



Please ensure you use  
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completing this form.

## 1. APPLICANT PROFILE

### APPLICANT ORGANIZATION

Organization Name:			
Street Address or PO Box:			
City/Town/Village:		Postal Code:	
Email:			
Website:			
Incorporation/Society Number.			

### DESIGNATED OFFICER (SIGNING AUTHORITY)\*

Name:	Phone:
Title:	Email:

### PRIMARY CONTACT\*

Name:	Phone:
Title:	Email:

*\*Contact names cannot be consultants*

## 2. PROJECT INFORMATION

### PROJECT TITLE

*Please provide a short concise title that captures the essence of the project.*

FUNDING STREAM

Capital and Innovation projects are eligible for up to 50% of total project costs, up to maximum of \$200,000 depending on the funding stream and matching criteria. Please specify which area of investment you are applying under.

Industry and Business Support (up to \$200,000)

Downtown Revitalization (up to \$200,000)

Strategic Tourism Infrastructure (up to \$200,000)

Destination Trails (up to \$200,000)

Innovation Infrastructure (up to \$200,000)

Innovation Support (up to \$100,000)

PROJECT LOCATION AND COMMUNITY(IES) SERVED

Please identify where the project will be located and what area(s) will it serve.

PROJECT RATIONALE

Briefly describe why the project is needed and how need was assessed.

PROJECT DESCRIPTION

*Provide a general description of the project (attach any concept designs or other technical information that will help clarify project objectives).*

PROJECT ACTIVITIES

*Provide a list of project activities (list of activities, aligned with expense categories).*

PROJECT TIMELINES

Project Start Date:

Project Completion Date:

IMPLEMENTATION PLAN

Provide a timeline (month/year) that specifies when key milestones will be achieved.

Milestones	Timeline
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

## PROJECT APPROVALS AND PERMITS

*Please list any approvals and permits required to complete work on the project.*

## ALIGNMENT WITH ECONOMIC DEVELOPMENT PRIORITIES

*Explain how your project aligns with local, regional, provincial or industry economic development priorities and strategies. Please refer to specific strategic documents.*

## COMMUNITY ENGAGEMENT AND SUPPORT

*Detail any engagement processes undertaken and detail community/regional support and partnerships. Please attach letters of support.*

### 3. OUTCOMES

#### PROJECT BENEFITS

Please address how the project will provide local or regional economic benefits? Detail all new, incremental economic benefits.

#### JOB CREATION

Please address how the project will create jobs in the community or region.

Please provide an estimate of the total number of jobs that will be created by your project.

Estimated temporary jobs (during construction/implementation):	
Estimated direct permanent jobs (once project is complete):	
Estimated direct seasonal jobs (once project is complete):	

## PERFORMANCE MEASUREMENT

*Describe how you intend to measure success in achieving project benefits. Identify indicators that will be used to measure the success of your project.*

## 4. ORGANIZATION CAPACITY

### PROJECT MANAGEMENT

Please indicate how the project will be managed.

### ORGANIZATION EXPERTISE

*Please detail your organization's previous experience with similar projects and/or technical capacity and expertise to manage the project.*

## FINANCIAL CAPACITY

*Indicate how your organization will finance project costs pending reimbursement.*

## PROJECT SUSTAINABILITY

*Describe how the infrastructure or project will be sustainable in the long term. How will you fund your proposed project's ongoing operating and maintenance costs? Describe your long-term planning activities that will ensure that there will be funds to support the project.*

## INNOVATIVE PRACTICES

*Is any type of innovation being incorporated into this project? Please highlight any innovative practices being duplicated or adapted or highlight any "new ways of doing things" which will be pioneered by your project.*



## MARKET ASSESSMENT AND COMPETITIVE IMPACT

*Describe the market the project is seeking to serve and identify any issues related to competition with other organizations or businesses or impacts on adjacent communities or region.*

## MARKETING AND COMMUNICATIONS PLAN

*Describe how you will market your project/facility in the short term and long term to ensure optimal results.*

## RISK MANAGEMENT

*Please identify any project challenges and mitigation strategies to address these (cost overruns, tenure, unconfirmed matching funding, seasonal limits to construction, environmental assessment impacts, changes to the economy)*

Risk Factor	Risk Mitigation Strategies
1.	
2.	
3.	

## 5. FUNDING AND BUDGET

*Applicants, please note that funding requests up to \$50,000 go through a one-stage approval process, with the application reviewed by the regional advisory committee and then by the Trust board of directors. Funding requests over \$50,000 go through a two-stage process. Based on a review by the regional advisory committee and decision by the board of directors, applicants may be invited to submit a stage 2 application.*

**Please download and complete the Budget worksheet.**

Funding Source(s):	Status:	Amount:	Percent of Total:
Island Coastal Economic Trust			
Total Project Funding:			

## 6. SUPPORTING DOCUMENTATION

Completed Funding and Budget Worksheet

Organization's latest financial statement (audited if available)

Organization's annual report

Formal letter(s) of support (recommended)

Supplementary Information

## 7. SUBMISSION

Application Form and all supporting documents should be submitted electronically, by email to [info@islandcoastaltrust.ca](mailto:info@islandcoastaltrust.ca).

**ALL DOWNTOWN REVITALIZATION PROJECTS MUST INCLUDE SCHEDULE A.**

**ALL DESTINATION TRAIL PROJECTS MUST INCLUDE SCHEDULE B.**

## AUTHORIZATION

I/we certify that the information provided in this Application Form is to the best of my/our knowledge, complete, true and accurate and the proposal including plans and budgets is fairly presented.

I/we authorize the Island Coastal Economic Trust to make any enquiries of persons, firms, corporations, federal and provincial government agencies/departments and non-profit organizations operating in our organization's field of activities, to collect and share information with them, as Island Coastal Economic Trust deems necessary, in order to reach a decision on this application, to administer and monitor the implementation of the project and to evaluate results after project completion.

I/we agree that the information provided in this application form will be shared with the appropriate Regional Advisory Committee and Island Coastal Economic Trust staff and consultants.

I understand that the information in this application may be accessible under the Freedom of Information and Protection of Privacy Act (FOIPPA).

I/we also understand that all Trust correspondence, relative to our Application, must be kept confidential and that any breach whatsoever of confidentiality will immediately result in the annulment of the Application.

I/we also understand that ICET will not be responsible for any costs incurred in the preparation of this application, or any subsequent application for funding from the Trust, and this application is being prepared entirely at my/our own risk and cost.

I/we certify that this application has not been prepared subject to a promise of future payment or other form of compensation to be derived directly from ICET project funds or indirectly built into project management or other project costs, should this application be approved.

Signature of Authorized Representative(s):	
Printed Name(s):	
Title(s):	
Date:	

## SCHEDULE A – DOWNTOWN REVITALIZATION PROJECTS

If you are requesting funding for a Downtown Revitalization project, please complete the following section.

### 1. ECONOMIC VITALITY

*Describe how your project activities will result in a more attractive and usable downtown commercial space while retaining and strengthening existing downtown businesses, attracting new economic activity, and diversifying the business mix. Please detail any complementary incentive programs or investment.*

### 2. PROFESSIONAL DESIGN

*Describe how your design integrates the unique physical, cultural, or historic assets of the community.*

### 3. MARKETING AND PROMOTION

*Describe how your marketing plan will promote the downtown as a focal point of community life, a unique, appealing shopping environment, and as a viable and attractive location for business investment.*

### 4. ORGANIZATION AND COMMUNITY INVOLVEMENT

*Describe how the project has engaged the community in the initiative to support long-term, collaborative relationships essential to sustainable downtown renewal.*

## RESULTS WITHIN THREE TO FIVE YEARS

*Describe how you plan to measure progress related to your downtown economy. If possible, please provide baseline information (pre-project condition) and the anticipated results within 3-5 years.*

## 5. INVOLVEMENT OF BUSINESS COMMUNITY

*Describe how the local business community will be involved in the project.*

## SCHEDULE B – DESTINATION TRAIL PROJECTS

If you are requesting funding for a trail project, please complete the following section.

### 1. PROMOTE TOURISM ATTRACTION AND INCREMENTAL ECONOMIC BENEFITS

*Describe the potential to attract new tourism to the area, retain tourism for longer periods or provide incremental economic benefits to area businesses and communities.*

### 2. SIGNIFICANCE OF TRAIL

*Describe the significance of the trail and its ability to gain international, national or provincial recognition.*

### 3. COLLABORATIVE PLANNING

*Describe how the planning process includes engagement and fosters collaboration with key stakeholders.*



#### 4. VALUE FOR COST

*Provide an accurate assessment of all trail costs including a breakdown per metre.*

#### 5. QUALITY ACCESS POINT

*Describe in detail the trail access point and its location with respect to communities or key tourism assets to facilitate the attraction of tourism and public access. Describe the parking planned for the public user.*

#### 6. SUSTAINABLE MAINTENANCE AND MANAGEMENT STRATEGY

*Describe how ongoing trail maintenance will be managed and funded on a long-term basis.*

## 7. SECURED LAND TENURE AND REGULATORY APPROVALS

*Indicate if land tenure and required regulatory and environmental approvals have been secured, and if not, describe the process undertaken thus far.*

## 8. STRATEGIC MARKETING PROGRAM

*Describe how the trail project addresses the issue of trail marketing and include a plan to market the trail in collaboration with local, regional and provincial tourism destination marketing organizations or other relevant organizations.*