally L&A Activation Fund

Let's work together to build an even better Lennox and Addington. Successful communities are driven by people who are passionate and creative, who see an opportunity and go for it. Let's build a movement, which takes your ideas, passions, creativity and experiences and builds a better Lennox and Addington. Our Naturally L&A Activation Fund is available to help you take your idea to the next level.

Lennox & Addington Economic Development Office is offering the opportunity to receive funding for the following:

- New event creation
- Existing event enhancements / improvements
- Development of new recreational products / activities
- Cultural activities / products
- Community beautification.
- New tourism products / activities

Here are some examples for each of our categories:

New event creation: starting up a new event or festival that will attract tourists to Lennox and Addington. Potential new events could include music concerts, sporting events or other unique offerings.

Existing Event Enhancements / Improvements: Examples of event enhancements include incorporating live music, local food or other exciting additions into your existing event. The enhancement will draw visitors from further afield and make for a more memorable experience.

New Recreational Products / Activities: New recreation products that improve our communities and attract new visitors and residents to Lennox and Addington. This could include hiking trails, paddling routes, cycling trails, nature walks...etc.

Cultural Products / Activities: New cultural products or activities that improve our communities and attract new people and residents to Lennox and Addington. This could include new theatre performances, public art, art shows...etc.

Community Beautification: Activities that improve the “look” of Lennox and Addington. Could include community gardens, cleaning / repurposing of derelict properties, tree planting, trail maintenance...etc.

New Tourism Products / Activities: Include developing activities with untapped potential and unique to Lennox and Addington. Examples include new attractions (i.e. stargazing tourism), themed tours (i.e. haunted walks), or business collaborations that add to the visitor experience (i.e. butter tart trail).

Applicants are strongly encouraged to discuss their project, questions and eligibility before applying by contacting Rob Plumley, Community Development Officer at 613-354-4883 ext. 3271.

Naturally L&A Activation Program Guidelines

Eligibility

Eligible organizations include:

- Community Groups
- Community Partnerships (multiple residents working together)
- Festival and Event Organizers
- Volunteer Organizations
- Business Partnerships (multiple businesses working together)

The project must be visitor and resident friendly and located within Lennox & Addington County. The project must be a new or enhanced experience. It is expected that organizations / partnerships have their own budget to put toward the project and to match the potential funding.

Ineligible organizations and requests include:

- Regular operational expenses
- Salaries
- Charitable contributions
- Municipal governments are not eligible to apply.
- Individuals are not eligible to apply
- Individual businesses are not eligible to apply

Evaluation Criteria

The Selection Committee, consisting of members of the Lennox & Addington County Economic Development Coalition, will use the following criteria to evaluate each application:

Selection Criteria:

- New or enhanced experience
- Unique, authentic experience
- How does it improve Lennox and Addington
- Feasibility
- Appeals to both local residents and visitors
- Potential to attract out-of-town visitors
- Potential of overall economic benefit to Lennox & Addington County
- Level of collaboration with other stakeholders / partners
- Marketing/promotional support provided

Please note that priority will be given to applications that HAVE NOT received Tourism Activation Funding in previous years.

Events/project must be completed by October 31, 2022.

Selection Process & Due Diligence

Selection Process

All applications go through a process of screening against the eligibility criteria before being assessed by the Selection Committee. The Selection Committee will meet to discuss the submissions and agree upon a final short-list of applications.

Due Diligence

Before granting final approval, Lennox & Addington County will undertake due diligence on the lead organizations / partnership. The main purpose of this is to determine capability and readiness of the lead organization to deliver the end product.

If successful, a funding agreement between the organization / partnership and Lennox & Addington County will be required.

Application Process & Deadlines

Applicants are strongly encouraged to discuss their project, questions and eligibility before applying by contacting Rob Plumley, Community Development Officer at 613-354-4883 ext. 3271.

Proposals must be submitted using the form below. The deadline to receive applications is Sunday, October 31st at 11:59pm.

Naturally L&A Activation Fund Application Form

Before completing the application below, applicants are strongly encouraged to contact Rob Plumley, Community Development Officer for Lennox & Addington County, to discuss the project in detail. Rob can be reached at 613-354-4883 ext. 3271.

General Information:

Contact Name	
Organization Name (if applicable)	
Phone	
Email	
Address	
Tell Us a Bit About Your Business/ Organization / Partnership	
Project Type	<input type="checkbox"/> New Event <input type="checkbox"/> Event Enhancement <input type="checkbox"/> New Tourism Product <input type="checkbox"/> Cultural <input type="checkbox"/> Beautification <input type="checkbox"/> Recreation
Municipality where project/event takes place (select all that apply)	<input type="checkbox"/> Township of Addington Highlands <input type="checkbox"/> Town of Greater Napanee <input type="checkbox"/> Loyalist Township <input type="checkbox"/> Township of Stone Mills

Project Details:

Project Name	
Location	
Provide a description of the project / experience.	

What are the dates and duration of the experience?

Is this a recurring event or experience?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Who are the key players responsible for planning and executing the project?	

Explain the marketing support that will be required to promote the experience?

How will the project improve Lennox and Addington County?

How will project success be measured?

What are the risks associated with the project / experience?

Please email the completed application to:

Rob Plumley
Community Development Officer
Lennox & Addington County
rplumley@lennox-addington.on.ca

For more information, please call Rob at 613-354-4883 ext. 3271.