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APPLICATION FORM: TOURISM EVENT

The funds generated by the Municipal Accommodation Tax (MAT) are designed to encourage and support tourism development initiatives. Funds will also be invested in long-term development initiatives to enhance the visitor and resident experience.

In order to apply for the municipal lodging tax fund, applicants must provide the following information by email to: lrodrigue@hearst.ca. The subject line of the email should include: **MAT Request**.

Legal name of the organization:	
Name by which the organization is known (if different from the one above):	
Person responsible for the application:	
Title:	
E-mail:	
Cell phone number:	
Website/Facebook page:	
Project Title:	
Project Start Date:	
Project End Date:	
Number of volunteers involved in the initiative:	
Amount requested:	

PROJECT INFORMATION

1. Present your organization's mission and the activity for which the request is made. This section is essential as it will be used to assess the relevance of your application.
(Maximum of 2,000 characters)

2. Explain how your project meets the objectives of the TMH (e.g., stimulation of tourism demand, regional spinoffs, improvement of the visitor experience).

FINANCING

Please refer to the Excel document (**Budget EN**) for the preparation of your projected financial report in connection with the project. Please include this report with your application.

3. Please identify the various sources of costs associated with the initiative and the amounts from each of these sources: if possible, attach the quotes.

4. Other than the amount from the TMH fund, identify the other sources of revenue and the anticipated amounts (ticket sales, fundraising, sponsorships, grants, etc.) from each source.

5. Has the organization received support from the TMH fund in the past?	☐ Yes	☐ No
If yes, please indicate the amount, year and name of the initiative.		

6. Explain why MAT funds are needed for the realization and success of your activity.

7. Identify the partnerships that are critical to the success of your activity and describe each other's contributions.

TOURIST ATTRACTION

8. How many tourists do you expect to receive during the event?	
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9. What are the advertising methods that will be used to inform tourists about your event?

ADDITIONAL INFORMATION

10. Please provide any other important information that may support your request.