

**CORPORATION OF THE TOWN OF AMHERSTBURG**

**BYLAW NO. 2007-24**

**Being a Bylaw to authorize the signing of an agreement  
between Her Majesty the Queen in Right of Ontario as represented  
by the Ministry of Agriculture, Food and Rural Affairs (the Ministry)  
- and -**

**The Corporation of the Town of Amherstburg  
The Shores of Erie International Wine Festival  
Amherstburg Chamber of Commerce (the Recipients)**

**WHEREAS** the Ministry has established the Rural Economic Development Program to address barriers to economic growth, and ensure that Ontario's small town and rural communities remain viable, healthy and vibrant places in which to live, work and invest;

**AND WHEREAS** the Recipients have applied to the Ministry for funding to strengthen the community and the economy of Amherstburg;

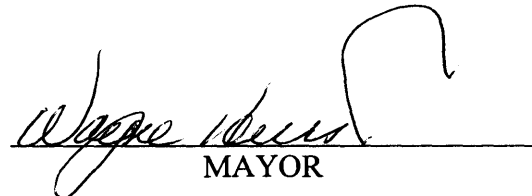
**AND WHEREAS** it is the desire of the Ministry to fund the Recipients for the purpose of removing barriers to economic development in rural Ontario;

**AND WHEREAS** an agreement has been prepared to set out the terms and conditions related to the said funding.

**NOW THEREFORE THE CORPORATION OF THE  
TOWN OF AMHERSTBURG HEREBY ENACTS AS FOLLOWS:**

1. That the Chief Administrative Officer, Frank Pizzuto be authorized to sign the agreement on behalf of the Town of Amherstburg.
2. The agreement is attached to this Bylaw as Schedule A and forms part of this Bylaw.

Read a first, second and third time and finally passed this 12<sup>th</sup> day of March, 2007.

  
MAYOR

  
CLERK

## AGREEMENT

THIS AGREEMENT made as of the \_\_\_\_\_ day of \_\_\_\_\_, 2007

**B E T W E E N :**

**HER MAJESTY THE QUEEN IN RIGHT OF ONTARIO  
as represented by the Minister of Agriculture, Food and Rural  
Affairs**

(the "Ministry")

- and -

**The Corporation of the Town of Amherstburg  
The Shores of Erie International Wine Festival  
Amherstburg Chamber of Commerce**

WHEREAS the Ministry has established the Rural Economic Development Program to address barriers to economic growth, and ensure that Ontario's small town and rural communities remain viable, healthy and vibrant places in which to live, work and invest;

AND WHEREAS the Recipients have applied to the Ministry for funding to strengthen the community and the economy of Amherstburg;

AND WHEREAS it is the desire of the Ministry to fund the Recipients for the purpose of removing barriers to economic development in rural Ontario;

NOW THEREFORE in consideration of the mutual covenants and agreements contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, the parties hereto agree as follows:

### **1.0 Definitions**

1.1 In this Agreement the following words shall have the following meanings:

- (a) "Agreement" means this Agreement entered into between the Ministry and the Recipients and all schedules and attachments to this Agreement and any instrument amending this Agreement;

- (b) "Completion Date" means March 31, 2008;
- (c) "Eligible Cost" means those expenditures incurred after December 18, 2006 and prior to the Completion Date related directly to the Project and identified as Eligible Costs in the Milestone Schedule attached as Schedule "B";
- (d) "Fiscal Year" means the period beginning on April 1<sup>st</sup> of a year and ending on March 31<sup>st</sup> of the following year;
- (e) "Grant Fund(s)(ing)" means the grant funds provided to the Recipients by the Ministry pursuant to this Agreement as a proportionate share of the total Eligible Costs;
- (f) "Project" means the Project described in Schedule "A";
- (g) "Project Anniversary Date" is the date in each successive year during the term of the Agreement which falls upon the conclusion of each 12 month interval following the date of the commencement of the project.

## **2.0 Term of the Agreement**

- 2.1 The Agreement shall commence on December 18, 2006 and shall expire on March 31, 2009 unless terminated earlier pursuant to either section 17.0 or 18.0 of this Agreement.

## **3.0 Grant Funding**

- 3.1 The Ministry shall provide up to \$45,000 to the Recipients for the purpose of completing the Project.
- 3.2 The Ministry shall provide the Grant Funds to the Recipients in the proportion of 50% (Fifty percent) of the total Eligible Costs as described in the Milestone Schedule attached as Schedule "B".
- 3.3 Subject to section 6.3, the Ministry shall disburse the Grant Funds upon receipt and approval by the Ministry of the Milestone Submission attached as Schedule "C", including original invoices and proofs of payment.
- 3.4 Despite sections 3.1 and 3.2, the Ministry, in its sole discretion, may adjust the amount of Grant Funding to be provided to the Recipients in any Fiscal Year during which the Agreement is in effect based upon the Ministry's assessment of the current year's Financial Statement provided to the Ministry pursuant to section 7.1.
- 3.5 Despite sections 3.1 and 3.2, the Ministry shall not provide any Grant Funds to the Recipients until the insurance requirements described in section 14.0 have been met.

#### **4.0 Project**

- 4.1 The Recipients shall be responsible to ensure that the undertaking, implementation and completion of the Project is substantially in accordance with the description of the Project attached as Schedule "A" and the Milestone Schedule attached as Schedule "B".
- 4.2 The Recipients shall not make any changes to the Project without the prior written consent of the Ministry.
- 4.3 The Recipients shall carry out the Project in accordance with the time lines provided in the Milestone Schedule attached as Schedule "B" and shall complete the Project by March 31, 2008.

#### **5.0 Funding Payment**

- 5.1 The Recipients shall only seek reimbursement for actual expenses paid for the purpose of completing the Project in accordance with the eligible costs identified in the Milestone Schedule attached as Schedule "B".
- 5.2 The Recipients shall not make any changes to projected eligible expenses identified in Schedule "A" without the prior written consent of the Ministry.
- 5.3 Where the actual expenses paid by the Recipients are lower than the projected eligible expenses identified in Schedule "A", the Recipients shall notify the Ministry and the Ministry may, in its sole discretion, adjust the Grant Funding.
- 5.4 The Recipients shall immediately notify the Ministry if they do not intend to carry out the Project in whole or in part as specified in Schedule "A" in which case the Ministry may, in its sole discretion, adjust the Grant Funding.

#### **6.0 Payment Terms**

- 6.1 The Ministry shall reimburse the Grant Funds to the Recipients in the proportion of 50% (Fifty percent) of the total Eligible Costs as described in the Milestone Schedule attached as Schedule "B" and in accordance with the conditions referred to in subsection 6.2.
- 6.2 In order for a cost or expense to be eligible for Grant Funding pursuant to this Agreement,
  - (a) the cost or expense must,
    - (i) be reasonable;
    - (ii) be directly related to the components of the Project as described in Schedule "A";

- (iii) be specifically identified as an Eligible Cost for the Project as set out in the Milestone Schedule attached as Schedule "B";
  - (iv) have been incurred after December 18, 2006 and no later than March 31, 2008; and
  - (v) be an actual cash outlay to third parties acting at arm's length that can be documented through original invoices or proofs of payment;
- (b) a completed Milestone Submission attached as Schedule "C" must be submitted to the Ministry; and
- (c) all evidence (such as invoices, receipts, etc.) of payment related to Eligible Costs and such supporting documentation must be submitted to the Ministry.
- 6.3 The Ministry may hold back an amount not exceeding 10% (ten percent) of the Milestone Statement submitted and approved pending the completion of the Project by the Recipients to the satisfaction of the Ministry.
- 6.4 The Ministry may, in its sole discretion, withhold payments of future Grant Funding if the Ministry, acting reasonably, is not satisfied that there is adequate evidence of progress being made to achieve the Milestones, if there has been a breach listed under section 18.1(b)(c) or (d), or if the Recipients have incurred a cost overrun for the Project and have not arranged additional financing to pay for such cost.

## **7.0 Reports**

- 7.1 During the term of the Agreement, the Recipients shall submit the reports described in subsections 7.2, 7.3, 7.4 and 7.5 to the Ministry.
- 7.2 On the dates provided for in the Milestone Schedule attached as Schedule "B", the Recipients shall submit the Milestone Submission as shown in Schedule "C" in a form satisfactory to the Ministry which includes a detailed description of the Project and the results achieved to the date of the Submission.
- 7.3 Within 60 days of each Project Anniversary Date, a Financial Declaration in the form shown in Schedule "E" must be submitted to the Ministry which shall:
- (a) be prepared by a qualified person showing Eligible Costs incurred and paid by the Recipient during the previous year with verification of the sources of the funding that paid for such Eligible Costs;
  - (b) show details of any variance from the Project, the Budget and/or the Project schedule; and
  - (c) include any other information respecting the Project that may be requested by the Ministry.

- 7.4 On or before 60 days after the final milestone statement has been submitted, a Final Project Report with the information as described in Schedule "F" must be submitted to the Ministry which shall include,
- (a) a detailed description of the Project and the results achieved to the date of the Statement;
  - (b) the details of any variance from the Project, the Budget and/or the Project schedule;
  - (c) a final Financial Statement showing Eligible Costs incurred and paid; and
  - (d) any other information respecting the Project that may be requested by the Ministry.
- 7.5 The Recipients shall ensure that all reports are in a form satisfactory to the Ministry and that every report or financial statement is signed on behalf of the Recipients by a person authorized to sign it.

#### **8.0 Recipients Warrants**

- 8.1 The Recipients warrant that they shall carry out the Project in compliance with all federal, provincial or municipal laws or regulations, or any orders, rules or by-laws related to any aspect of the Project.

#### **9.0 Further Conditions**

- 9.1 The Ministry shall be entitled, at any time, to impose such additional terms or conditions on the use of the Grant Funds which it, in its sole discretion, considers appropriate for the proper expenditure and management of the Grant Funds and the carrying out and completion of the Project and shall be entitled to impose such terms and conditions on any consent granted pursuant to this Agreement.

#### **10.0 Accounting and Review**

- 10.1 In completing the Project, the Recipients:
- (a) shall conduct themselves in accordance with all applicable laws;
  - (b) shall keep and maintain all financial records, invoices and other financially-related documents relating to the Ministry Grant Funding or otherwise to the Project in a manner consistent with generally accepted accounting principles and clerical practices, and shall maintain such records and keep them available for review by the Ministry for a period of seven (7) years from the date of the expiry or termination of this Agreement;

- (c) shall maintain all non-financial documents and records relating to the Ministry Grant Funding or otherwise to the Project, including any records it receives about the people it serves, in a confidential manner consistent with all applicable law; and
- (d) hereby authorizes the Ministry, upon twenty-four (24) hours' notice and during normal business hours, to enter upon the Recipients' premises to review the status and manner of operation of the Project and to inspect and copy any financial records, invoices and other financially-related documents, and subject to consent by the person it serves, non-financial records and documents, in the possession or under the control of the Recipients which relate to the Grant Funding or otherwise to the Project.

10.2 The Ministry's right of inspection in this Agreement includes the right to perform a full or partial audit.

10.3 To assist the Ministry in the task described in this section, the Recipients shall provide any other information to the Ministry reasonably requested by the Ministry.

10.4 The purposes for which the Ministry may exercise its right under this section include:

- (a) determining for what items and purposes the Recipients expended the Grant Funds;
- (b) determining whether, and to what extent, the Recipients expended the Grant Funds with due regard to economy and efficiency; and
- (c) determining whether the Recipients completed the Project effectively and in accordance with the terms of this Agreement.

#### **11.0 Tendering for Goods and Services**

11.1 The Recipients shall acquire all supplies, equipment and services purchased with the Grant Funds through a competitive process that ensures the best value for funds expended. For equipment, services and supplies the cost of which exceeds \$25,000.00 the Recipients shall ensure that at least three written quotes are obtained unless:

- (a) the expertise being purchased is specialized and is not readily available; or
- (b) the market has previously been researched for a similar purchase and prevailing market costs for the equipment, services or supplies purchased are known.

11.2 If the Recipients do not use a competitive process as required under section 11.1 and do not obtain three written quotes because the supplies, equipment and services that exceed the cost of \$25,000.00 meet the conditions outlined in section 11.1(a) or

(b), the Recipients shall obtain the written consent of the Ministry prior to the acquisition of the supplies, equipment and services.

## 12.0 Conflict of Interest and Confidentiality

- 12.1 The Recipients shall ensure that the Project is carried out in all its aspects without a conflict of interest by any person associated with the Project in whatever capacity.
- 12.2 For these purposes, a conflict of interest includes a situation in which a person associated with the Project or any member of his or her family is able to benefit financially from his or her involvement in the Project.
- 12.3 The Recipients shall disclose to the Ministry without delay any actual or potential situation that may be reasonably interpreted as either a conflict of interest or a potential conflict of interest.
- 12.4 The Recipients acknowledge that the Ministry is bound by the provisions of the *Freedom of Information and Protection of Privacy Act* and regulations thereunder.

## 13.0 Indemnity

- 13.1 In no event shall OMAFRA be liable for
- (a) any bodily injury, death or property damage to the Recipients, their employees, agents, or consultants or for any claim, demand or action by any third party against the Recipients, their employees, agents, or consultants, arising out of or in any way related to this Agreement or the Project; or
  - (b) any incidental, indirect, special or consequential damages, or any loss of use, revenue or profit to the Recipients, their employees, agents, or consultants arising out of or in any way related to this Agreement or the Project.
- 13.2 The Recipients agree to indemnify and hold harmless Her Majesty the Queen in right of Ontario, her directors, officers, employees and agents from and against all suits, judgments, claims, demands, expenses actions, causes of action and losses (including, without limitation, reasonable legal expenses and any claim for lien made pursuant to the *Construction Lien Act*) and for any and all liability for damages to property and injury to persons (including death) which Her Majesty the Queen in right of Ontario, her directors, officers, employees and agents may incur, otherwise than by reason of their own negligence or willful misconduct, as a result of or arising out of or in relation to any breach by the Recipients of the terms of this Agreement, or the Recipients' own negligence or willful misconduct.
- 13.3 The Recipients further agree to indemnify and hold harmless Her Majesty the Queen in right of Ontario, her directors, officers, employees and agents, for any incidental, indirect, special or consequential damages, or any loss of use, revenue or profit, which Her Majesty the Queen in right of Ontario, her directors, officers, employees and agents may incur, otherwise than by reason of their own negligence or wilful



misconduct, as a result of or arising out of or in relation to any breach by the Recipients of the terms of this Agreement, or the Recipients' own negligence or wilful misconduct.

#### 14.0 Insurance

- 14.1 Each Recipient shall put in effect and maintain for the period during which the Agreement is in effect, at its own expense, with insurers acceptable to the Ministry, all the necessary insurance that would be considered appropriate for a prudent Recipient of this type undertaking a project similar to this Project, including:
1. Commercial General Liability Insurance, for third party bodily injury, personal injury and property damage to an inclusive limit of not less than Two Million Dollars (\$2,000,000) per occurrence and not less than Two Million Dollars (\$2,000,000) products and completed operations aggregate. The policy shall include:
    - (a) Her Majesty the Queen in right of Ontario as represented by the Minister of Agriculture, Food and Rural Affairs as an additional insured;
    - (b) Contractual Liability;
    - (c) Products and Completed Operations Liability;
    - (d) A valid WSIB Clearance Certificate, or Employers Liability and Voluntary Compensation, which ever applies;
    - (e) Tenants Legal Liability; (*for premises/building leases only*)
    - (f) Non-Owned automobile coverage with blanket contractual and physical damage coverage for hired automobiles; and
    - (g) A thirty (30) day written notice of cancellation.
- 14.2 Before beginning the Project, each Recipient shall provide the Ministry with a valid Certificate of Insurance (and any replacements thereof) that references the Project, and confirms the above requirements. The Recipient shall provide the Ministry with a copy of the policy and any renewal replacement certificates as may be necessary.

#### 15.0 Credit

- 15.1 The Recipients shall acknowledge the support of the Ministry in all reports and materials and in all advertising and publicity relating to the Project, in a format approved by the Ministry.
- 15.2 The Recipients acknowledge that the Ministry may publicize information regarding the Rural Economic Development Program, including program descriptions, participants and grant amounts.
- 15.3 The Recipients shall ensure the acknowledgement in any report or materials indicates that the views expressed in the report or materials are the views of the Recipients and do not necessarily reflect those of the Ministry.

## **16.0 Inspection**

16.1 The Ministry reserves the right to inspect any aspect of the Project at any time.

## **17.0 Termination by Ministry for Convenience**

17.1 The Ministry may in its sole discretion, without liability, cost or penalty, and without prejudice to any other rights or remedies of the Ministry under this Agreement or at law or in equity, terminate this Agreement at any time, for any reason, upon giving at least thirty (30) days notice to the Recipients.

17.2 Where notice to terminate is given under this section, the Ministry may, in its sole discretion, assess the state of the Project and allow the Recipients to wind down the Project by the end of the notice period.

## **18.0 Termination and Default**

18.1 The Ministry may, in its sole discretion, without liability, cost or penalty, and without prejudice to any other rights or remedies of the Ministry under this Agreement or at law or in equity, terminate this Agreement immediately upon giving notice to the Recipients if:

- (a) funding for the Rural Economic Development Program in any Fiscal Year is not appropriated by the Legislature or is revoked if previously granted; or
- (b) in the opinion of the Ministry:
  - i) a Recipient has knowingly provided false or misleading information regarding its funding request or in any other communication with the Ministry;
  - ii) a Recipient breaches any term or condition of this Agreement;
  - iii) the Recipients are unable to complete the Project or are likely to discontinue it;
  - iv) it is not reasonable for any reason for the Recipients to complete the Project;
  - v) a material adverse change occurs such that the viability of a Recipient as a going concern is threatened;

or if

- (c) a Recipient makes an assignment, proposal, compromise, or arrangement for the benefit of creditors, or is petitioned into bankruptcy, or files for the appointment of a receiver; or
- (d) a Recipient ceases to operate.

18.2 If the Ministry, in its sole discretion, considers the nature of the breach under section 18.1 to be such that it can be remedied and that it is appropriate to allow the Recipients the opportunity to remedy the breach, the Ministry may give the Recipients an opportunity to remedy the breach by giving the Recipients written notice

- (a) of the particulars of the breach;
- (b) of the period of time within which the Recipients are required to remedy the breach;
- (c) that the Ministry shall terminate this Agreement:
  - i) at the end of the notice period provided for in the notice if the Recipients fail to remedy the breach within the time specified in the notice, or
  - ii) prior to the end of the notice period provided for in the notice if it becomes apparent to the Ministry that the Recipients cannot completely remedy the breach within that time or such further period of time as the Ministry considers reasonable, or the Recipients are not proceeding to remedy the breach in a way that is satisfactory to the Ministry.

18.3 If the Ministry has provided the Recipients with an opportunity to remedy the breach, and

- (a) the Recipients do not remedy the breach within the time period specified in the notice; or
- (b) it becomes apparent to the Ministry that the Recipients cannot completely remedy the breach within the time specified in the notice or such further period of time as the Ministry considers reasonable; or
- (c) the Recipients are not proceeding to remedy the breach in a way that is satisfactory to the Ministry

the Ministry shall have the right to immediately terminate this Agreement by giving notice of termination to the Recipients.

18.4 In the event of termination pursuant to this section the effective date of termination shall be the last day of the notice period, the last day of any subsequent notice period or immediately, which ever applies.

#### **19.0 Grant Funding Upon Termination**

19.1 If this Agreement is terminated by the Ministry pursuant to sections 17.1 or 18.1, the Ministry shall cancel all further Grant Funding.

- 19.2 If this Agreement is terminated by the Ministry for any reason, the Ministry may in addition to the rights conferred upon it under this Agreement or in law or in equity, demand from the Recipients the payment of funds equal to those provided to the Recipients.
- 19.3 If the Ministry demands the repayment of any part of the Grant Funds pursuant to this Agreement the amount demanded shall be deemed to be a debt due and owing to the Ministry and the Recipients shall pay the amount to the Ministry immediately unless the Ministry directs otherwise.
- 19.4 The Ministry reserves the right to demand interest on any amount owing by the Recipients at the then current rate charged by the Province of Ontario on accounts receivable.
- 19.5 The Recipients shall repay the amount demanded by cheque payable to the "Minister of Finance" and mailed to the Ministry to the attention of the Ministry representative as provided for in section 21.

**20.0 Grant Funding on Expiry of Agreement**

- 20.1 Upon the expiry of the Agreement, the Recipients shall, upon the demand of the Ministry, repay to the Ministry an amount equal to any part of the Grant Funds used by the Recipients for purposes not agreed upon by the Ministry. This amount shall be a debt due and owing to the Ministry and the Ministry's right to demand payment of this money is in addition to the rights conferred upon it under this Agreement or in law or in equity.

**21.0 Notices and Project Representative**

- 21.1 Any notice or communication required to be given under this Agreement shall be in writing and shall be delivered personally, delivered by courier or sent by certified or registered mail, postage prepaid with return receipt requested, or sent by facsimile addressed to the other party at the address provided below or at such other address as any of the Grantees shall later designate to the Ministry in writing. All notices or communications shall be addressed as follows:

<b>To the Ministry:</b>	<b>To the Recipients:</b>
Ontario Ministry of Agriculture, Food and Rural Affairs Rural Investments Branch 4 <sup>th</sup> Floor, 1 Stone Road West Guelph, Ontario N1G 4Y2	The Corporation of the Town of Amherstburg 271 Sandwich Street South Amherstburg, Ontario N9V 2A5  Attention: Frank Pizzuto Telephone: 519-736-0012 x242 Fax: 519-736-5403

Attention: Dr. Brian Cardy, Manager Fax: (519) 826-4336	Shores of Erie International Wine Festival P.O. Box 211 Amherstburg, Ontario N9V 2Z4  Attention: Anne Rota Telephone: 519-736-7386 Fax: 519-736-1783  Amherstburg Chamber of Commerce 1951 County Road 27, R.R. # 1 Woodslee, Ontario N0R 1V0  Attention: Jason Whitson Telephone: 519-975-1414 Fax: 519-975-1515
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21.2 All notices shall be effective:

- (a) at the time the delivery is made when the notice is delivered personally, by courier or by fax; and
- (b) seventy-two (72) hours after deposit in the mail when the notice is sent by certified, registered or postage prepaid mail.

21.3 The individual identified above as the representative of the Corporation of the Town of Amherstburg above will, in the first instance,

- (a) act as the Recipients' Project representative and act as liaison for the Project with the Director of the Rural Investments Branch, Rural Development Division of the Ministry for the purpose of implementing this Agreement;
- (b) sign, on behalf of all the Recipients, the Statement of Eligible Expenses attached as Part 1 of Schedule "C", the Declaration of Tender Process attached as Schedule "D", and the Final Project Report attached as Schedule "F"; and
- (c) direct how and to whom the Grant Funds paid by the Ministry to the Recipients under this Agreement are to be made payable.

21.4 The Recipients must provide written notice to the Ministry naming a new Project representative if the individual referred to in section 21.3 as the Recipients' Project representative ceases to perform the requirements under that section.

**22.0 Severability of Provisions**

- 22.1 The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of any other provision of this Agreement and any invalid or unenforceable provision shall be deemed to be severed.

### **23.0 Waiver**

- 23.1 A waiver of any failure to comply with any term of this Agreement must be written and signed by the party providing the waiver. Each waiver must refer to a specific failure to comply and shall not have the effect of waiving any subsequent failures to comply.

### **24.0 Independent Parties**

- 24.1 The parties are and shall at all times remain independent of each other and are not and shall not represent themselves to be the agent, joint venturer, partner or employee of the other. No representations shall be made or acts taken by either party which could establish or imply any apparent relationship of agency, joint venture, partnership or employment and neither party shall be bound in any manner whatsoever by any agreements, warranties or representations made by the other party to any other person nor with respect to any other action of the other party.

### **25.0 Assignment of Agreement or Grant Funds**

- 25.1 The Recipients shall not assign this Agreement or the Grant Funds or any part thereof without the prior written consent of the Ministry, which consent shall be in the Ministry's sole discretion and may be withheld or subject to the terms and conditions that may be imposed by the Ministry.

### **26.0 Governing Law**

- 26.1 This Agreement and the rights, obligations and relations of the parties hereto shall be governed by and construed in accordance with the laws of the Province of Ontario.

### **27.0 Further Assurances**

- 27.1 The parties agree to do or cause to be done all acts or things necessary to implement and carry into effect this Agreement to its full extent.

### **28.0 Circumstances Beyond the Control of Either Party**

- 28.1 Neither party shall be responsible for damage caused by delay or failure to perform under the terms of this Agreement resulting from matters beyond the control of the parties including strike, lockout or any other action arising from a labour dispute, fire,

flood, act of God, war, riot or other insurrection, lawful act of public authority, or delay or default caused by a common carrier which cannot be reasonably foreseen or provided against.

#### **29.0 Survival**

29.1 The provisions in sections 7.4 (Final Project Report), 8.0 (Recipients Warrants), 10.0 (Accounting), 13.0 (Indemnity), 15.0 (Credit), 16.0 (Inspection), 19.0 (Grant Funding upon Termination) and 20.0 (Grant Funding on Expiry of Agreement) shall survive termination or expiry of this Agreement for a period of seven (7) years from the date of expiry or termination of this Agreement.

#### **30.0 Joint and Several Liability**

30.1 Each Recipient shall be jointly and severally liable (each completely and individually liable) to the Ministry for the fulfillment of the obligations of the Recipients under this Agreement.

#### **31.1 Schedules**

31.1 The following are the schedules attached to and forming part of this Agreement.

- (a) Schedule "A" (Project Description)
- (b) Schedule "B" (Milestone Schedule)
- (c) Schedule "C" (Milestone Submission)
- (d) Schedule "D" (Declaration of Tender Process)
- (e) Schedule "E" (Financial Declaration)
- (f) Schedule "F" (Final Project Report)

#### **32.0 Priority**

32.1 In the event of a conflict or inconsistencies between the body of this Agreement and the Schedules, the body of this Agreement shall prevail.

#### **33.0 Entire Agreement**

33.1 This Agreement together with the attached schedules listed in section 31.1 of this Agreement constitutes the entire Agreement between the parties with respect to the subject matter contained in the Agreement and supersedes all prior oral or written representations and agreements.

33.2 This Agreement may only be modified by a written Agreement duly executed by the parties.

**IN WITNESS WHEREOF** the parties have executed this Agreement made as of the date first written above.

**HER MAJESTY THE QUEEN IN RIGHT  
OF ONTARIO as represented by the Minister  
of Agriculture, Food and Rural Affairs**

\_\_\_\_\_  
The Honourable Leona Dombrowsky

**The Corporation of the Town of Amherstburg**  
per:

*Please  
affix  
separate  
seal*

\_\_\_\_\_  
Name: *FRANK PIZZUTO*  
Position: *CHIEF ADMINISTRATIVE OFFICER*

I/we have authority to bind the Recipient

per:

\_\_\_\_\_  
Name:  
Position:

I/we have authority to bind the Recipient

**Shores of Erie International Wine Festival**  
per:

\_\_\_\_\_  
Name:  
Position: *Job Chairperson*

I/we have authority to bind the Recipient

**Amherstburg Chamber of Commerce**  
per:

\_\_\_\_\_  
Name: *N GREENAWAY*  
Position: *VICE PRESIDENT*

I/we have authority to bind the Recipient



**Schedule "A"**

Project Description

In accordance with section 4.0 of the Agreement, the Recipients shall complete the Project described below (see attached).

**RURAL ECONOMIC DEVELOPMENT PROGRAM**

**Application for Funding**

*"Economic and Community Strengthening of Amherstburg"*

**August 2006**

Submitted by: The Town of Amherstburg  
The Amherstburg Chamber of Commerce  
The Shores of Erie International Wine Festival Committee  
Amherstburg Special Events and Festivals Committee

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**PROJECT REGISTRATION FORM**

**Title of Project:** Special Events and Festivals Growth

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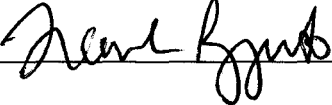
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**CONFIDENTIALITY:** Applications Forms and supporting material submitted to the Province of Ontario will be subject to the Freedom of Information and Protection of Privacy Act. Any information submitted in confidence should be clearly marked "CONFIDENTIAL" by the applicant. Inquiries about confidentiality should be directed to the Rural Investments Branch.

**CERTIFICATION:** By submitting this application the lead applicant certifies to the province of Ontario that the application and supporting documentation are true and complete in all respects.

**Lead Applicant Name:** Frank Pizzuto

**Position:** Chief Administrative Officer, Town of Amherstburg

Signature:  Date: July 21, 2006

## OVERVIEW

Amherstburg, nestled along the shores of Lake Erie and the Detroit River, is one of the oldest settlements in South Western Ontario. Located within the most southern county in Canada, Essex County, and just 20 kilometers from the US-Canada border, Amherstburg is home to a population of over 20,000 people. The town, steeped in historic charm with its waterfront setting and regional location, offers a world of opportunities for its growing population.

With natural beauty, great physical location, and strong residential growth, Amherstburg has great potential for community advancement and economic success. Despite Amherstburg's assets, Amherstburg has lost its economic and community focus. In recent years, Amherstburg has continued to lose big business with the closing of many major industrial companies and retail outlets, as well as the closure of a significant amusement park. The Town of Amherstburg, once thriving and prosperous, has now become the product of an eroding business environment with a stagnant economy.

The Rural Economic Development Program (RED) is a program focused on rural communities put in place by the Province of Ontario to aid community development initiatives and to remove barriers to community enhancement and economic growth. Through the development of Amherstburg's Economic and Community Strengthening Plan, Amherstburg has put in place a work plan and strategic guide that fits the aims, principles, and objectives of the RED program.

The Town of Amherstburg and the Amherstburg Chamber of Commerce have assumed the lead roles in assuring partnerships with the Shores of Erie International Wine Festival. All partners have currently been engaged in planning and discussions and have continued their motivation to make Amherstburg a success. Amherstburg's approach will focus on:

- Enhancing the Special Events and Festivals Portfolio with the goal of people attraction, economic prosperity, and community capacity building.
- An Economic Development Strategy with a focus on business retention, attraction, and expansion in order to strengthen Amherstburg business and industrial parks.

It is our vision that Amherstburg will once again become known as a flourishing and successful business and pleasure destination in South Western Ontario.

## PROJECT SUMMARY

The Town of Amherstburg is rich in history and culture. It is through this rich history and culture that Amherstburg boasts an outstanding heritage that is showcased through its 12 tourist attractions today. Amherstburg was once a thriving vacation hotspot in the past, bringing substantial jobs and revenue to the Amherstburg community through these and other attractions.

With a regional market of 375,000 people, Amherstburg's location in South Western Ontario is highly strategic. This geographic area makes Amherstburg a prime location for a bustling tourism industry. Essex County sits on a 685 square mile peninsula across from the USA. Amherstburg is only a mere 20 minutes to the Windsor, Canada-US border. This border is a significant gateway for the region and Canada as a whole, as cross-border shipments average 400 million dollars per day. The border is important to the region because 4.5 million Americans live within a 1 hour drive of the border, 11 million within a 2 hours drive, and 25 million within six hour drive. In addition to border peripheries, the Windsor-Essex region holds an additional 400,000 local residents, further demonstrating that Amherstburg is within reach of sizable population.

Amherstburg's 12 attraction sites have the capability to provide Amherstburg with a high tourism monopoly if local tourism is marketed efficiently, drawing in crowds for its outstanding attractions, and consequently drawing in long-term consumers. Amherstburg preserves natural heritage and is home to Holiday Beach Conservation Area and King's Navy Yard Park. These fine sites have made Amherstburg a prime vacation escape for nature lovers and scenic travelers. Amherstburg is also the first stop on the South Western Ontario Wine Route, allowing Amherstburg to become an accessible part of the wine market to the rest of Ontario. Amherstburg also houses its own art gallery, the Gibson Gallery, for the historic and contemporary art lover. Amherstburg's historical Provincial Marine and the Park House Museum are the perfect destinations for the history enthusiast, and Amherstburg's nautical setting along the Detroit River will entice kayakers, boaters, and water sport fans. Amherstburg has the capability to cater to any taste.

Furthermore, of Amherstburg's 12 outstanding attractions, three are National Historical Sites of Canada. Amherstburg houses Fort Malden, a significant military fort built in 1796 that was crucial in the rebellion of 1837 as well as the war of 1812. The Bois Blanc Lighthouse National Historic Site of Canada was constructed in 1837 and it was strategically important in the defense of Fort Malden during the border raids in 1837. Finally, the North American Black History Museum and Nazrey Church National Historic Site of Canada was founded in 1975 to showcase Black accomplishments as well as mark a prime destination of the Underground Railroad in Amherstburg. These National Historic Sites are historical 'big ticket sites' in Canada's tourism industry, linking Amherstburg's tourism initiatives to the rest of Canada.

In addition to Amherstburg's fine attractions, Amherstburg hosts several significant annual festivals for the region. The Shores of Erie International Wine Festival,

Doors Open Amherstburg, and Art by the River are some of the most significant festivals held within Amherstburg.

The Shores of Erie International Wine Festival is a festival that takes place annually on the grounds of Fort Malden National Historic Site of Canada each year. This event showcases Amherstburg's two award-winning wineries along with ten other unique wineries of the region. During this weekend event, visitors can enjoy themselves with a lavish evening filled with scrumptious cuisine from local culinary experts and interesting seminar demonstrations while incorporating fine wine and live entertainment. This weekend long-event draws crowds from all over Windsor and Essex-County, including many from beyond Essex County borders. The International Wine Festival provides exposure to Amherstburg vintners and creates an expansion of their market and products within the industry. This exposure allows the wineries to expand their vineyard, their production, and their business. In this sense, the Shores of Erie International Wine Festival not only draws crowds in to the Amherstburg community but expands Amherstburg's wine-making sector of business. In recent years, wineries have been growing in popularity and this festival initiative, coupled with Amherstburg's superb fertile soil, has the probability to attract more vintners to rural Amherstburg. This gives Amherstburg the opportunity to hold a wine tourism monopoly, expanding Amherstburg's economic business sector.

During the annual Doors Open Amherstburg event, 24 of Amherstburg's finest heritage sites and private homes open their doors for free public tours. Doors Open Ontario, now considered a cultural phenomenon, will be even larger in 2006 with hundreds of communities participating in 45 events across the province. This Doors Open initiative is run by the Ontario Heritage Foundation, the organization hosting the province-wide event showcasing all of Ontario's leading heritage sites. Amherstburg's involvement with Doors Open Ontario places Amherstburg on a heritage map of the provincial level, drawing visitors from across the province.

Art by the River, an event hosted by the Gibson Gallery, is the largest annual arts and crafts festival in Essex County. This annual event draws arts and crafts vendors from across Ontario each year, further placing Amherstburg on the map for business expansion endeavors within Essex County.

Through festivals and attractions, Amherstburg is able to reach a new market of consumers in the area to feed not only the tourism industry, but the commercial and business industries as well. Partnership with the greater community such as Essex County, the City of Windsor, and the province of Ontario allow Amherstburg to attract tourism and consequently consumer business, giving Amherstburg the ability to reach a broader marketable population.

The Essex County region continues to improve its tourism industry. The world-renowned Casino Windsor is a mere 25 minutes from Amherstburg. On February 14, 2005, the Ontario government unveiled exciting details of a \$400 million dollar investment into the "New Casino Windsor" project. The plans revealed the construction



of a new entertainment centre, an additional hotel tower, convention space, and restaurants, in addition to the existing Casino Windsor. The unveiling of the new casino will come at the close of 2007. With such immense traffic flocking to the new casino, Amherstburg is in a great position to create a 'piggyback affect,' latching on to the Casino Windsor's tourism market.

Amherstburg is also in close proximity to Leamington, the home of Pelee Island and Point Pelee National Park, Canada's most southern geographic location. Tourists that wish to visit Leamington will often travel through Amherstburg to get to their destination, allowing Amherstburg access to a larger tourism market. This approach is further demonstrated with Amherstburg's affiliation with the South Western Ontario Wine Route. Point Pelee is also a major player on the South Western Ontario Wine Route sending tourism traffic in Amherstburg's direction.

Festivals and events are feasible because the town will not need to construct buildings and pavilions to host local events since festivals are chiefly outdoor portable events. Therefore, Amherstburg's festivals and events initiative does not require excessive investment. This initiative will define signature events that will become branded to Amherstburg. An events success is not based on the event alone, but where the event is held. In this sense, the town of Amherstburg is an advantage to the event itself.

**With the immense opportunity Amherstburg possesses, Amherstburg must utilize its assets to its advantage. In order to do so, Amherstburg must create a strategic plan of action incorporating the implementation of a steering committee, hiring of a staff coordinator, creation of events, advertising, and on-going implementation and sustainability. Amherstburg plans to hire a Festivals and Events Coordinator and create a Festivals and Events Steering Committee to enrich the town by coordinating, supporting, and facilitating special events and festivals that bring people, economic activity, visibility, and pride to the Town of Amherstburg.**

The Festival and Events Coordinator will maintain an active list of events, manage the scheduling of events, and assist in a business plan and marketing plan for new and existing events. The Festivals and Events Steering Committee will provide advice on event scheduling, provide direction on promotional and marketing opportunities, and assist in branding Amherstburg events. Through this, the creation of new events will arise, leading to further expansion of Amherstburg's tourism portfolio and allowing local business to grow. The Festivals and Events Coordinator and Steering Committee are an essential part of Amherstburg's intricate tourism initiative to expand and promote Amherstburg.

Amherstburg requires increased traffic in order to expand its economic development and its services. Amherstburg's rich history and natural beauty are strong tourist pull factors, which increase traffic and consumers within the Amherstburg area. An increase in traffic and consumers facilitates Amherstburg's expansion, development, and growth in order to support its customer base, providing a higher quality of life for Amherstburg

residents. Both the steering committee and the coordinator will bring a blanket of support to Amherstburg's Festivals and Events initiative, allowing increased tourism, consumers, and services in Amherstburg.

Through this initiative, it is our vision that Amherstburg will once again become a well-known flourishing and successful business destination, and an enriching place to live, work, and grow, supporting a high quality of life for its 20,000 residents. Residents will have access to diverse quality services that meet the needs of all Amherstburg residents. Sustainable employment will be created through Amherstburg's diverse economic base comprised of manufacturing, retail, tourism, and service industries. Investors will be drawn to Amherstburg's prime physical location as well as its supportive business environment. Residents will live in an affordable and diverse Amherstburg, supported by a strong economic tax base. Amherstburg residents will have access to modern amenities combining classic small town charm and contemporary services, linking Amherstburg's past to the present.

It is our vision that Amherstburg will once again become known as the flourishing and successful pleasure destination it once was. **A growth in the Town's economic base is the primary focus of this tourism initiative.**

## ECONOMIC BARRIER

Despite Amherstburg's assets of natural beauty, history, and charm, Amherstburg has had a severe difficulty with the promotion and marketing of the town. Amherstburg's attempts at tourism promotion to spawn economic growth have been crushed due a lack of stability and promotion within the initiative. Amherstburg's past attempts have been through an 'ad hoc' approach, which simply is not a feasible strategy for town and tourism development. Without a strategic plan, Amherstburg does not have the economic drivers to make its community economically successful, allowing its citizens to leave the area to do business elsewhere. Amherstburg is a community in despair without retail, and commercial services. Continuation on this path will devastate Amherstburg through the depletion of the tax base, and a decrease in the quality of life for Amherstburg citizens. Amherstburg must expand and grow through the attraction of people to the area, its festivals, activities, events, and attractions. Through this, a growth in the industrial and commercial base will develop.

In recent years the Town of Amherstburg has lost major significant industries, affecting the town's economic status, the local job market, and perception of the Amherstburg community. Retail, industrial, tourism, and service industries have all been affected.

Boblo Island Amusement Park was opened in 1946, and throughout the latter half of the 20<sup>th</sup> century, Amherstburg capitalized on the park's success. The park drew in a significant amount of American tourists per annum, having two ferries specifically en route from the Michigan mainland. The park drew crowds between 300,000 to 600,000 to the Amherstburg area each year. The park's highest record of attendance was approximately 20,000 in a single day, occurring in its last year of operation.

For over fifty years, Boblo provided Amherstburg with community jobs as well as a steady consumer base that drew visitors in to Amherstburg each year, increasing Amherstburg's economic potential and the amount of consumer travelers within the area. Each year, Boblo employed 860 workers, which is three times the amount of employees Amherstburg's current top employer presently retains today. Sadly, Boblo Island closed in 1993, leaving its 860 employees jobless in a depleting job market and reducing visitor traffic flow local businesses economically depended on. Boblo's closure created a 'domino affect' within Amherstburg's tourism and retail industries, negatively affecting their customer base and business. As a result, a great number of retail closures have occurred within the Amherstburg community and continue to occur today.

The Windsor Essex region is conceivably within reach of a 25 million person tourism market on account of the Windsor-Detroit border. As a result of such an overwhelming population, over 9 million tourists visited Essex County in 1999, spending close to 9 billion dollars, 65% of which was in American funding. Although Amherstburg is within reach of this large consumer population, Amherstburg is only a small stop in the Essex County region and has been easily overlooked within the last few years. This occurred so much so that Amherstburg's eight month tourist season (from April to November) only

yielded approximately 3800 visitors at Amherstburg's Visitor Information Centre in 2005, which is in steady decline from previous years. The last two years have established a pattern of 100 less tourists visiting the Visitor Information Centre on average per year.

Regional factors have negatively affected the areas business and tourism sectors, having a negative impact on Amherstburg as well. The Essex County region is largely intertwined with the USA, its commerce, and its border endeavours. The region largely depends on American tourism and trade and with a dipping American dollar, fewer Americans are willing to cross the border. The 'save incentive' is no longer available to Americans shopping in Canada. Although Amherstburg and the Essex County region have much to offer our American neighbors, a declining American dollar will not be an asset to the regions industries and can not be a method to market upon any longer.

In addition to the low American dollar, the Western Hemisphere Travel Initiative will require American citizens to carry passports or distinct travel security documents to cross in to Canada for any purpose in 2008. As a result, fewer Americans will be willing to apply for, purchase, and utilize this passport when crossing the border and therefore many Americans may choose to simply stay within the boundaries of their country, further degrading Amherstburg's tourism and businesses. It is very unlikely that Amherstburg will avoid further loss because of this American border initiative.

Furthermore, the tragic events of September 11 have significantly affected the regions tourism and economy. The aftermath of these terrorist events have demonstrated that fewer Americans are willing to cross the border to Canada. In many cases this is not a personal choice, but a liability to American schools and institutions. Amherstburg's Park House Museum, as well as Fort Malden National Historic Site of Canada provides joint education programs aimed towards youth from grades 3 to 7. A great amount of the Park House Museums livelihood comes as a result of the payment for activities they receive from institutions for their educational programming. With American institutions opting to keep their children within their country, Amherstburg's Park House Museum has received a serious blow to its productivity, and funding. Other Amherstburg attractions have experienced similar affects, with yearly attraction attendance decreasing in recent years.

Needless to say, the border will become a greater barrier to trade and tourism in the future. Within Amherstburg these problems are magnified.

**PARTNERSHIP  
SCHEDULE 1**

**Lead Applicant:** Town of Amherstburg  
**Project Representative:** Frank Pizzuto  
**Title:** Chief Administrative Officer  
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The Town of Amherstburg would take the lead role in special events and festivals initiative.

***Other Applicants***

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The Amherstburg Chamber of Commerce is a dynamic and evolving group of businesses and key individuals from the Amherstburg area, whose goal it is to foster a strong competitive and profitable economic environment that benefits the businesses and residents of Amherstburg and Essex County.

President Jason Whiston leads the chamber in economic development. His work, along with the Chamber's administrative staff, encourage Amherstburg's economic progression. Mohammed Islam is a Doctoral candidate and has served the Amherstburg Chamber of Commerce for many years in the capacity of technical support person. The web site has gone through many positive changes over the past years, which has contributed to the increase in Chamber membership. Anita Dinardo is a fourth year Economics major from the University of Windsor. She is currently volunteering through the University's cooperative volunteer program. Along with a proven track record of organization and communication skills, Ms. Dinardo brings with her a comprehensive and thorough knowledge of many of the businesses and people in historic Amherstburg, as she was born and raised within the town.

Thanks to a healthy working relationship with the Town of Amherstburg, the local Chamber and its dedicated staff have achieved success in other various projects such as: The banner program which aesthetically and gracefully promotes the town to visitors, and

brings continuity to the historic area; The mobile sound/stage trailer (through a grant from the trillium foundation), which physically advertises the Town of Amherstburg wherever it travels and radiates a sense of community spirit and pride; The growth of the Chamber membership, which has increased significantly this year as a result of an innovative and aggressive marketing campaign.

In summary, the Amherstburg Chamber of Commerce has at its mandate to engage all local business entities and take the lead role in business retention and expansion.

**Name:** Anne Rota

**Organization:** Shores of Erie International Wine Festival

**Address:** P.O Box 211 Amherstburg, Ontario N9V 2Z4

**Telephone:** (home) 519 736-7386, (work) 519 736-4520, (office) 519 736-1001

**Facsimile:** 519 736-1783

**E-mail:** rota@sympatico.ca, soewinefestivaloffice@cogeco.net

The Shores of Erie International Wine Festival is a non-profit volunteer organization dedicated to the development of culture and tourism within the region, namely the communities along the Lake Erie shoreline within Ontario.

The organization is committed to creating a successful ongoing, annual festival and related activities through careful and creative planning. In cooperation with neighbouring communities, wine producers, and culinary establishments, the organization's goal is to host a unique event showcasing the resources of the region.

The festival is committed to maximizing the sustainability of the event in future years by generating favourable publicity and acceptable financial results. The organization also wishes to improve Amherstburg's tourism by holding the festival in order to attract and maintain long term interest in the region. The organization wishes to use as many products or services from the region for the purpose of branding a unique and recognizable destination.

During the Wine Festival's event in September of 2005, the festival attracted over 7000 visitors to Amherstburg. Many came from Ohio, Michigan, and Northern Ontario. The festival celebrates and promotes both the wine industry and culinary establishments of the region. The organizations mandate is to utilize as many historic or special interest sites as possible and to promote the diversity of the region through various activities related to tourism and economic growth. A prime example of this is through an exciting new element for this year's festival. The organization has mobilized a group of celebrity chefs and guest speakers of the industry to give informative and entertaining seminars to the festival audience. With the involvement of visitors and the demonstrations of instructors, the festival is promoting a 'lifestyle' feature that enhances awareness of the bountiful resources of this region.

The Shores of Erie International Wine Festival organization currently has 13 committee members, 1 part time office manager, and over 200 volunteers that participate in the unification of the organization. The board of directors is composed of a franchisee of a leading local grocery store, a retired owner of a well-known local restaurant and councillor for Amherstburg Town Council, a retired coast guard base manager and owner of a local apartment building, the owner and publisher of a local newspaper, and a hotel owner and operator, who have the knowledge and experience to create a long-running successful event. The Shores of Erie International Wine Festival team is very proud of their successes, both in terms of visitor numbers, community involvement, and the level of participation. It is their intent to continue offering the festival as a vehicle to peak interest and tourism for the Amherstburg region.

The Shores of Erie Wine Festival provides a supporting role in the Festivals and Events initiative.

**Name:** Amherstburg Special Events and Festivals Committee  
**Organization:** Town of Amherstburg  
**Address:** 271 Sandwich St. S. Amherstburg, Ontario N9V 2A5  
**Telephone:** 519 736-0012, ext. 251  
**Facsimile:** 519 736-5403  
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At the beginning of 2006, the Town of Amherstburg actively looked for community volunteers interested in forming a volunteer committee to oversee and contribute to the Town of Amherstburg's festivals and events initiative. Since then, many dedicated volunteers have come together to form a cohesive group of individuals with the ambition and drive to enhance Amherstburg's special events. The Amherstburg Special Events and Festivals Committee is a volunteer committee committed to providing oversight to special events and festivals on a strategic basis leading to enhanced and successful special events.

The committee consists of various outgoing individuals, all Amherstburg residents from different walks of life. Each member of the committee brings their individual and unique expertise to the table, enhancing Amherstburg's festivals and events initiative. For example, Barrie Brewin, a Festivals and Events Committee member, has been involved with the Gibson Gallery for 40 years. During this time Barrie has overseen the running of Art by the River, one of Amherstburg's largest events and the largest arts and crafts show in Essex County. Through Barrie's experience and expertise in tourism and event planning, Barrie, along with the rest of the Special Events and Festivals Committee, are an asset to Amherstburg's festival initiative.

Please refer to Appendix 3 for the Amherstburg Festivals and Events Committee members.

## EXECUTIVE SUMMARY

### **A) *What the project proposes to accomplish and why it is needed:***

- The project will establish community pride within Amherstburg. Residents will have the opportunity to participate in more activities within their own community. This is also allows them to spend money within the Amherstburg community during Amherstburg festivals and events.
- The festivals will become a magnet to the region, attracting larger special events to the area and branding Amherstburg as a social destination.
- The project will create an easy and feasible plan to coordinate more traffic and income in the Amherstburg area.
- The events will accomplish cross promotions, where one event will yield advertisement for other Amherstburg events. In this sense, Amherstburg will grow new signature events and Amherstburg will be capable of hosting unique festivals in a strategic time frame under a direction of a festivals and events coordinator.
- This initiative is needed to expand Amherstburg's traffic and economic growth.
- The initiative is needed to provide residents entertainment for their social well-being and pride within the community.
- This initiative provides residents a reason to stay within the area, since all their needs will be met. It provides for a better quality of life for Amherstburg citizens.

### **B) *How will the project overcome the economic development barrier identified:***

- The traffic generated by this initiative supports the businesses in Amherstburg.
- Canada is known as a safe and friendly destination, attracting American residents who wish to spend their summers in Canada at a summer estate.
- If Americans are not a feasible target, Amherstburg can tap in to the market of the 375,000 individuals located within Essex County, as well as tourism from Northern Ontario.
- Amherstburg will create 'big ticket' tourism destinations in order to draw its desired audience.



**C) How the project will have an economic impact on rural municipalities:**

- Services must be in place in a town for the town to become successful. Tourism drives Amherstburg's services. With increased visitors within the community, Amherstburg will draw bigger and better businesses in to the community.
- Amherstburg property will be bought for tourism accommodation, services, and retail purposes.

**D) How the project will benefit the public and rural Ontario:**

- growth in community development and greater community pride and involvement
- the ability for all residents to have their economic, social, and health needs met locally
- less demand on senior levels of government to provide grants and assistance
- a sustainable and healthy community, contributing to a sustainable and healthy Ontario
- create jobs and new businesses having a positive economic impact on the area.
- reduced travel time to bordering communities benefits Amherstburg residents by reducing gas consumption and avoiding the high cost of gas prices, allowing increased disposable income and a better quality of life, while strengthening local business. Local residents will have their needs met.
- Amherstburg's growth in tourism is another method of branding small town Ontario as cultured and unique. Stratford, Tobermory, et cetera, have enhanced the idea that Ontario's rural towns are unique places to visit. Small town Ontario is known for the nature, the beauty, the quiet and relaxation, rather than the hustle and bustle of the big city. Therefore Amherstburg's involvement in this phenomenon promotes Ontario tourism and Ontario pride as a whole.
- Windsor and Essex County was ranked as one of the top tourist destinations in the province under the Premiere Ranked Tourist Destination Evaluation. The region now joins six other locations in the province chosen for Destination Development, an initiative designed to enhance Ontario tourism.

**E) How the project will accomplish the priorities and objectives of the Rural Economic Development program:**

- The Rural Economic Development Program (RED) is a program focused on rural communities put in place by the Province of Ontario to aid community

development initiatives and to remove barriers to community enhancement and economic growth. Through the development of Amherstburg's Economic and Community Strengthening Plan, Amherstburg has put in place a work plan and strategic guide that fits the aims, principles, and objectives of the RED program.

- The project will accomplish the establishment of a comprehensive plan with defined outcomes based on the analysis of a festivals and events coordinator, community pride, the branding of Amherstburg as a social destination, a better quality of life for Amherstburg residents, the creation of a safe and friendly tourism destination, increased traffic within the Amherstburg area, enhanced business opportunity, and economic growth.

*A) identify the need for the project*

- Increase low community pride
- Reduce movement to other bordering power centres
- Reduce a depleting tax base
- Increase the amount of available jobs
- Increase the amount of available services
- Increase funding allocated to business retention and expansion
- Increase visitor traffic
- Increase consumers
- Increase community engagement

*B) provide evidence of the need for the project*

As indicated in 'Economic Barriers':

- Amherstburg has lost its economic and community focus.
- The Town of Amherstburg, once thriving and prosperous, has now become the product of an eroding business environment with a stagnant economy.
- Boblo Island closed in 1993, leaving its 860 employees jobless in a depleting job market.
- Boblo drew crowds between 300,000 to 600,000 to the Amherstburg area each year. The park's highest record of attendance was approximately 20,000 in a single day, occurring in its last year of operation. Amherstburg no longer draws such large crowds.
- Boblo's closure created a 'domino affect' within Amherstburg's tourism and retail industries, negatively affecting their customer base and business.
- SKD closed its doors in 1997 to open a new plant in China. SKD employed over 500 local workers.
- In 2003 General Chemical closed leaving over 400 unemployed.
- The closure of grocery retailer A&P took 100 Amherstburg jobs in 2003 followed by the closure of large corporate stores Warehouse One, Marks Work Wearhouse, Burger King, Athletes World, and Smart Set.
- Big business retailers are unable to sustain themselves in Amherstburg. This is indicative of the severity of the threat of closure for Amherstburg's independent businesses.
- A poor economic view of Amherstburg and its job market has arisen, leaving the industrial, retail, and tourism economies further vulnerable.
- Amherstburg increased its population by 15% between 1991 and 1995, and the population continues to climb. As the town continues to grow, more services are needed for residents.

- With funding towards municipal necessities a priority, there is less funding within the budget to be allocated towards Amherstburg businesses, leaving economic development stagnant.
- A dipping American dollar will yield fewer Americans crossing the border.
- The Western Hemisphere Travel Initiative will yield fewer Americans crossing the border.
- The aftermath of the tragic events of September 11 have demonstrated that fewer Americans are willing to cross the border to Canada.

**WORK PLAN**

- Establish a draft and work plan Completed
- Put in place a steering committee Completed
- Finalize work plan for growth in events and festivals Completed
- Hire a coordinator to assist coordination of current events, take leadership in establishing new events, marketing, promotions, sustainability of events May - Ongoing
- Evaluate progress regularly Ongoing
- Establish sustainability goals Ongoing

**MEASURABLE OUTCOMES  
SCHEDULE 2**

**Anticipated Result: Estimated number of jobs created, upgraded or retained by the project.**

- Additional festivals and events will be produced under the guidance of the Special Events and Festivals Committee and Coordinator, bringing more traffic through Amherstburg. This increases Amherstburg's need for more commercial and retail services.
- Current positions will be retained.
- Additional staff will be needed in existing businesses and additional positions will be available in new businesses as additional festivals bring new people to town.
- The special events coordinator position will be created as a part-time position and will be moved to full-time in 2007.

**Anticipated Result: Value in new investment in community / sector as a result of this project**

- The project will enhance current festivals with a 5% increase in attendance for each event through better coordination, group advertising, promotion, and strategic partnering. (ie: convention bureaus)
- \$20,000 of this festivals and events initiative is a direct investment to be put towards the funding of two new events, which will draw 10,000 visitors to the Amherstburg area. Additional investment into the community will be coming from new businesses expanding Amherstburg's tax base as well as investment from consumers and visitors.

**Anticipated Result: Number of new rural partnerships / linkages created by the project.**

- New partnerships will be made when Amherstburg events will be advertised in Essex County's major tourism areas. For example, Amherstburg will partner with Leamington and Windsor in order to promote the region.
- A more concentrated effort in promoting and coordinating festivals will bring together partnerships between the Town, the organizing groups, and the businesses including the Chamber of Commerce. Although these relationships existed in the past, contact was ad hoc or as needed. The creation of a focused strategy for special events and festivals will bring the stakeholders together towards a common vision.

**Anticipated Result: Number of rural / sector issues resolved by the project**

- Improved quality of living for residents
- Sustainability and potential growth in commercial base and retail services.

- Increase in employment opportunities
- Increase in tourism

**Anticipated Result: Estimated value and volume of increased exports and a result of this project investment**

- Not applicable

**Anticipated Result: Estimated value and volume of increased domestic sales as a result of project investment**

- Local retailers would experience an increase in sales
- 2 new premiere festivals can attract 10,000 visitors to these two new events, and spending \$25.00 each, would invest \$250,000 in the Amherstburg community.

**Anticipated Result: Number of new innovated products / services or technologies as a result of this project**

- Amherstburg will have improvement in its services available to the community and retail and service industries will extend their hours of operation.

**Anticipated Result: Number of introductions / adoptions of new technology to a community / sector as a result of this project**

- Not applicable

**Anticipated Result: Number of markets accessed (domestic international and import replacement) as a result of the project investment.**

- Market of 375,000 within Essex County
- Peripheral international market of 11 million.

**Anticipated Result: Number of community / sector barriers to growth overcome as a result of this project**

Please refer to the previous Economic Barriers section.

## HUMAN RESOURCES

***Jason Whiston, B.A., B.Ed., B.Sc., M.B.A., R.H.U., C.F.P.***  
***President of Amherstburg Chamber of Commerce***

A former college educator, Mr. Whiston has 12 years sales and marketing experience, and is skilled in developing and sustaining profitable relationships. He represents the Chamber of Commerce Group Insurance Plan for Amherstburg, and has contributed significantly to the growth in the chamber membership over the past several years. He will work in conjunction with the Town of Amherstburg's CAO, Mr. Frank Pizzuto, to develop and implement a strategic plan for economic development for the Town of Amherstburg.

***Anne Rota, Chair of Shores of Erie International Wine Festival***

Anne is an 18 year citizen of Amherstburg, Ontario. She chose to live and raise her children in Amherstburg because she felt it was a wonderful community to grow in. She believes she and her family are very fortunate to live in such a giving and exciting town. The Rota family is involved in many community fundraising activities for both health and tourism-based initiatives. With their contacts and expertise in the corporate world and the support of many dedicated volunteers, Anne feels she can mobilize a strong organization for the betterment and advancement of Amherstburg.

Anne has been involved with the Shores of Erie International Wine Festival since its inception in 2003. She feels that with the development and nurturing of a well planned, economically sustainable event, Amherstburg can use the festival as a tool to attract and enhance Amherstburg's tourism base within the South Western Ontario region. Anne is a dedicated, hard-working individual who has a magnificent team to work with.

Anne currently owns and operates the Amherstburg Sobeys franchise with her husband. Her franchise employs 165 workers and is currently the second lead employer in Amherstburg. She previously owned a successful independent grocery store, and has had a number of years in the marketing, retail, and customer service industry. She has used the human resource skills she has learned in these related fields to help promote and market the viability of Amherstburg.



**FINANCIAL PLAN  
SCHEDULE 3**

*Sources of Funds*

Partners/Applicants	Eligible Cash Contributions	In-Kind/Ineligible Contributions	Total Contributions
Town of Amherstburg	20,000	-	20,000
Shores of Erie International Wine Festival	5,000	-	10,000
<b>Other Government Programs</b>	- (b)	-	-
<b>Requested from Rural Economic Development Program</b>	25,000 (c)	-	25,000
<b>Total Project Expenses</b>	50,000 (d)	5,000 (e)	
<b>Percentage Requested from Rural Economic Development program = 50%</b>			

Per cent of Government Investment in Eligible Costs =  $(b) + (c) / (d) \times 100 = \boxed{50\%}$

Description of Projected Expenditures by Objective	Eligible	Ineligible/In-kind
<b>Special Events and Festivals</b>		
Strategy development	5,000	5,000
Funding two new events	20,000	-
Marketing and promotions	15,000	-
Ongoing maintenance	10,000	-
<b>Total Projected Expenses</b>	50,000 (d)	- (e)

**DECLARATIONS  
SCHEDULE 5.1**

**1. Provide the full legal name of your company/organization.**

Town of Amherstburg

**2. What type is your business/organization?**

Municipal Government

**3. Do you have a parent company?**

No

**4. Do you have other related companies?**

No

**5. Attach a list of owners and directors of your company/organization**

See Attached

**6. Provide the name and title of individuals legally authorized to sign agreements on behalf of the organization:**

Wayne Hurst , Mayor

David Mailloux, Clerk

Frank Pizzuto, Chief Administrative Officer

**7. Does your company/organization have an interest in any of the companies / organization listed as project partners?**

No

**8. What is your contribution towards the project?**

Eligible cash: 20,000

Ineligible/In-kind Contribution: --


### Confidentiality, Consent, and Certification

**CONFIDENTIALITY:** Applications Forms and supporting material submitted to the Province of Ontario will be subject to the Freedom of Information and Protection of Privacy Act. Any information submitted in confidence should be clearly marked "CONFIDENTIAL" by the applicant. Inquiries about confidentiality should be directed to the Rural Investments Branch.

**CONSENT:** All partners/applicants hereby consent to the inspection of their premises and/or documents that pertain to this project as described in the agreement by the province of Ontario or its designate. Successful partners/applicants consent to having their names, funding amounts and short summaries of their projects and results made available to the public.

**CERTIFICATION:** I hereby certify to the province of Ontario that the application and supporting documentation are true and complete in all respects.

**Name:** Frank Pizzuto  
**Title:** Chief Administrative Officer, Corporation of the Town of Amherstburg

Signature:  Date: Aug. 23, 2006

**DECLARATIONS  
SCHEDULE 5.2**

**1. Provide the full legal name of your company/organization.**

The Shores of Erie International Wine Festival

**2. What type is your business/organization?**

Incorporated Company / Organization: Non-profit

**3. Do you have a parent company?**

No

**4. Do you have other related companies?**

No

**5. Attach a list of owners and directors of your company/organization**

Please see Appendix 2.

**6. Provide the name and title of individuals legally authorized to sign agreements on behalf of the organization:**

Anne Rota	Chairperson
Gus Moscatello	Co-Chairperson
Rosa White	Committee Member

**7. Does your company/organization have an interest in any of the companies / organization listed as project partners?**

No

**8. What is your contribution towards the project?**

Eligible cash: 5,000

Ineligible/In-kind Contribution: -


**Confidentiality, Consent, and Certification**

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**CERTIFICATION:** I hereby certify to the province of Ontario that the application and supporting documentation are true and complete in all respects.

**Name:** Anne M. Rota  
**Title:** Chairperson, Shores of Erie International Wine Festival

**Signature:**  **Date:** July 20, 06

**SUPPORT**

- Please refer to Appendix 4 for the Amherstburg Chamber of Commerce letter of support.

Please refer to Appendix 5 for the Shores of Erie International Wine Festival letter of support.

**OTHER INFORMATION**

Please refer to Appendix 6 for the Amherstburg Chamber of Commerce permits.

- Please refer to Appendix 7 for the Shores of Erie International Wine Festival permits.

RECEIVED  
AUG 04 2006

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**BUSINESS RETENSION AND EXPANSION  
PROJECT REGISTRATION FORM  
BR+E SCHEDULE 1**

**Title of Project:** Business Retention and Expansion: Economic Development and Strategy Development

**Lead Applicant:** Town of Amherstburg

**Contact Person:** Frank Pizzuto

**Position:** Chief Administrative Officer

**Organization:** Town of Amherstburg

**Address:** 271 Sandwich Street, South

**County:** Essex County      **Province:** Ontario

**Tel:** (519) 736-0012 ext. 242

**Town:** Amherstburg

**Postal Code:** N9V 2A5

**Fax:** (519) 736-5403

**Partners / Co-Applicants**

Jason Whiston

The Amherstburg Chamber of Commerce

**Tel:** (work) 519 975-1414

Anne Rota

Shores of Erie International Wine Festival

**Tel:** (home) 519 736-6386 (work) 519 736-4520 (office) 519 736-1001

**Ministry Contact**

Lisa Moretti, Project Analyst

Ministry of Agriculture, Food and Rural Affairs

**Tel:** 519-826-4984

**CONFIDENTIALITY:** Applications Forms and supporting material submitted to the Province of Ontario will be subject to the Freedom of Information and Protection of Privacy Act. Any information submitted in confidence should be clearly marked "CONFIDENTIAL" by the applicant. Inquiries about confidentiality should be directed to the Rural Investments Branch.

**CERTIFICATION:** By submitting this application the lead applicant certifies to the province of Ontario that the application and supporting documentation are true and complete in all respects.

**Lead Applicant Name:** Frank Pizzuto

**Position:** Chief Administrative Officer, Town of Amherstburg

Signature: \_\_\_\_\_

*Frank Pizzuto*

Date: \_\_\_\_\_

*July 21, 2006*

## BUSINESS RETENTION AND EXPANSION OVERVIEW

The town of Amherstburg was once a thriving and prosperous town. While Amherstburg enjoys strong residential growth, natural beauty, and great physical location, it has lost its focus. In recent years the Town of Amherstburg has lost major significant industries, affecting the town's economic status, the local job market, and the perception of the Amherstburg community. Retail, industrial, tourism, and service industries have been negatively affected, with job loss outnumbering job gain within Amherstburg.

With a regional market of 375,000 people, the Amherstburg's location in South Western Ontario is highly strategic. Not only does Amherstburg offer an outstanding quality of life as a result of its historic charm, waterfront vistas, and modern amenities, but the bustling Detroit-Windsor boarder crossing is only a 20 minute drive away. 50% of North America's population is within a one day travel time via this border. The region is the primary gateway to access all of Ontario and is North America's "crossroads for commerce." The region generates cross-border trade and commerce totalling approximately 400 million dollars per day. This makes the Detroit-Windsor border a significant gateway for the Essex County region and Canada as a whole. The border is important to the region because 4.5 million Americans live within a one hour drive of the border, 11 million within a 2 hours drive, and 25 million within six hour drive. In addition to border peripheries, the region holds an additional 400,000 local residents, further demonstrating that Amherstburg is within reach of large marketable population.

**Tourism, agriculture, and manufacturing** are the key sectors of the regions economy. The town is striving to achieve its full economic potential through the diversification of the local economy and the expansion of industrial opportunities. Amherstburg is committed to attracting employment opportunities in both industrial and commercial sectors, including those within the agricultural, construction, and transportation sectors. A number of sites throughout the town are available for a broad range of commercial and industrial uses for expanding business in Amherstburg.

Amherstburg offers tremendous opportunity for both commercial and industrial growth. The outstanding quality of life of the town, combined with a positive business climate and the potential for growth, make Amherstburg an attractive location for families, visitors, business, and industry. Amherstburg offers available and affordable land, a large domestic and international market area, and a progressive, co-operative community filled with opportunity.

Amherstburg possesses a highly skilled workforce and wishes to utilize this workforce within its own community, rather than allowing such skill and education to be used to benefit areas outside of the Amherstburg area. This has caused a 'trickle over affect.' Since a large concentration of skilled individuals inhabit one area, Amherstburg must utilize these skilled individuals to become a self-sustaining community. This concept is a big attraction to the Amherstburg area. Industries actively search for highly



skilled workers and favourable town attributes within a potential business community. Investment in Amherstburg can offer amazing results to a company due to Amherstburg's skilled workforce, lower production costs, lower cost of living, cheaper land, and of course the bustling Detroit-Windsor boarder crossing, a prime economic outlet for the region. Citizens would be willing to staff the company's workforce rather than work out of town with high energy and commuting costs reducing their disposable income. Therefore, Amherstburg is highly capable of staffing businesses that venture into Amherstburg and Amherstburg is a prime location for business attraction.

Amherstburg hosts several significant annual festivals for the region. These special events place Amherstburg on the regional tourist map that has the capabilities to draw tourists and consumers to the area. Visitors allow Amherstburg to find a larger economic market and expand Amherstburg's tourism and business sectors. For example, the Shores of Erie International Wine Festival provides exposure to Amherstburg vintners and creates an expansion of their market and products within the industry. This exposure allows the wineries to expand their vineyard, their production, and their business. In this sense, the Shores of Erie International Wine Festival not only draws crowds in to Amherstburg for tourism purposes, but expands Amherstburg's wine-making sector of business. In recent years, wineries have been growing in popularity and this festival initiative, coupled with Amherstburg's superb fertile soil, has the probability to attract more vintners to rural Amherstburg. This gives Amherstburg the opportunity to hold a wine tourism monopoly, expanding Amherstburg's economic business sector.

Amherstburg must be able to expand itself in order to interest its commercial stakeholders, which are both the young and the elderly of the Amherstburg community. Currently, there are not many services directed towards these large and diverse groups within Amherstburg. Marketing services towards such demographics may bring lasting success to the community and may entice more individuals to live and work within Amherstburg. Individuals do not wish to live in an area where their children will not find employment and where they will not find the essential services they require when they age. Many youth of Amherstburg currently drive up to 30 km out of Amherstburg to find student employment. Students without vehicles may not be so fortunate to have a job. Employment and services do not exist for all demographic groups within the Amherstburg community and it is imperative that the Town of Amherstburg strive to fix this problem, creating a satisfying quality of life for all who live within the community.

In order to expand and grow, Amherstburg must form a commitment to a comprehensive strategic economic development plan. The plan requires the expertise of a consultant, who will assist in creating a precise strategy specifically tailored to suit the unique needs of Amherstburg and address the barriers Amherstburg faces. The consultant will prepare a land inventory on all available commercial and industrial land, and develop an approach to promote new business and support existing business in Amherstburg. The consultant's expertise will direct Amherstburg's economic development strategy so that Amherstburg's strategy will progress and grow. **The focus will be on tourism (special events and festivals), commercial enhancement, and light industry attraction.**

It is our vision that Amherstburg will once again become a well-known flourishing and successful business destination, and an enriching place to live, work, and grow, supporting a high quality of life for its 20,000 residents. Residents will have access to quality diverse services that meet the needs of all Amherstburg residents. Sustainable employment will be created through Amherstburg's diverse economic base comprised of manufacturing, retail, tourism, and service industry. Investors will be drawn to Amherstburg's prime physical location as well as its supportive business environment. Residents will live in an affordable and diverse Amherstburg, supported by a strong economic tax base. Amherstburg residents will have access to modern amenities combining classic small town charm and contemporary services, linking Amherstburg's past to the present.

It is our vision that Amherstburg will once again become known as the flourishing and successful business destination it once was.

## **BUSINESS RETENTION AND EXPANSION ECONOMIC BARRIER**

Amherstburg has had a severe difficulty with economic development initiatives. Amherstburg's attempts at town promotion to spawn economic growth have been crushed due a lack of stability and sponsorship within the initiative. Amherstburg's past attempts at economic development have been through an 'ad hoc' approach, which simply is not a feasible strategy for Amherstburg development. Without a strategic plan, Amherstburg does not have the economic drivers to make its community economically successful, allowing its citizens to leave the area to do business elsewhere. Amherstburg is a community in despair without retail, and commercial services. Continuation on this path will devastate Amherstburg through the depletion of the tax base, and a decrease in the quality of life for Amherstburg citizens. Amherstburg must expand and grow through the attraction of people to the area, its festivals, activities, events, and attractions. Through this, a growth in the industrial and commercial base will develop.

The Town of Amherstburg, once thriving and prosperous, has now become the product of a deteriorating business environment with a stagnant economy. Amherstburg has continued to lose big business with the closing of many major industrial companies and retail outlets, as well as the closure of a significant amusement park.

Boblo Island, a local island with history dating as far back at the late 1800s, was converted in to a major theme park in the 1940s. For over fifty years, Boblo provided Amherstburg with community jobs as well as a steady consumer base that drew visitors in to Amherstburg each year, increasing Amherstburg's economic potential and the amount of consumers within the area. Each year, Boblo employed 860 workers, which is three times the amount of employees Amherstburg's current top employer presently retains today. Sadly, Boblo Island closed in 1993, leaving its 860 employees jobless in a depleting job market and reducing Amherstburg's visitor traffic flow its businesses economically depended on.

In addition to Boblo and the tourism industry, other local industries have suffered economically. SKD Automotive Group was an independent company with a base in Amherstburg for over 40 years. The plant underwent various takeovers, and finally in 1997 the plant closed its doors, as the SKD company began to prepare for the grand opening of their new plant in China. At one point, SKD employed over 500 local workers.

General Chemical was a large chemical plant specializing in soda ash and a leading employer in Amherstburg for over 80 years. In 2001, General Chemical closed its soda ash department and laid off three hundred workers. The industrial plant shut its doors for good in 2003, leaving yet another hundred unemployed. The plant had been a fixture in the town employing more than 1,000 shortly after the end of World War II.

Finally, the closure of grocery retailer A&P took yet another hundred Amherstburg jobs in 2003. There have been numerous other retail businesses in Amherstburg that did

not survive, such as Warehouse One, Marks Work Warehouse, Burger King, Athletes World, and Smart Set – all of which are large corporate retail chains with increased support and sustainability backed by the company. Furthermore, if big business retailers are unable to sustain themselves in Amherstburg, this is indicative of the severity of the threat of closure for Amherstburg's independent businesses, which do not have the advantage of corporate aid. The closure of these Amherstburg retail facilities contributed to a poor economic view of Amherstburg and its job market, leaving the industrial, retail, and tourism economies further vulnerable.

The lack of jobs and services has begun to affect the attitudes of the Amherstburg community. Amherstburg citizens are not meeting their needs with the lack of services within the Amherstburg community, leaving them with no choice but to become consumers in other bordering communities. This further hinders Amherstburg's economic progression by severely depleting the tax base of the Amherstburg community. If an increased amount of consumers shop outside the Amherstburg community to have their needs met, more and more revenues are flowing in towards the businesses of other bordering retailers, therefore decreasing the revenues Amherstburg needs to expand and retain its community business. A lack of a sufficient tax base hinders Amherstburg's progression to serve the community. Thus, in order for Amherstburg to be reactive towards Amherstburg's severe business losses and proactive towards future losses, Amherstburg must forge ahead in order to support and protect its business sector and business economy.

Despite the lack of services, Amherstburg continues to grow. Amherstburg increased its population by 15% between 1991 and 1995, and the population continues to climb. As the town continues to grow, more services are needed for residents. Along with increased services, an increase in population demands that the essentials of living be granted to all citizens. This has required the Town of Amherstburg to upgrade its sewage system in a project totaling more than 26 million dollars between 2006 and 2009. This expansion not only improves the lives of Amherstburg citizens but readies Amherstburg for increased economic development.

Amherstburg's sewage system is not the only essential living requirement the Town of Amherstburg must consider. With the current population continuing to grow, roads and traffic throughout Amherstburg will need to be assessed in the near future. The town may have to consider additional traffic lights, widening of streets, and the expansion of road systems in the future in order to create a safer living environment. Municipal funding must be put towards essential infrastructure needs. Sewage and road systems must first be addressed within the community. Amherstburg's fiscal structure is in desperate need of repair, with repairs in excess of 70 million for roads, sewers, and other public necessities. With funding towards municipal necessities a priority, there is less funding within the budget to be allocated towards Amherstburg businesses, leaving economic development stagnant.

Amherstburg must be made more livable, providing a high quality of life for its citizens. As a result, increased services and jobs must be created in order to support Amherstburg's growing population.

## **BUSINESS RETENTION AND EXPANSION OBJECTIVES**

The negative influence of surrounding retail powerhouses in the area have pulled Amherstburg consumers in to their markets, causing Amherstburg's shopping district to decline in retail operations and sales. The closure of prime retail and industrial plants has also caused a sharp decline in Amherstburg's revenue and jobs. Based on Amherstburg's strategic business retention and expansion plan, the following outlines the objectives of the program:

- Access the 375,000 peripheral population located on the outskirts of the Amherstburg region.
- Increase in tourism opportunities.
- Expand Amherstburg business to incorporate a variety of businesses to feed the needs of Amherstburg residents
- Keep existing retail and industrial industry in Amherstburg.
- Increase in commercial activity
- Increase in light industrial businesses
- An in depth marketing plan is created to ensure the plan will begin and remain on track.
- Enhanced long term employment opportunities are created.

**BUSINESS RETENTION AND EXPANSION  
PARTNERSHIP  
BR+E SCHEDULE 2**

**Lead Applicant:** Town of Amherstburg  
**Project Representative:** Frank Pizzuto  
**Title:** Chief Administrative Officer  
**Organization:** Town of Amherstburg  
**Address:** 271 Sandwich Street, South Amherstburg, ON  
**Postal Code:** N9V 2A5  
**Telephone:** (519) 736-0012 ext. 242  
**Facsimile:** (519) 736-5403  
**E-mail:** fpizzuto@amherstburg.ca

The Town of Amherstburg would assist in the development of an economic development strategy.

***Other Applicants***

**Name:** Jason Whiston  
**Organization:** The Amherstburg Chamber of Commerce  
**Telephone:** (work) 519 975-1414  
**Facsimile:** 519 975-1515  
**E-mail:** jlwlttd@sympatico.ca

Please refer to the previous Partnership section for a full description of the organization.

**Name:** Anne Rota  
**Organization:** Shores of Erie International Wine Festival  
**Telephone:** (home) 519 736-7386 (work) 519 736-4520 (office) 519 736-1001  
**Facsimile:** 519 736-1783  
**E-mail:** rota@sympatico.ca, soewinefestivaloffice@cogeco.net

Please refer to the previous Partnership section for a full description of the organization.

**BUSINESS RETENTION AND EXPANSION  
NEEDS ASSESSMENT  
BR+E SCHEDULE 3**

**Community Readiness Checklist - 20 Questions** Level of Satisfaction

**H = high** **M = medium** **L = low**

<b>Leaders</b>	
1. Are there people in the community who are visionaries, action-oriented, and could be recruited to serve on a project-leadership team?	M
2. Are there a number of people with skills to lead economic development plans and projects to completion?	M
3. Is there an existing organization with a primary focus on economic development?	M
4. Is there an organization in the community that will take a lead role and provide the support of the project?	M

<b>Citizen Involvement</b>	
5. Are many community members involved in developing the community economy?	M
6. Are citizens currently involved in organizing and running projects in the community?	M
7. Are a variety of people from different walks of life currently involved in community economic projects?	M

<b>Community Support and Volunteerism</b>	
8. Is there a strong volunteer force in the community, capable of sustaining a complex project over an extended period of time?	H
9. Is there active municipal support for economic development?	H
10. Is there active support of economic development activities from a range of community organizations?	M

<b>Organizations Working Together</b>	
11. Have there been successful community projects that involved community groups coming together for a common goal?	H
12. Does your community have economic relationships with other communities and development institutions?	L
13. Is the general quality of relationships among people and organizations in the community healthy?	M



Community-Based Planning	
14. Does the community have a current, comprehensive economic strategy with an action plan?	L
15. Does the community have an overall vision of what it wants to be like in the future?	M
16. Is the community taking actions to influence its future?	H
17. Is economic development activity in the community well-organized and managed?	L

Community Communications	
18. Do community members know and understand the vision and the plan?	M
19. Is there regular communication among the community groups to inform and involved each other?	M
20. Do the leaders communicate and progress to community organizations, volunteers, and citizens?	M

**b) Describe how the project fits with broader community/sector economic development plans:**

- The broader community's economic development plans encourage tourism and industry in Windsor and Essex County.
- In 1995, the city of Windsor launched a 20 year revitalization plan outlining the top three initiatives for Windsor's economic future: tourism, agriculture, and manufacturing.
- Amherstburg plans to focus on people attraction to spawn commercial and industrial developments in order to facilitate the growth of the Amherstburg community base.

**c) Describe the steps that have been taken to consult with stakeholders regarding the project and the indications of support that they have received:**

- Attempt to liaise with local businesses and work on a strategy to move forward. In the past, Amherstburg's strategy was fairly weak. In order to correct this, Amherstburg must strengthen its plan through partnership and strategy.

**BUSINESS RETENTION AND EXPANSION  
WORK PLAN  
BR+E SCHEDULE 4**

BR + E Area: Essex County  
 BR + E Community: Amherstburg  
 Overall Coordinator: Frank Pizzuto  
 BR + E Consultant: TBD

Date:  
 Date:  
 Phone: 519-736-0012 ext:242  
 Phone:

<b>Phase 1: Establish a Steering Committee</b>	<b>Who Will Do This?</b>	<b>When Will This Be Done?</b>
Find interested parties	Frank Pizzuto & Jason Whiston	Completed
Begin brainstorming		

<b>Phase 2: Develop a working paper on the goals of the strategy</b>	<b>Who Will Do This?</b>	<b>When Will This Be Done?</b>
Set goals		In progress
Develop work plan		

<b>Phase 3: Hire a consultant to assist in formulating the strategy</b>	<b>Who Will Do This?</b>	<b>When Will This Be Done?</b>
Survey area	Consultant	April – August 2006

<b>Phase 4: Work on development of strategy</b>	<b>Who Will Do This?</b>	<b>When Will This Be Done?</b>
		April - August 2006

<b>Phase 5: Complete an inventory of available commercial and industrial land</b>	<b>Who Will Do This?</b>	<b>When Will This Be Done?</b>
Review land data	Consultant	June - August 2006
Complete inventory		
Prepare marketing materials		

<b>Phase 6: Develop marketing and promotional materials</b>	<b>Who Will Do This?</b>	<b>When Will This Be Done?</b>
Build website	Consultant/Town of Amherstburg IT department	September - October 2006
Develop comprehensive marketing program	Consultant	
Develop brochures	Consultant	

<b>Phase 7: Complete strategy. Who Will Do This? When Will This Be Done?</b>		
have information sessions, receive approval from partners		
Hold regular update sessions	Frank Pizzuto, Jason Whiston	October 2006
Finalize plans		

## BUSINESS RETENTION AND EXPANSION MEASURABLE OUTCOMES

Amherstburg's long term economic development strategy plan and tourism initiative parallels the economic goals of the Windsor-Essex region.

The City of Windsor and the County of Essex are striving to achieve full economic potential through the diversification of the local economy and the expansion of industrial opportunities. This has contributed to one of the highest quality workforces in Canada, where the education and skills training of Windsor-Essex exceed the national average. In 1995, the city of Windsor launched a 20 year revitalization plan outlining the top three initiatives for Windsor's economic future. The revitalization plan outlined tourism, agriculture, and manufacturing as the key sectors of the local economy.

### *Tourism*

Amherstburg's rich history is grounded in a highly marketable tourism region. Windsor has been known as an entertainment district, catering to the many visitors who wish for lively nightlife. Leamington's tourism flourished based on the appeals of nature and relaxation within their National Park. With Amherstburg's beautiful landscape and exciting festivals and events, Amherstburg can capitalize on its versatile and unique environment. With Leamington and Windsor at opposite locations within the region, Amherstburg, as a midpoint between the two, may 'piggyback' off of Leamington and Windsor tourism, and provide a unique tourism destination between two regional tourist powerhouses. Leamington's wineries are coupled with Amherstburg's wine destinations on the South Western Ontario Wine Route, while Amherstburg's heritage sites are grouped with Windsor's sites for Doors Open Ontario events.

Recently, the provincial government began assessing Ontario travel destinations in order to develop Ontario tourism. The province looked for communities that had identified their demand generators and had a critical mass of experiences that would warrant investment by the province and draw more visitation. Windsor, Essex County was ranked as one of the top tourist destinations in the province under the Premiere Ranked Tourist Destination Evaluation. Windsor, Essex County now joins six other locations in the province chosen for Destination Development.

### *Agriculture*

Amherstburg boasts some of the most fertile soil in Canada. The surrounding towns within Essex County capitalize on their signature agriculture. Kingsville, renown for mushrooms, Leamington, renown for tomatoes, Tecumseh, renown for corn, and LaSalle, renown for strawberries, capitalize on their agricultural markets within Essex County. Many of the towns host festivals to celebrate their success. Amherstburg's tourism initiative combined with Amherstburg's Economic Development Portfolio, allow Amherstburg to become renowned for its wineries and vineyards, placing Amherstburg on the regional agriculture map. As previously mentioned, the International Wine Festival provides exposure to Amherstburg vintners and creates an expansion of their market and products within the industry. This exposure allows the wineries to expand their vineyard, their production, and their business. In this sense, the Shores of Erie

International Wine Festival not only expands tourism and draws crowds in to Amherstburg, but expands Amherstburg's wine-making sector of business. In recent years, wineries have been growing in popularity and this festival initiative, coupled with Amherstburg's superb fertile soil, has the probability to attract more vintners to rural Amherstburg. This gives Amherstburg the opportunity to hold a wine tourism monopoly, expanding Amherstburg's economic business sector.

***Manufacturing***

Windsor and the region have always been dominated by the automotive manufacturing sector. This automotive and manufacturing sector is continuously supported by the region to guide its expansion and growth. Amherstburg currently retains a highly educated workforce capable of skilled labour. Since a high concentration of trained individuals is available, Amherstburg must utilize these skilled individuals to become a self-sustaining community. This concept is a big attraction to the Amherstburg area. Industries actively search for highly skilled workers and favourable town attributes within a potential business community. Investment in Amherstburg can offer amazing results to a company due to Amherstburg's skilled workforce, lower production costs, lower cost of living, cheaper land, and of course the bustling Detroit-Windsor boarder crossing, a prime economic outlet for the region. Therefore, since Amherstburg is actively pursuing economic expansion and growth, the Windsor-Essex regions manufacturing initiatives parallel Amherstburg's hope of creating a capable and defined industry and business sector within the region.

**BUSINESS RETENTION AND EXPANSION  
HUMAN RESOURCES**

Please refer to the previous Human Resources section.

**BUSINESS RETENTION AND EXPANSION  
FINANCIAL PLAN  
BR+E SCHEDULE 5**

*Sources of Funds*

Partners/Applicants	Eligible Cash Contributions	In-Kind/Ineligible Contributions	Total Contributions
Town of Amherstburg	19,000	-	19,000
Chamber of Commerce	1,000	-	1,000
<b>Other Government Programs</b>	- (b)	-	-
<b>Requested from Rural Economic Development Program</b>	20,000 (c)	-	20,000
<b>Total Project Expenses</b>	40,000 (d)	- (e)	40,000

Percentage Requested from Rural Economic Development program = 50%

Per cent of Government Investment in Eligible Costs =  $(b) + (c) / (d) \times 100 = 50\%$

Description of Projected Expenditures by Objective	Eligible	Ineligible/In-kind
<b>Economic Development Strategy</b>		
Consultant	20,000	-
Land inventory	5,000	-
Marketing and promotions	10,000	-
Ongoing maintenance	5,000	-
<b>Total Projected Expenses</b>	40,000 (d)	- (e)

**BUSINESS RETENTION AND EXPANSION  
DECLARATIONS  
BR+E SCHEDULE 7.1  
DECLARATIONS  
SCHEDULE 5.1**

**1. Provide the full legal name of your company/organization.**

Town of Amherstburg

**2. What type is your business/organization?**

Municipal Government

**3. Do you have a parent company?**

No

**4. Do you have other related companies?**

No

**5. Attach a list of owners and directors of your company/organization**

See Attached

**6. Provide the name and title of individuals legally authorized to sign agreements on behalf of the organization:**

Wayne Hurst , Mayor  
David Mailloux, Clerk  
Frank Pizzuto, Chief Administrative Officer

**7. Does your company/organization have an interest in any of the companies / organization listed as project partners?**

No

**8. What is your contribution towards the project?**

Eligible cash: 19,000  
Ineligible/In-kind Contribution: --



**Confidentiality, Consent, and Certification**

**CONFIDENTIALITY:** Applications Forms and supporting material submitted to the Province of Ontario will be subject to the Freedom of Information and Protection of Privacy Act. Any information submitted in confidence should be clearly marked "CONFIDENTIAL" by the applicant. Inquiries about confidentiality should be directed to the Rural Investments Branch.

**CONSENT:** All partners/applicants hereby consent to the inspection of their premises and/or documents that pertain to this project as described in the agreement by the province of Ontario or its designate. Successful partners/applicants consent to having their names, funding amounts and short summaries of their projects and results made available to the public.

**CERTIFICATION:** I hereby certify to the province of Ontario that the application and supporting documentation are true and complete in all respects.

**Name:** Frank Pizzuto  
**Title:** Chief Administrative Officer, Corporation of the Town of Amherstburg

Signature: Frank Pizzuto Date: August 23, 2006.

AMHERSTBURG MEMBERS OF COUNCIL

Wayne Hurst	Mayor
Anthony Leardi	Deputy Mayor
Rosa White	Councilor
Gordon Freeman	Councilor
Bob Bailey	Councilor
Paul Renaud	Councilor
Carl Gibb	Councilor

**BUSINESS RETENTION AND EXPANSION  
DECLARATIONS  
BR+E SCHEDULE 7.1  
DECLARATIONS  
SCHEDULE 5.1**

***1. Provide the full legal name of your company/organization.***

Amherstburg Chamber of Commerce

***2. What type is your business/organization?***

Other: Not for Profit

***3. Do you have a parent company?***

No: Although a member of the Ontario Chamber of Commerce

***4. Do you have other related companies?***

No

***5. Attach a list of owners and directors of your company/organization***

Please see Appendix 1.

***6. Provide the name and title of individuals legally authorized to sign agreements on behalf of the organization:***

Jason Whiston, President

***7. Does your company/organization have an interest in any of the companies / organization listed as project partners?***

No

***8. What is your contribution towards the project?***

Eligible cash: 1,000

Ineligible/In-kind Contribution: 5,000

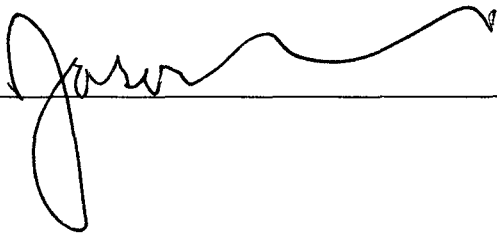
**Confidentiality, Consent, and Certification**

**CONFIDENTIALITY:** Applications Forms and supporting material submitted to the Province of Ontario will be subject to the Freedom of Information and Protection of Privacy Act. Any information submitted in confidence should be clearly marked "CONFIDENTIAL" by the applicant. Inquiries about confidentiality should be directed to the Rural Investments Branch.

**CONSENT:** All partners/applicants hereby consent to the inspection of their premises and/or documents that pertain to this project as described in the agreement by the province of Ontario or its designate. Successful partners/applicants consent to having their names, funding amounts and short summaries of their projects and results made available to the public.

**CERTIFICATION:** I hereby certify to the province of Ontario that the application and supporting documentation are true and complete in all respects.

**Name:** Jason Whiston  
**Title:** President, Amherstburg Chamber of Commerce

Signature:  Date: August 2, 2006

- |                             |                                 |
|-----------------------------|---------------------------------|
| <b>1. Jason Whiston</b>     | <b>Position:</b> President      |
| <b>2. Nancy Greenaway</b>   | <b>Position:</b> Vice-president |
| <b>3. Priscilla Whiston</b> | <b>Position:</b> Treasurer      |
| <b>4. Donna Hicks</b>       | <b>Position:</b> Director       |
| <b>5. Maria Beaudoin</b>    | <b>Position:</b> Director       |
| <b>6. Paul Jones</b>        | <b>Position:</b> Director       |
| <b>7. Tim Chiesa</b>        | <b>Position:</b> Director       |
| <b>8. Jen Deluca</b>        | <b>Position:</b> Director       |
| <b>9. John Shiha</b>        | <b>Position:</b> Director       |
| <b>10. Grace Zec</b>        | <b>Position:</b> Director       |
| <b>11. Alex Lawson</b>      | <b>Position:</b> Director       |

**Board of Directors as per Shores of Erie International Wine Festival Articles of Incorporation:**

1. **Anne Marie Rota**  
450 Dalhousie Street  
Amherstburg, ON  
N9V 1X3  
(519) 736-7386  
rota@sympatico.ca

**Position:** Chairperson  
**Occupation:** Franchisee of Sobeys
2. **Rosa White**  
805 – 421 Dalhousie Street  
Ammherstburg, ON  
N9V 3L2  
(519) 736-8150  
rosa.white@sympatico.ca

**Position:** Sponsorship Coordinator  
**Occupation:** Retired Restaurant Owner
3. **Gus Moscatello**  
112 Vantor St.  
Amherstburg, ON  
N9V 3J6  
(519) 736-3424  
gusmoscatello@sympatico.ca

**Position:** Logistics Coordinator  
**Occupation:** Retired Base Manager for Canadian Coast Guard; apartment building owner
4. **Karen Morrell**  
Coordinator  
13 Brush Court  
Amherstburg, ON  
N9V 3k0  
(519) 736-1122  
morrell@on.aibn.com

**Position:** Meeting and Advertising  
**Occupation:** Publisher and owner of The River Town Times Newspaper
5. **Joanne Krol**  
680 Front Road South  
Amherstburg, ON  
N9V 3K9  
736-5404  
Bluekrol@msni.net

**Position:** Food Coordinator  
**Occupation:** Hotel Owner/Operator

- Elio Del Col - resident, artist
- Drew Clark - resident, owner Drew Clark Pontiac Buick
- Barrie Brewin - resident, Chair, Gibson Gallery and Fort Malden
- Anne Rota - resident, Chair, Shores of Erie International Wine Festival
- Dennis Sanson - resident, owner of Sanson Estate Winery
- Eva Guthrie - resident, Manager, Fort Malden National Historic Site
- Andy Villa - resident, accountant
- Jennifer Janisse - resident, volunteer
- Sandra Hartz - resident, owner of ADSPEC Promotions
- Melissa East Aspila - resident, gift planner for CNIB
- Carol Bendo - resident, Town of Amherstburg, Deputy Clerk/Human Resources Specialist
- Frank Pizzuto - resident, Town of Amherstburg, Chief Administrative Officer

**AMHERSTBURG CHAMBER OF COMMERCE**

Box 101  
Amherstburg, ON N9V 2Z3  
PHONE: (519) 734-2001 FAX: (519) 734-9721

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July 7<sup>th</sup>, 2006

RURAL INVESTMENTS BRANCH  
MINISTRY OF MUNICIPAL AFFAIRS & HOUSING  
1 Stone Road West  
Guelph, ON N1G 4Y2

**RE: APPLICATION FOR  
RURAL ECONOMIC DEVELOPMENT PROGRAM  
TOWN OF AMHERSTBURG**

Please be advised that the Amherstburg Chamber of Commerce fully endorses the Town of Amherstburg's application for Rural Economic Development Program.

As President of the local Chamber, I have seen the Town of Amherstburg experience many economic setbacks over the years. This town is a perfect candidate for the Rural Economic Development Program, as it pursues its mandate of business attraction and retention in coordination with the Amherstburg Chamber of Commerce.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Whiston", is written over a horizontal line.

JASON WHISTON, B.A., B.Ed., B.Sc., M.B.A., C.F.P., R.H.U.  
Chamber President

cc: Chamber Directors





P.O. Box 211  
Amherstburg, Ontario N9V 2Z4  
Phone (519) 730-1001

[www.soewinefestival.com](http://www.soewinefestival.com)

Dear Grant Officer,

This letter is being written in support of the Rural Economic Development Program which the Town of Amherstburg is applying for.

The committee of The Shores of Erie International Wine Festival are partnering with the Town of Amherstburg in pursuit of innovative and creative initiatives which enhance and promote our small but unique community. We all understand the importance of searching out new ways to attract and maintain interest for long term commitments within our rural communities. Without question, tourism to our region is a vibrant and vital industry. Annually we enjoy over 5 million visitors that inject over \$485 million in economic activity and help employ thousands of workers. Rural communities such as ours need the confidence and assistance from various levels of partnerships to unite and become competitive for that market share.

It is Festivals and venues such as The Shores of Erie International Wine Festival that provide an enjoyable experience to the visitor and acts as a trip motivator for future visits. Through comprehensive planning in strategy and marketing we try to do just that. The visitor recognizes that the county destination is not only a great place to visit but also a great place to live.

With this aspect given to the grant application, we are grateful for the opportunity in your consideration to our request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Anne Rota'.

Anne Rota  
Chairperson  
The Shores of Erie International Wine Festival

**BUSINESS RETENTION AND EXPANSION  
SUPPORT**

Please refer to Appendix 4 for the Amherstburg Chamber of Commerce letter of support.

Please refer to Appendix 5 for the Shores of Erie International Wine Festival letter of support.

**BUSINESS RETENTION AND EXPANSION  
OTHER INFORMATION**

Please refer to Appendix 6 for the Amherstburg Chamber of Commerce permits.

Please refer to Appendix 7 for the Shores of Erie International Wine Festival permits.

**AMHERSTBURG MEMBERS OF COUNCIL**

Wayne Hurst	Mayor
Anthony Leardi	Deputy Mayor
Rosa White	Councilor
Gordon Freeman	Councilor
Bob Bailey	Councilor
Paul Renaud	Councilor
Carl Gibb	Councilor

## **Schedule "B"**

### Milestone Schedule

In accordance with section 4.0 of the Agreement, the Recipients shall carry out the project in accordance with the time lines and budget provided in the Milestone Schedule (see attached). The Recipients shall also provide to the Ministry the Milestone Submission as set out in Schedule "C", including original invoices and proofs of payment, on the Milestone Due Date provided for in the Milestone Schedule.



## Scheduled Milestone #2

### *Milestone Due Date / Budget / Results Anticipated*

Milestone Due Date: <u>Aug 31, 2007</u>	Eligible Expenses
Description of Eligible Project Expenses by Objective	
<b>Economic Development Strategy</b>	
1. Consultant	\$20,000
2. Land Inventory	
3. Marketing and Promotions	
4. Office Expenses	
<b>Special Events and Festival Growth</b>	
1. Strategy Development	
2. Funding for Summer Jazz and Fall Children's Halloween Festival (Event Planning, Event Specific Marketing, Equipment, Staffing Resources, Entertainment)	\$20,000
3. Marketing and Promotion	
4. Festivals and Events Coordinator	
5. Office Expenses	
<b>TOTALS</b>	<b>\$40,000</b>
<b>Rural Economic Development Contribution (Based on 50%)</b>	<b>\$20,000</b>

<b>EXPECTED RESULTS AS OF THIS MILESTONE:</b>
<b>WHAT HURDLES OR EVENTS CAN AFFECT THE PROJECT'S SUCCESS?</b>



# Scheduled Milestone #4

## *Milestone Due Date / Budget / Results Anticipated*

Milestone Due Date: <u>Dec. 31, 2007</u>	Eligible Expenses
Description of Eligible Project Expenses by Objective	
<b>Economic Development Strategy</b>	
1. Consultant	
2. Land Inventory	
3. Marketing and Promotions	\$10,000
4. Office Expenses	
<b>Special Events and Festival Growth</b>	
1. Strategy Development	
2. Funding for Summer Jazz and Fall Children's Halloween Festival (Event Planning, Event Specific Marketing, Equipment, Staffing Resources, Entertainment)	
3. Marketing and Promotion	
4. Festivals and Events Coordinator	
5. Office Expenses	\$10,000
<b>TOTALS</b>	<b>\$20,000</b>
<b>Rural Economic Development Contribution (Based on 50%)</b>	<b>\$10,000</b>

<b>EXPECTED RESULTS AS OF THIS MILESTONE:</b>
<b>WHAT HURDLES OR EVENTS CAN AFFECT THE PROJECT'S SUCCESS?</b>



# Scheduled Milestone #5

## Milestone Due Date / Budget / Results Anticipated

Milestone Due Date: <u>March 31, 2008</u>	Eligible Expenses
Description of Eligible Project Expenses by Objective	
<b>Economic Development Strategy</b>	
1. Consultant	
2. Land Inventory	
3. Marketing and Promotions	
4. Office Expenses	\$5,000
<b>Special Events and Festival Growth</b>	
1. Strategy Development	
2. Funding for Summer Jazz and Fall Children's Halloween Festival (Event Planning, Event Specific Marketing, Equipment, Staffing Resources, Entertainment)	
3. Marketing and Promotion	
4. Festivals and Events Coordinator	
5. Office Expenses	
<b>TOTALS</b>	\$5,000
<b>Rural Economic Development Contribution (Based on 50%)</b>	\$2,500

<b>EXPECTED RESULTS AS OF THIS MILESTONE:</b>
<b>WHAT HURDLES OR EVENTS CAN AFFECT THE PROJECT'S SUCCESS?</b>

## Schedule "C"

### Milestone Submission

In accordance with section 7.0 of the Agreement, the Recipients shall provide to the Ministry the Milestone Submission (see attached), which includes Part 1 – Statement of Eligible Expenses and Part 2 – Milestone Progress Report, including original invoices and proofs of payment. Milestones shall be provided in accordance with the budget and the Milestone Due Dates provided for in Schedule "B".





**Schedule "D"**

Declaration of Tender Process

In accordance with section 11.0 of the Agreement, the Recipients shall provide a Declaration of Tender Process (see attached) for each Project related subcontract the cost of which exceeds \$25,000. All evidence (such as requests for proposals and submissions received) of the tendering process must also be submitted with the Declaration of Tender Process.

**Record of Tenders (attach a list of additional tenders received if necessary)**

Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
Awarded:  Yes  No

Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
Awarded:  Yes  No

Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
Awarded:  Yes  No

Please explain rationale for selection or exemption (attach further information, if necessary):


I hereby certify the information provided in this Declaration of Tender Process to be complete and accurate. I understand this information is being relied upon by the Government of Ontario to advance funds.

\_\_\_\_\_  
Signature of Project Representative

\_\_\_\_\_  
Date

## Schedule "E"

### Financial Declaration

In accordance with section 7.0 of the Agreement, Recipients must provide an annual Financial Report to the Ministry consisting of a Financial Declaration (see attached) accompanied by a Financial Statement showing all sources and uses of Project funds. The Declaration must be signed by all Recipients. Annual Financial Reports are due within 60 days of the Project Anniversary Date.

A final Financial Report consisting of a Financial Declaration and a Financial Statement showing all sources and uses of Project funds and signed by all Recipients is due upon project completion.

---

**FINANCIAL DECLARATION**

*I have reviewed and approved the **attached Financial Statement for the Project** and hereby declare that during the period covered by the Financial Statement, the Recipients were not in breach or violation of any of the terms and conditions contained in the Agreement.*

(each Recipient must sign)

---

Date

---

Recipient signature

---

Date

---

Recipient signature

---

Date

---

Recipient signature

---

Date

---

Recipient signature

---

Attach the Project Financial Statement



**Schedule "F"**

Final Project Report

In accordance with section 7.0 of the Agreement, Recipients must provide a Final Project Report which meets the requirements listed below (see attached). The Ministry will release the 10% Project holdback upon satisfaction that the Recipients have successfully completed the Project and have fully complied with all of the terms and conditions of the Agreement.

**File #:**

**Project Title:**

**Lead Applicant:**

**Address and Phone number:**

**Co-Applicants:**

**Total Value of Project:**

**Eligible Expenses:**

**Start Date:**

**Completion Date:**

**Brief Description of Project:**

Provide a brief description of the Project.

**Results of the Project:**

Explain how the project fulfilled each of the objectives. Describe the direct results and indirect outcomes. List the major deliverables (e.g., feasibility studies, new products/services, training programs, incrementally new sales; number of jobs and new investments). Whenever possible use numeric indicators of results.

If an objective was not fulfilled, please explain the circumstances. Indicate any other unexpected results of the project.

**Benefits of the Project**

1. Project partners/applicants
2. Other identified stakeholders
3. Local and regional rural communities
4. Ontario

**Final Financial Report:**

Provide a Financial Statement showing all sources and uses of funds for the entire project. This Financial Statement must be accompanied by a Financial Declaration signed by all Recipients, as set out in Schedule "E". Sources and uses of funds should be compared against those planned.

Applicant Signature and Date: