

Experience the County

Canadian Experience Fund

Vouchers & Grants



APPLICANT OVERVIEW

Legal Business Name:		Applicant's Name:	
Operating Business Name:		Phone Number:	
Cheques Payable To:		Email Address:	
CRA Business Number:		Website URL:	
Street Number:			
Unit Number:		Desired Voucher Amount:	
Street Name:			
Municipality / Town:		Desired Grant Amount:	
Province:			
Postal Code:			

I/My Business: (please select your answer from the drop down box)

Is legally operating with relevant licenses, registrations, certificates, etc. (e.g., Food Inspection Certificate, AGCO Licenses, etc.)

Has sufficient insurance

Have completed experiential training offered by The County

Has been in operation for at least one year

Has a website social media channels, and the capability to take online bookings and payments

Is physically located in Prince Edward County

Please provide a brief description of your enterprise (i.e. what you do, how long have you been in business, what's your vision for your enterprise):

PROJECT/EXPERIENCE OVERVIEW

Please provide a brief description of the Project/Experience you will be launching, including dates it will be offered (preference will be given to experiences running off-peak in mid-October to mid-May), target audience and pricing:

Please explain how your Project/Experience incorporates concepts of "regenerative tourism," which may include reducing waste and/or lowering carbon emissions, employing renewable resources, sponsorship or portion of sales to community charities or initiatives focus on local products and partners:

Please explain how your Project/Experience will create potential for sales growth, business expansion, increased competitiveness or access to new market segments:

Please indicate if your Project/Experience is inclusive of one or more of the following groups:

Women		Youth (under 40)	
LGBTQ2		Newcomers to Canada	
Visible Minorities		Persons with Disabilities	
Members of the Official Language Minority Communities		Indegenous Peoples	

Please explain any ways your Project/Experience may reduce barriers to the economic participation of the priority groups listed above:

Please list the types of things you could measure from your project (i.e # of website visitors, # radio spots, revenue, foot traffic, etc.):

Please outline your marketing plan for this Project/Experience:

Please explain the kind of marketing you currently do/what would you do in the absence of any grant money (i.e. social media, radio, print, paid search etc.):

What is your current annual marketing budget?

Please provide a draft marketing budget for your Project/Experience (ex. Facebook ads: \$250/month x 4 months = \$1,000):

Please outline your plan and key milestones for bringing your experience to market in 2021:

Project Activity/Milestone	Completion Date

Please provide a list of any key partners:

Submitted by:

Title:

Date:

Signature:

Please save the completed form and submit to:

team@pelacfdc.ca