



## The Municipality of Port Hope Community Grant Application

### Part A: Community Grant Applicant Information

Organization/Charity Name: Northumberland Hills Studio Tour

Address (Including Postal Code):

100 John St., Port Hope, ON L1A 2Z6

### Part B: Community Grant Applicant Contact Information

Name of Contact Person: Brenda Sullivan

Title of Contact Person: Chair

Phone Number: [REDACTED] Alt. Phone Number: [REDACTED]

Email: [REDACTED]

### Part C: Community Grant Applicant Eligibility

1. Are you a non-profit organization or a registered charity? Please select ONE:

Non-Profit Organization

Registered Charity

If you are a registered charity as per CRA please indicate your registered number:

\_\_\_\_\_

Schedule "B"

**2. Which of the following describes your non-profit organization or registered charity? (Select all that apply)**

- Initiate or deliver programs and services to the citizens of Port Hope.
- Provide events of a Municipal, Provincial or National significance, which could be expected to bring economic, and/or public relations benefit to the Municipality.
- Provide programs and services to address any urgent and pressing events and natural disasters (i.e. fire, flood, earthquake).
- Initiate programs or services for individuals, groups or teams who require assistance to participate in recognized regional, provincial, national or international championships.

**Part D: Community Grant Application Information**

**Name of Event or Program:**

**Northumberland Hills Studio Tour**

**Current Year's Request: \$ 1000**

**Prior Year's Request: \$ 1000**

**Prior Years' Awarded Grant: \$ 1000 (cancelled due to covid)**

**Date of the Organization's Event: Sept. 9/10/2022**

**Preferred Date to Receive Community Grant: May 15, 2022**

## Schedule "B"

### **1. Please briefly describe the organization's programs and services:**

Our volunteer steering committee of 4 organizes the annual Studio Tour, the 2nd weekend in September. (for the past 26 years) for 25 to 35 artists, many of whom reside in Port Hope

### **2. Please provide a statement of the organization's goals/objectives:**

The Northumberland Hills Studio Tour showcases the visual arts by providing safe , workspaces to guests interested in local artists and in acquiring examples of their goods. We promote local artists and encourage tourism for Port Hope and increase patronage during the tour and surrounding areas.

## Schedule "B"

### **3. If Council approves the organization's Community Grant request, what will the funding be used for?**

Funding will be used for advertising and promoting artists' studios and supporting Port Hope businesses via brochures, signs, promo events, magazines, newspapers, radio.

### **4. Please provide a description of how the organization intends to measure the success of the program or service:**

Each studio records the number of visitors . We use a free draw and canvas where the visitors are from and how they heard about us. Artists are asked for gross sales (confidential and unmarked) to help with budgeting and grant applications..

## Schedule "B"

### **5. What is the approximate geographic audience demographic that you plan to target? (i.e. 300 Adults and 50 Kids: 75% Port Hope Residents)**

Our tour has visitors from Kingston to Toronto; Prince Edward County to Peterborough and we plan to canvas those areas as well as Port Hope targeting 2000 adults and 150 children.

### **6. What new initiatives will the organization be doing in the upcoming year?**

We would like to partner more with Ontario Tourism and tourism oriented organizations to make our tour more of a destination experience to include local Port Hope (surrounding areas) accommodations, restaurants and coffee shops. We would like to initiate this program earlier so that visitors have more time to plan a weekend stay and visit.

Schedule "B"

**7. Does the organization work jointly with any other community or organization?  
If yes, please provide details:**

We collaborate with the Northumberland Arts Gallery and gift shop  
local printers and sign makers  
Library and local businesses for posters and brochure distributions  
Port Hope Tourism

**8. Does the Municipality provide your organization other financial support? (i.e.  
fee waiver, etc.) If yes, please indicate the amount:**

No

Schedule "B"

**9. How is the organization decreasing reliance on Municipal funding?**

We look for support from local businesses, small and large  
encourage more volunteers  
increase On Line connections in order to decrease advertising costs

**10. Please indicate how the Municipality's financial support will be acknowledged.  
If possible, please provide an example:**

We acknowledge the municipality's support in our tour brochures (5000) and  
(120) posters distributed throughout South Eastern Ontario (including Toronto)  
On Line : Instagram, Facebook, I Love Port Hope site  
Radio ads, magazines, newspapers, radio interviews

Schedule "B"

**11. Any additional information you find necessary:**

We had a banner tour for 2021 and because we carefully "soldiered through" we have kept our voice alive for the art community. With 18 artists, we grossed over \$28,000 in the 2 day tour with some of those funds being funneled into Port Hope. Our numbers were above average and we feel we will be rewarded even more next year.





## The Municipality of Port Hope Community Grant Application Attestation

### Community Grant Applicant Information

Organization/Charity Name: Northumberland Hills Studio Tour

Mailing Address of Organization/Charity (Including Postal Code):  
100 John St., Port Hope, ON L1A 2Z6

Current Year's Request \$ 1000

### Community Grant Applicant Contact Information

Name of Contact Person: Brenda Sullivan

Title of Contact Person: Chair

Phone Number: [REDACTED] Alt. Phone Number: [REDACTED]

Email: [REDACTED]

Having requested financial assistance from the Municipality, the Organization agrees to the following conditions if a grant in any amount is awarded:

- A) The Organization confirms that the representations contained in the application for financial assistance are true and correct in every respect and that in the event that the funds are not used for the project or programs as described in the application, or if there are misrepresentations in the application, the full amount of the financial assistance will be payable to the Municipality.
- B) If there are any changes in the funding of the project from that contemplated in the application, the Municipality will be notified of such changes through the Director of Finance.
- C) That the Organization will make or continue to make attempts to secure funding from other sources as indicated in its application.
- D) That the Organization will keep proper books of accounts of all receipts and expenditures, relating to the program, services or project.
- E) That the Organization will retain and make available for inspection by the Municipality or its auditors, all records and books of accounts of the Organization



**Municipality of Port Hope  
Community Grant Application**

**Northumberland Holls Studio Tour  
Organization's Income Statement**

Organization's fiscal year-end: **31-Dec-21**

Please note: Additional lines can be inserted. Please enter values as a positive number.

	2020 Actual	2021 Year End Projection	2022 Budget	Notes
<b>Expenses</b>				
<b>List all types of expenses (ie. office supplies, salaries &amp; wages, materials, etc.)</b>				
Advertising	\$ 68	\$ 1,918	\$ 5,500	
Meetings		\$ 100	\$ 650	
Website maintenance	\$ 231	\$ 563	\$ 850	
Brochure and other printing	\$ 400	\$ 2,792	\$ 3,800	
Signs	\$ 50	\$ -	\$ 1,700	
Supplies	\$ 10	\$ 115	\$ 200	
Draw proze		\$ 200	\$ 200	
Bank fees	\$ 48	\$ 26	\$ 100	
<b>Total Expenses:</b>	<b>\$ 807</b>	<b>\$ 5,714</b>	<b>\$ 13,000</b>	
<b>Revenues</b>				
<b>List all types of revenues (ie. ticket sales, admin fees, interest revenue, etc.)</b>				
Artists' fees	\$ -	\$ 3,400	\$ 9,500	17 artists in 2021, est'd 38 for 2022
Sponsorships	\$ -	\$ 1,425	\$ 2,000	
<b>Total Revenue:</b>	<b>\$ -</b>	<b>\$ 4,825</b>	<b>\$ 11,500</b>	
<b>Net Surplus/(Deficit):</b>	<b>\$ (807)</b>	<b>\$ (889)</b>	<b>\$ (1,500)</b>	
<b>Grants from Municipality:</b>	<b>\$ 1,000</b>			Do not include in Revenues section above
<b>Total Net Surplus/(Deficit):</b>	<b>\$ (807)</b>	<b>\$ 111</b>	<b>\$ (1,500)</b>	

No tour was held in 2020 due to Covid 19. 2022 is expected to rebound to a level similar to 2019.

**Note: This form is to include any amounts included in the event/programs statements**



Northumberland Hills Studio Tour  
 Summary of income and expenses  
 For 2021 and budget for 2022

	Actual 2021	Budget 2022
Balance from prior year	<u>\$ 2,056</u>	<u>\$ 2,175</u>
<b>Income</b>		
Artists' fees	3,400	9,500
Grant from Town of Port Hope	1,000	1,000
Sponsors	1,425	2,000
Total received	<u>5,825</u>	<u>12,500</u>
Funds available	7,881	14,675
<b>Expenses</b>		
Advertising	1,918	5,500
Meetings	100	650
Website	563	850
Brochure and printing	2,792	3,500
Signs	-	1,700
Supplies, postage	115	200
Draw prize	200	200
Bank fees	18	100
Total spending	<u>5,706</u>	<u>12,700</u>
Balance carried forward to next year	<u><u>\$ 2,175</u></u>	<u><u>\$ 1,975</u></u>

Note:

The 2021 tour was much smaller than usual due to Covid 19.  
 2022 is expected to be back to normal, with approximately 40  
 artists paying a fee of \$250 each