



345 Ecclestone Drive, Bracebridge, ON P1L 1R1  
1 800.835.7303  
Algonquin Park, Muskoka, Parry Sound and the Almaguin Highlands  
www.explorersedge.ca

## EXPLORERS' EDGE PRODUCT DEVELOPMENT APPLICATION FORM

**NOTE: Applicants are REQUIRED to discuss their project with Explorers' Edge BEFORE starting the application process.**

***Deadline date: September 15, 2012***

### APPLICATION INSTRUCTIONS

*Please refer to the Initiative Guidelines before completing the application.*

1. Applications must be fully completed, typed or printed clearly (with additional pages added if necessary), and submitted by the deadline date to the Executive Director:

E-mail: james@explorersedge.ca  
Mail: Explorers Edge, Product Development Initiative  
345 Ecclestone Drive, Bracebridge, ON P1L 1R1

2. All applications must include:

- Application Form
  - Part I: Applicant Information
  - Part II: Project Information
  - Part III: Assessment Criteria
  - Part IV: Evaluation of Economic Impact
  - Part V: Project Budget
  - Part VI: Disclosure and Release Statement
- Most recent annual financial statement
- A letter of support from an Elected Official
- Letters of support and intent from project partners/supporting organizations (if applicable)
- Copies of any support materials (relevant publications, news articles, drawings, etc.)

3. Applications are assessed on the criteria listed in the Project Eligibility portion of the Application Guidelines.

4. Notification of approval or rejection will be made within one month of the application deadline. If the project is approved, Explorers' Edge will issue a letter of offer with terms, conditions, and a funding disbursement schedule based on goal achievement. A Final Report will be required.

5. Any questions or concerns may be directed to the Executive Director:

Telephone: 705-646-7673, (toll-free: 1-800-835-7303)  
E-mail: james@explorersedge.ca

**Explorers' Edge graciously acknowledges the Ministry of Tourism, Culture and Sport (MTCS).**

Revised April 9, 2012

# EXPLORERS' EDGE PRODUCT DEVELOPMENT APPLICATION FORM

## PART I: APPLICANT INFORMATION

### 1. ORGANIZATION OR GROUP REQUESTING ASSISTANCE

*(Eligible applicants include First Nation, local service boards (LSB), municipalities, or other not-for-profit organizations that are incorporated.)*

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Corporation Number: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_

Applicant's Status *(please check one)*:

not-for-profit organization

municipality

First Nation

LSB

Contact Person: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Telephone: Day: \_\_\_\_\_

Evening: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

### 2. PREVIOUS APPLICATIONS FOR EXPLORERS' EDGE PRODUCT DEVELOPMENT

If you have applied for previous Explorers' Edge Product Development funding, specify the date and project:

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### 3. DESCRIPTION OF APPLICANT

Give a brief description of the organization or group applying for the initiative, including mission, activities, membership, etc.

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### 3. OTHER FUNDING/ASSISTANCE PARTNERS

List any partners helping to support this project, other than Explorers' Edge.

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Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Revised April 9, 2012

## PART II: PROJECT INFORMATION

### 1. PROJECT DATA

Name/Title:

Location of Project (by sub region/municipality/municipalities):

### 2. PROJECT TIME LINE

Start Date:

Completion Date:

### 3. PROJECT DESCRIPTION: Give a brief description of the project.

### 4. EXPECTED OUTCOME: Outline what you expect to achieve with the project.

### 5. IMPLEMENTATION PLAN: Outline the methods by which you plan to achieve your objectives.

### 6. ORIGINALITY: State if this project duplicates any existing activity: if so, explain why it is necessary.

### 7. ONGOING FUNDING: If this project requires ongoing funding, explain how the long-term funding will be addressed. If another group is providing ongoing funding, confirm their support of this application.

Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Revised April 9, 2012

### PART III: ASSESSMENT CRITERIA

**1. USE AND SCHEDULING OF FUNDING:** Indicate for what aspect(s) of the project the Explorers Edge Development funding will be used, and the time line for expenditure of any funds contributed to the project through this program.

**2. RECOGNITION OF EXPLORERS' EDGE:** Outline your communications plan with respect to the opportunities for recognition of Explorers' Edge.

**3. YOUTH ENTREPRENEURSHIP:** Outline if/how the project supports youth entrepreneurship/retention.

**4. VOLUNTEERISM/PARTNERSHIPS:** Outline if/how the project supports volunteerism/community partnerships. Indicate how many volunteers would be involved in the project.

**5. TOURISM ECONOMIC BENEFIT:** Outline briefly if/how the project provides sustainable economic benefit, and if the project benefits the entire region. *(A more detailed analysis is required in the following section.)*

## PART IV: EVALUATION OF ECONOMIC IMPACT

Please provide comprehensive details to indicate the economic impact the project will have on the community. **Choose the categories appropriate to your project.** Should the project be approved, the Final Report must indicate the project's outcomes, relative to this evaluation.

**1. JOB CREATION:** State the employment creation goals of the project, specifying the number, duration, and types of jobs created (including full or part time).

**2. VISITORS ATTRACTED:** Estimate the expected origin and number of visitors who may be attracted to Explorers' Edge because of the project. Explain your strategy for compiling these statistics: for example, sign-in/registration sheets requiring the postal code; counters or tickets for numbers, etc.

**3. EXPECTED REVENUE GENERATION:** Estimate the revenue that the project may generate for local businesses, including spin-off benefits: for example, the value for hospitality or transportation providers because of an event; retail/service businesses supported by marketing and promotions, etc.

**4. OTHER:** Give details of any other criteria by which the project's economic impact may be assessed.

**PART V: PROJECT BUDGET**

Complete the following Expenses, Revenue, and Summary charts.

**PROJECT EXPENSES**

Description of Project Costs	Amount
<b>Total Project Expenses</b>	<u><i>Transfer to summary</i></u>

<p><b>Amount Requested from Explorers' Edge</b> (Awards to approved projects are to a maximum of \$10,000 and cannot exceed 75% of the total project cost.)</p>	<p> </p>
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## PROJECT REVENUE

Sources of Funding	Total Amount	Received	Expected
<b>Explorers' Edge Product Development Funding</b>			
<b>Government Funding</b>			
Federal			
Provincial			
District			
Municipal			
<b>In-kind Donations</b>			
Donated Labour <i>(In-kind volunteer labour is to be valued at a rate of \$12.00 per hour)</i>			
Donated Materials			
<b>Fundraising</b>			
<b>Debentures, loans, mortgages</b>			
<b>Other Sources (please specify below)</b> <i>(e.g.: Foundations, corporate sponsorship, partners, donations, etc.)</i>			
1.			
2.			
3.			
<b>Total Project Revenue</b>	<u><i>Transfer to summary</i></u>		

## PROJECT BUDGET SUMMARY

*Note: the Project Expenses and Project Revenue must be in balance.*

Total Project Expenses	Total Project Revenue
\$	\$

Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Revised April 9, 2012

## PART VI: DISCLOSURE AND RELEASE STATEMENT

1. We (“we” refers herein to the “applicant”) hereby certify that the information shown in this Explorers’ Edge Product Development Initiative application is a complete and true declaration.
2. We confirm that if any statement we have made herein or in accompanying materials proves to be incorrect in any way, we shall notify Explorers’ Edge.
3. We understand that additional information in support of this application must be supplied to Explorers’ Edge, if requested, before adequate consideration can be given to this application.
4. We authorize Explorers’ Edge to retain this Product Development Initiative application and any related reports for Explorers’ Edge records and reporting to Ministry of Tourism, Culture and Sport which oversees the Explorers’ Edge Program. We acknowledge that, as the operation of Explorers’ Edge is financially supported by the Province of Ontario, representatives of MTCS are permitted access to the files of Explorers’ Edge for monitoring and evaluation purposes and that we may be contacted, as the Applicant, by representatives of MTCS, and that such information as is acquired by the Ministry will be treated as confidential.
5. We understand Explorers’ Edge has a *Privacy Statement*, which we may view at any time, and understand and consent to Explorers’ Edge collecting, using, retaining, and disclosing the information contained in this Explorers’ Edge Initiative application for the limited purpose of determining eligibility for a Explorers’ Edge Product Development Initiative financial contribution as is required by law, and by MTCS. We understand that Explorers’ Edge will handle our personal information in strict confidence in accordance with the Federal Privacy law as set out in Explorers’ Edge *Privacy Policy*. If we have any questions or concerns about the management of our information, we may refer to the *Privacy Policy*, available at [www.explorersedge.ca](http://www.explorersedge.ca) or contact Explorers’ Edge Governance Chair.
6. We understand that the terms and conditions of any Explorers’ Edge Product Development Initiative financial contribution which may be authorized will be set forth in a Letter of Offer, with which we must be in agreement and must acknowledge our acceptance.
7. We acknowledge that we are solely responsible for the success or failure of our project, and that any information which is provided to us, as the Applicant, by representatives of Explorers’ Edge, is for our understanding only. It is our responsibility, as the Applicant, to verify the accuracy of such information or to seek additional information concerning any aspects of our proposed project.
8. We further agree to hold Explorers’ Edge harmless and hereby release and discharge Explorers’ Edge from any actions, damages, claims, or demands which may arise, directly or indirectly, as the result of any act or omission by Explorers’ Edge in providing information to the Applicant, and to indemnify Explorers’ Edge from any such actions, damages, claims or demands which might be suffered by the Applicant in connection with any such information.
9. We further understand and consent to Explorers Edge publicizing our project, if we are successful in obtaining a Explorers’ Edge Initiative financial contribution from Explorers’ Edge, which may or may not include personal information, such as the name of the Applicant.



DATED, at \_\_\_\_\_, this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
*(Name of Organization)*

\_\_\_\_\_  
*(Name of Representative of not-for-profit corporation with signing authority)*

\_\_\_\_\_  
*(Signature of Representative)*  
I have the authority to bind the Corporation

\_\_\_\_\_  
*(Name of Representative of not-for-profit corporation with signing authority)*

\_\_\_\_\_  
*(Signature of Representative)*  
I have the authority to bind the Corporation

\_\_\_\_\_  
*(Name of Witness – if Applicant is not a Corporation)*

\_\_\_\_\_  
*(Signature of Witness)*

**NOTE: Applicants are REQUIRED to discuss their project with Explorers' Edge BEFORE starting the application process.**

## APPLICATION CHECKLIST

*Please ensure that all components of the application are complete and enclosed,  
and include this checklist page with your application form.*

### Application Form:

- Part I:** Applicant Information
- Part II:** Project Information
- Part III:** Assessment Criteria
- Part IV:** Evaluation of Economic Impact
- Part V:** Project Budget
- Part VI:** Signed Disclosure and Release Form

### Other Material:

- Most recent annual financial statement
- A letter of support from a Municipal Council member in the appropriate region
- Letters of support and intent from project partners/supporting organizations (if applicable)
- Copies of any support materials (relevant publications, news articles, drawings, etc.)

Please list enclosures:

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1.

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2.

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3.

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4.

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6.

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7.

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