



Project Funding Criteria

Projects must directly improve the visitor experience and include a minimum of 6:

1. Discreet or stand-alone projects that can be completed with one-time funding.
2. Innovative proposals and initiatives, which support the development of a vibrant tourism economy for our region.
3. Projects with clear leadership, which strengthens the local capabilities, not only professional but also institutional ones.
4. Projects with multiple stakeholders, developed with a collaborative approach. For example, a non-profit ecology center might partner with a kayak company to do restoration in the bay.
5. Projects with results that may be applicable in other communities, protected areas, or Cape wide.
6. Projects that have a regional impact, though they may be implemented locally.
7. Projects that directly relate a specific tourism niche or theme, indicating there will be a commitment to continuity.
8. Projects that create a clear link to Geotourism, including culture, environment, heritage, and the wellbeing of its residents.
9. Projects with a clear educational component (signage, promotion to local businesses, etc.).

Successful proposals must:

1. Indicate medium and long-term results that can be measured beyond the provision of funding and can provide a basis for future collaborative efforts among the tourism providers and project partners in the Region.
2. Include specific, measurable outcomes based on a triple bottom line perspective (i.e. – How will this project impact people, planet, and profits in your region?).
3. Clearly indicate how the objectives will be attained through the proposed activities.
4. Include a project budget that accounts for the financial cost including labor, materials, overhead, professional services, etc.”
5. Preference will be given to projects that can provide up to a 1:1 match (in cash and/or in kind) to support the completion of the project.
6. Preference will be given to projects with budgets that limit overhead expenses in their project budgets to no more than 10%.

Funding Themes:

- Carbon footprint reduction
 - Renewable Energy
 - Energy Conservation
- Infrastructure
 - Bike Routes
 - Transportation
 - Trails
 - Public Recycling Capacity Improvements
- Sense of Place
 - Cultural heritage assets-restoration
 - Interpretation-telling the story
 - Historic structure preservation
- Environmental Stewardship
 - Habitat Restoration
 - Invasive Species Removal
 - Cleanups
 - Green Space Protection
 - Watershed Restoration/Habitat
- Food and Culture
 - Local Food Production
 - Farmer's Market Access
 - Cultural Foods of the Region
 - Native Food Culture