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APPLICATION FORM: INNOVATION—SUSTAINABLE TOURISM

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.

To apply for the Municipal Accommodation Tax Fund, applicants must provide the following information by email to the following address: lrodrigue@hearst.ca. The subject line of the email should read: **MAT Request**.

Project Name:	
Name of the organization responsible for the project:	
Project location (if more than one location, please include all locations):	
Applicant Contact Person Name:	
Applicant Contact Person Position/Title:	
Applicant Contact Person Telephone Number:	
Applicant Contact Person Email Address:	

PROJECT INFORMATION

1. Present the mission of your organization/company as well as the project at the origin of this request. 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 contributes to the objectives of the innovation stream, including adding sustainable tourism value, attracting visitors from outside the region, increasing economic benefits and length of stay, and enhancing Hearst's image as a tourism destination.

3. When do you expect your product or service to be officially launched or accessible?

4. Will the project lead to the creation of new jobs in the region?

☐ Yes

☐ No

If yes, please specify the number of jobs and job titles.

FINANCING

Please complete the Excel document (Budget Innovation EN) with a summary of the project expenditures. This document must be attached to your application and accompanied by two submissions per expense.

5. Do you expect to generate additional revenue for your organization from this project? If so, please estimate the amount and specify the sources.

6. Specify your need for funding and the intended use of the funds for your innovation project.

7. Has the organization received support from the MAT fund in the past? ☐ Yes ☐ No

If yes, please indicate the amount, year and name of the initiative.

TOURIST ATTRACTION

8. What means of communication and promotion will you use to reach tourist customers?	

9. How many tourists do you expect to welcome annually because of this project?	
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ADDITIONAL INFORMATION

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