



Host in Whitby Grant Program

The Host in Whitby Grant Program aims to enhance tourism across Whitby by encouraging visitation and participation at local events. The Grant Program provides financial assistance of up to \$5,000 to owner/operators, private events and not-for-profit organizations, hosting events in the Town of Whitby that attract and retain visitors not only to their location/event, but to the community of Whitby. The intent is to encourage and support tourism-based events that contribute to the local economy and enhance Whitby's profile as a vibrant destination. The Host in Whitby Grant Program supports visitor-friendly, welcoming, inclusive, vibrant and accessible events rooted in economic, social and cultural connectivity. It also encourages strong partnerships between stakeholders in the Whitby tourism sector. This program aims to support existing events and projects in Whitby and attract new activations and events to the Town.

Grant Program Objectives

Consideration will be given to events that align with the following objectives:

- Demonstrate the potential to attract participants and visitors from beyond a 40-kilometre radius to Whitby.
- Take place within the Town of Whitby and foster a strong sense of pride and place in the community.
- Support and promote tourism in Whitby.
- Encourage inclusivity, cross-sector collaboration, and participation from a diverse range of groups, businesses, and organizations within Whitby.

Definitions

Host in Whitby Grant

Grants of up to \$5,000 awarded by the Host in Whitby Grant Subcommittee to eligible owner/operator, private events and not-for-profit organizations for hosting tourism-promoting events in the Town of Whitby.

Whitby Tourism Development Corporation (WTDC)

The organization that oversees the Host in Whitby Grant Program.

Host in Whitby Grant Subcommittee

A subcommittee of the WTDC, made up of Directors of the Corporation, delegated to review and award grants.

Requirements

Eligible Grant Recipients

- Organizations hosting tourism-related events within Whitby.
- Organizations with a presence in Whitby or demonstrated impact on Whitby tourism.
- Organizations that have submitted a Final Report for previously funded events.
- Municipalities, other levels of (Canadian/Ontario) government and government agencies.

Ineligible Applicants

- Religious or political organizations applying for religious or political purposes.
- Organizations that contravene WTDC and Town of Whitby values, policies, by-laws, or legislation.
- Organizations in litigation with or owe monies to the Town of Whitby or WTDC.

Eligible Events

Eligible events must:

- Take place within the Town of Whitby.
- Attract visitors from 40 km outside the community.
- Contribute to the local economy and tourism sector.
- Be open, inclusive and accessible to the public.

Application Process

- a) Applications will be reviewed on a quarterly basis.
- b) To be considered within a given quarter, applications must be submitted by the following deadlines:
- January 1
 - April 1
 - July 1
 - October 1
- c) Applicants are encouraged to apply early to allow adequate time for review and organizational planning; however, applications should only be submitted once event details are well developed. Submitting a complete and detailed application ensures the review committee can conduct a thorough and informed assessment.
- d) Applications must be submitted using the official application form available on the WTDC website.
- e) Applicants may apply more than once per year for different events.
- f) Incomplete or late applications will not be considered for that quarter's intake.

Evaluation Criteria

Applications will be evaluated based on:

- Tourism benefit (visitor draw, economic impact)
- Community impact (inclusivity, accessibility)
- Organizational capacity and soundness of budget
- Use of matching funds or other funding sources
- Marketing and promotion plans which identify the reach beyond the community
- Priority may be given to new applicants
- Timing of event (generally being delivered within 12 months of application date)

Consideration will be given to projects that meet the following objectives:

- Delivery of events, product packages, and thematic campaigns supporting tourism in Whitby.
- Demonstrated traction for the project to draw participants and visitors into Whitby from more than 40 kilometres away.
- Proposed events and activations encourage residents to participate in their community and generate a sense of pride of place in Whitby.
- The project promotes inclusivity, cross-cultural collaboration, and participation of diverse groups and organizations in Whitby.

Decision and Notification

- a) The Host in Whitby Grant Subcommittee will review applications within two (2) months of the quarterly due date. For example, those submitted by January 1 will be evaluated by March 1.
- b) Funding requests will be considered and allocated based on evaluation from the Host in Whitby Grant Subcommittee. The number of organizations selected will be determined by the strength of the applicant pool and the availability of funding.
- c) All subcommittee decisions are final.
- d) Applicants will be notified by email of the outcome of their application.

Final Reporting

- a) Grant recipients must submit a Final Report within 30 days of the event.
- b) Reports must include:
 - Attendance and tourism metrics
 - How the funds were used
 - Promotional materials and photos
- c) Any unspent funds may be:
 - Returned to the Host in Whitby Grant program
 - Reallocated with committee approval
 - Carried over with written approval