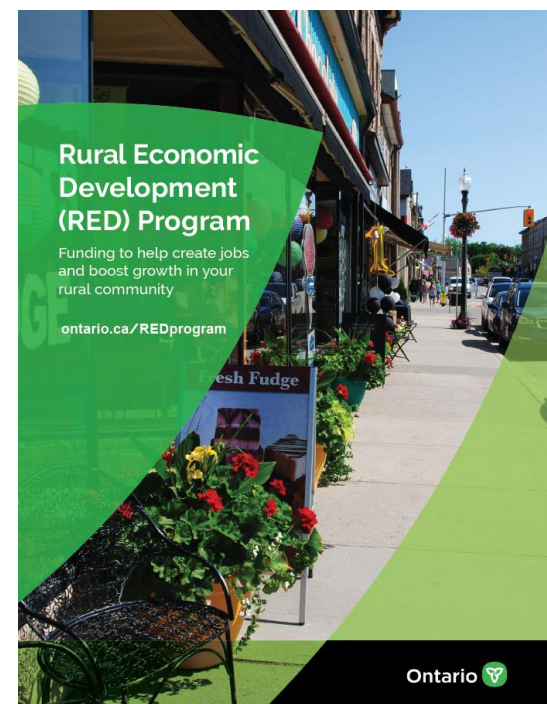


Preparing Effective Funding Proposals – Rural Economic Development Program

October 8, 2019

Ministry of Agriculture, Food and Rural Affairs



Session Objectives

- Explain the Rural Economic Development (RED) program
- Provide guidance on developing a RED project
- Outline helpful considerations and tips for completing the application process

What is the RED Program?

- Ontario's Rural Economic Development (RED) program is cost-share funding which supports activities that create strong rural communities in Ontario, and opens doors to rural economic development by:
 - Providing funding assistance to address barriers to economic development, to better position rural communities to attract and retain jobs, and investment, and enhance economic growth;
 - Providing funding to build community capacity and support for economic development in Ontario's rural communities; and
 - Investing in rural communities to help diversify and grow local economies – making economic growth more inclusive so Rural Ontario continues to share in the province's economic prosperity.

Who is Eligible?

The following organizations are eligible for RED Funding:

- Municipalities
- Not-for-Profit Entities
- Indigenous communities and organizations
- Local Services Board

Important Definitions

- Lead applicants are the primary contact for the RED project
- Co-applicants meet the same eligibility requirements as a “Lead Applicant” and enters into a Contribution Agreement with the Province of Ontario to have joint and several liability for the project
- Partners are not co-applicants, but are contributors of financial or in-kind resources to project completion

What Types of Projects are Eligible?

Economic Diversification and Competitiveness Stream

1. Entrepreneurship / Business succession
2. Business retention and expansion
3. Downtown revitalization
4. Technology adoption/innovation initiatives
5. Service delivery improvement
6. Attract and retain workers/immigrants/youth
7. Skills training and development
8. Collaborative marketing and outreach
9. Sector/Value chain development

Strategic Economic Infrastructure Stream

1. Rehabilitation of cultural, heritage or tourism attractions
2. Redevelopment of vacant and/or underutilized buildings
3. Streetscaping and landscaping

Applications for strategic economic infrastructure Projects should include previously completed work (e.g. plans, strategies, research, data) that identifies the Project as an economic development priority.

NOTE: Projects in either stream must be undertaken in rural Ontario, or benefit rural Ontario. Rural Ontario includes **census subdivisions with under 100,000 in population, or population density under 100 people/km²**

What Support is Available?

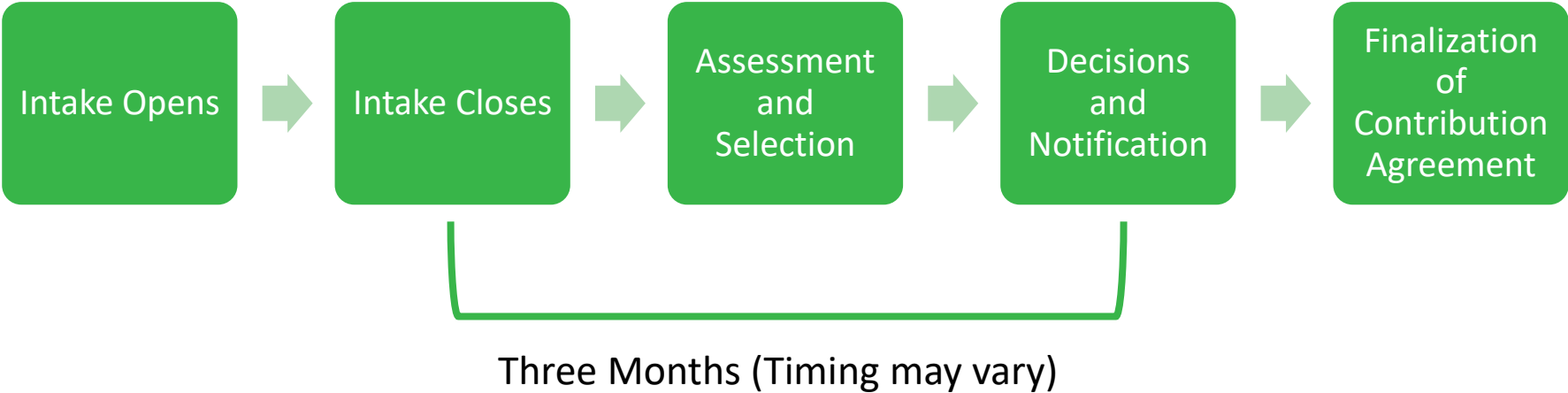
Stream	Maximum Provincial Cost Share	Maximum Provincial Funds
Economic Diversification and Competitiveness	50%	\$150,000
Strategic Economic Infrastructure	30%	\$250,000

- Projects receiving other provincial funding are not eligible to apply for or receive funding under the RED program
- Combined federal and provincial funding cannot exceed 90 per cent of the Project's eligible costs.

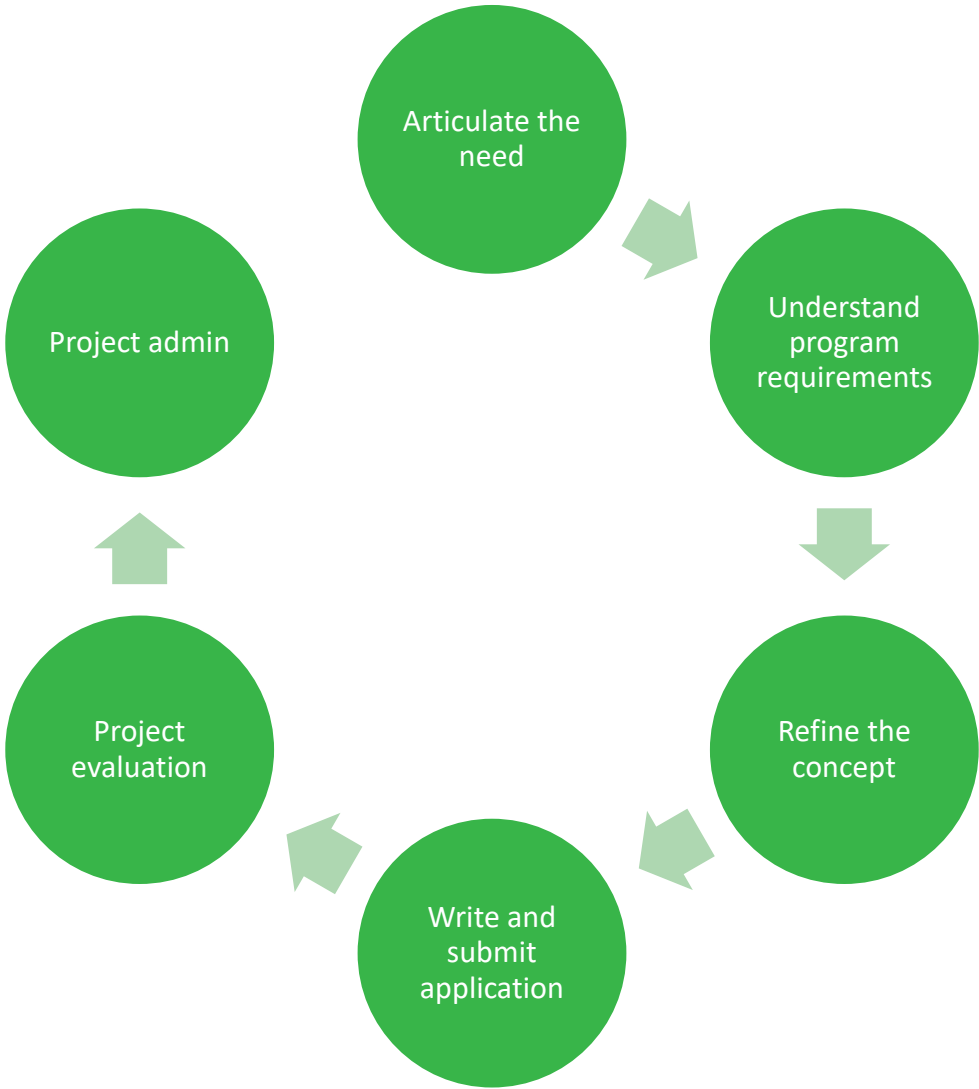
What Types of Projects are Ineligible?

- Strategic plan development (e.g., economic development, feasibility, marketing, research or evaluation)
- Projects whose primary purpose is to identify and inventory existing assets (e.g. industrial land inventories, business directories)
- Projects that primarily benefit a business
- Academic research
- Projects with only third-party consulting costs for project management
- Major capital projects (e.g., new building construction, roads, bridges, water/wastewater treatment facilities, utility distribution, broadband)
- Projects receiving other provincial funding
- Collaborative marketing and outreach projects that do not have an impact across sectors, value chains, or multiple communities in a region

RED Program Process

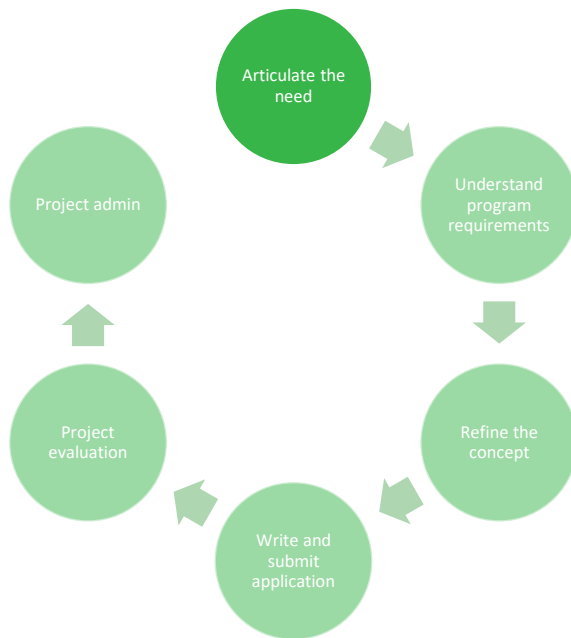


Proposal Writing Process



Articulate Project Need

RED projects reduce barriers to economic development

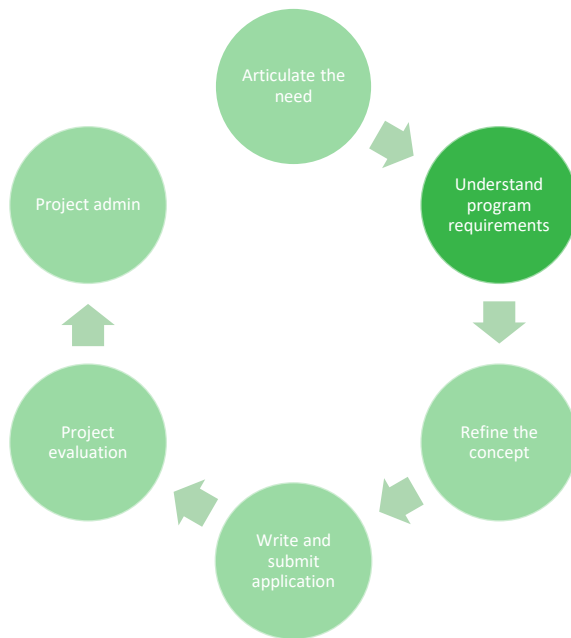


Consider:

- Background work that has been completed to identify barriers or the need for this project (e.g. strategic plans, feasibility studies)
- What actions will be done in the project to reduce barriers?
- Why your organization?
- What can your organization do under its current mandate?
 - Does the project align with that mandate?

Understand Program Requirements

RED projects create strong rural communities in Ontario

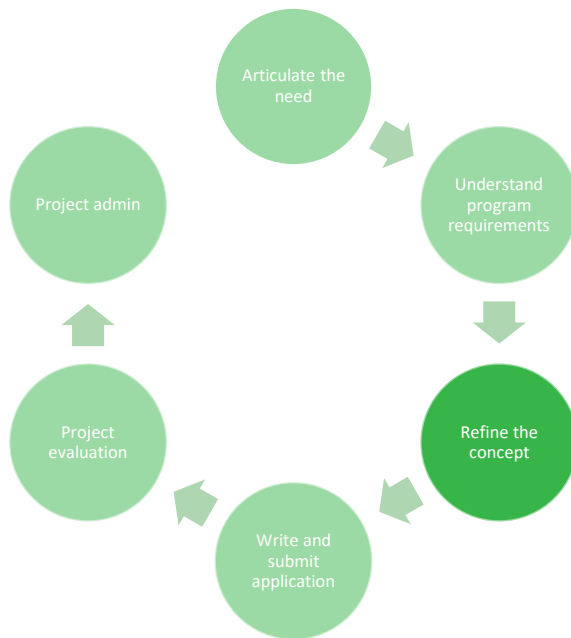


Consider:

- Which of the five program outcomes does your project address?
- Does your project rate well based on the criteria in the guidelines?
- Are your organization, project, and potential costs eligible?
- What projects have been funded in the past?
 - <http://www.omafra.gov.on.ca/english/rural/ruralfunding/red-projects.htm>
 - <https://www.ontario.ca/data/announced-projects-rural-economic-development-program>
- Do you need clarification?
 - OMAFRA and ENDM staff can offer insight into how to design your project, and complete the application

Refine the Concept

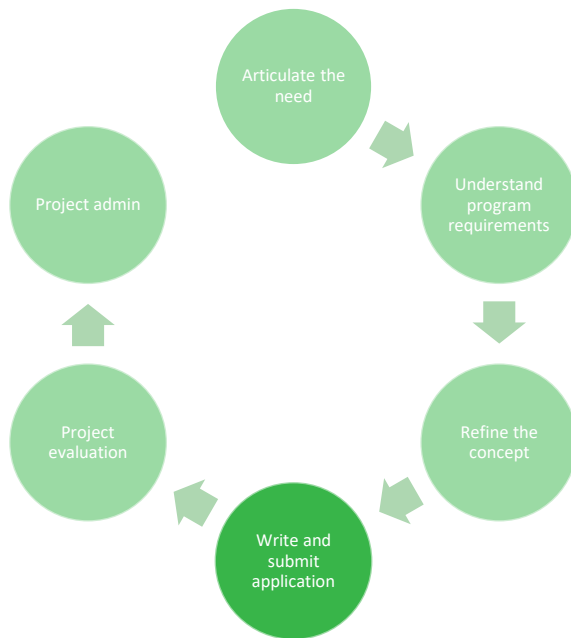
RED is a competitive process



Consider:

- Are there any potential co-applicants or partners that can help?
- Is there any supporting information required that will help support your application?
- Does this project address a need or priority established in previous work (e.g. strategic plan)?
- Can you identify and describe the impacts that are expected by undertaking the project?
- Have specific project costs for each proposed activity been well defined, and developed based on a strong rationale?

Write and Submit the Application



Remember to:

- Read the guidelines in full
- Answer all of the questions in the application
 - Keep language simple and direct
 - Assume analysts do not know the context
- Review (and review again)
- Use one co-applicant application for each project co-applicant
- Pay attention to the deadline
- Submit to RED@Ontario.ca

Section 2.4 – Project Overview

i) Project summary

State the purpose of the project and provide a brief overview of what the project will achieve.

(Maximum 300 words)

Word Count: 0 of 300

- Use this area to provide a concise overview of the entire project, and the intended outcomes of the project. Other sections of the application should expand on the ideas here.
- The project description should have clear links to activities and cost items in the work plan.
- The project description may be easier to write after all other areas of the application are complete.

ii) Project Benefits

Describe how this project will directly benefit rural Ontario. Describe any anticipated impacts the project will have across multiple communities, sectors, or across parts of a value chain. (Maximum 100 words)

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- Use this area to identify and summarize the benefits this project will provide to rural Ontario
- RED provides preference to projects with regional or cross-sectoral impacts. Use this area to describe any anticipated impacts that the project will have across:
 - Multiple communities in a region
 - Multiple sectors in a community/region
 - Different parts of a value chain
- If you anticipate impacts across multiple communities, sectors, or parts of a value chain, describe them here in as much detail as possible, using support where possible (e.g. studies, consultation results, etc.)

iii) Economic Barriers Reduced by Project

Describe how this project will reduce existing barriers to economic development and reference any plans or studies where these have been identified. (Maximum 200 words)

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- Use this area to identify and describe the barriers that the proposed project will reduce, and how actions undertaken through the project will reduce them
- Make sure you provide a description of how those barriers were identified (e.g. studies, plans, consultations), and reference the work where the barriers were identified here.

iv) Sustainability

Describe how the project outcomes will continue to contribute to longer-term economic development outcomes after the RED program funding ends. (Maximum 200 words)

Word Count: 0 of 200

- Use this area to describe how you will ensure that the outcomes of this project contribute to economic development after RED funding ends
- Consider things like sustainability plans, knowledge and technology transfer, succession plans

v) Project Oversight

Describe the resources and skills the applicant(s) will use to manage and complete the project. Indicate project management experience in implementing similar projects. (Maximum 200 words)

Word Count: 0 of 200

- Provide details about the specific individual(s) that will lead the project, and examples of (similar, if possible) previously completed projects the individual(s) led

Section 2.5 Outcomes

- Only fill out answers for the outcomes that your project will address
- Provide as much detail as possible on how your project will address these outcomes
- If quantitative data is provided (e.g. jobs created), provide qualitative data to provide context or support for those estimates
- Reference details from supporting documents and background work where possible

RED Program Outcomes

Jobs created or retained

Investment attracted or retained

Business attracted, retained and/or expanded

Enhanced strategic economic infrastructure

Regional Partnerships that drive growth

Project Work Plan

Project Activity	Eligible Cost Item	Eligible Costs Cash (\$)	Estimated Start Date (YYYY/MM/DD)	Estimated Completion Date (YYYY/MM/DD)
Community consultations	Venue rental	\$ 1,000.00	2020/05/01	2020/08/01
Community consultations	Marketing	\$ 500.00	2020/05/01	2020/08/01
Community consultations	Facilitation	\$ 1,500.00	2020/05/01	2020/08/01
Data collection and analysis	Data purchase	\$ 500.00	2020/06/01	2020/06/01
Project management	Coordinator salary	\$ 60,000.00	2020/04/01	2020/10/01
Project management	Computer	\$ 1,000.00	2020/04/01	2020/10/01
Project management	Professional development	\$ 1,000.00	2020/04/01	2020/10/01
Total Eligible Costs		\$ 65,500.00		

- Describe project activities (phases) and specific costs that relate to activity
 - Likely multiple costs for each activity
- Ensure that timelines are realistic
- See Guidelines for eligible and ineligible costs
- If you are unsure, contact your Regional Advisor

3.4 Project Costs by Fiscal Year

Complete the following table indicating when eligible costs will be incurred. Costs should be broken down by quarter for the duration of the proposed project.

Projected Quarterly Eligible Costs by Fiscal Year (April 1 to March 31)

Fiscal Year	Quarter 1 (April – June)	Quarter 2 (July – September)	Quarter 3 (October – December)	Quarter 4 (January – March)	Total Eligible Project Costs per Fiscal Year
2019-20					\$ 0.00
2020-21	\$ 10,500.00	\$ 45,000.00	\$ 10,000.00		\$ 65,500.00
2021-22					\$ 0.00
Total Eligible Costs (cannot exceed Line A of Step 3.3)					\$ 65,500.00

- Forecast eligible costs over the duration of the project by fiscal quarter
- Ensure forecasts align with project start and end dates, and the start and end dates in the work plan

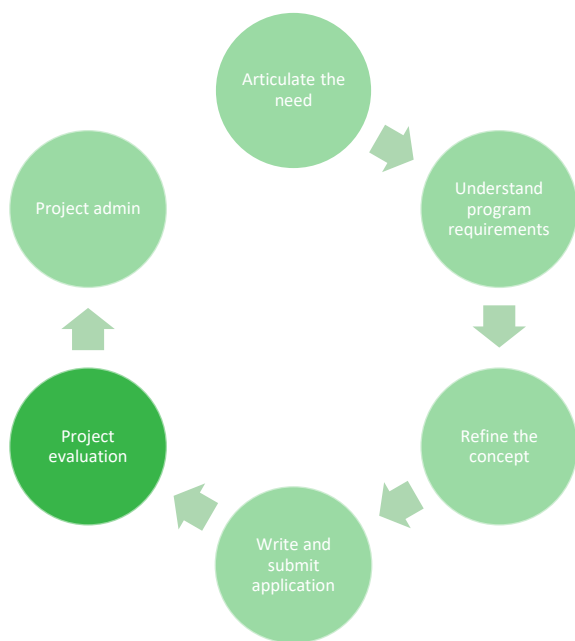
3.5 Applicant(s) Contribution and Additional Funding Sources

List all sources of funding (see *Program Funding* in the RED Program Guidelines.)

Funding Sources for the Project	Eligible Cash (\$)	Ineligible Cash / In-kind (\$)	Total Project Costs (\$)
RED Program Cost Share Requested (Line C from 3.3 above)	\$ 32,750.00		\$ 32,750.00
Applicant (Legal Name): Applicant	\$ 30,000.00		\$ 30,000.00
Co-applicant (Legal Name): 			\$ 0.00
Co-applicant (Legal Name): 			\$ 0.00
Partners who are not co-applicants (Legal Name): Chamber of Commerce	\$ 2,750.00		\$ 2,750.00
			\$ 0.00
Other government funding (please list below*):			\$ 0.00
Totals (cannot exceed Line A of Step 3.3)	\$ 65,500.00	\$ 0.00	\$ 65,500.00

- List all sources of funding for the project.
- The non-provincial share of eligible costs must be secured by applicant(s). This can include funding through co-applicants.

Project Evaluation

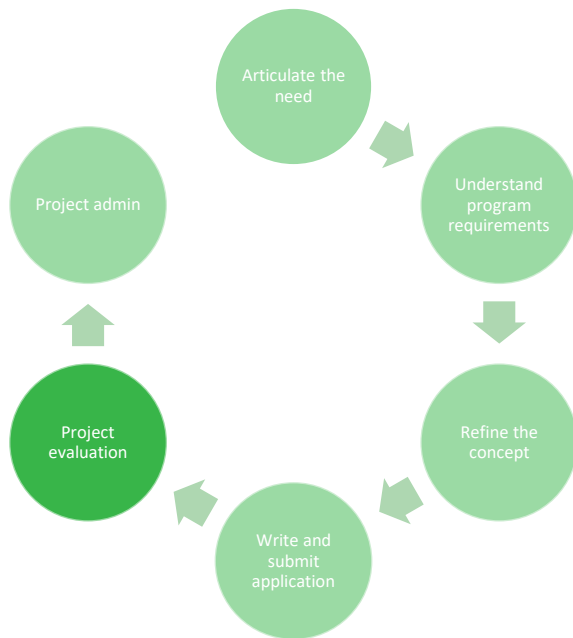


Eligible applications will be assessed on criteria including:

- reducing economic barriers
- alignment with the RED program's outcomes
- project work plan
- collaboration and partnerships
- regional, sector, or value chain impacts
- sustainability beyond the Project timelines
- project budget, including reasonable and eligible Project costs
- project oversight
- financial commitment
- financial capacity

Project Evaluation

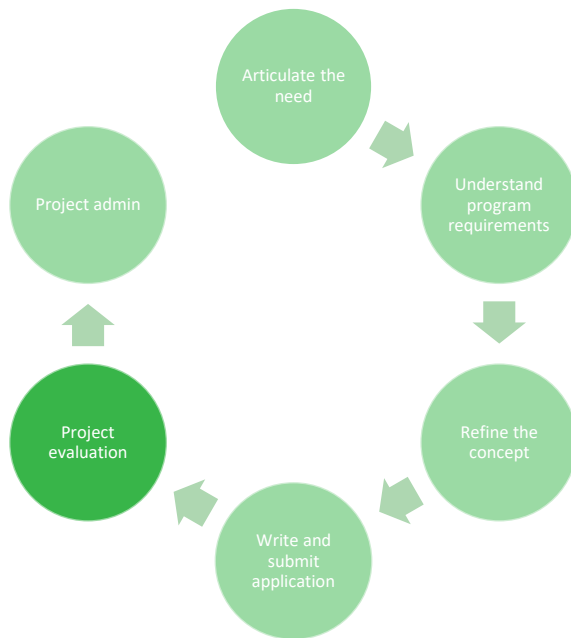
What makes a weak proposal?



- Project is not well defined
 - Poor fit with program objectives
 - No clear objectives & deliverables/outcomes
- Lack of financial information, supporting documentation
 - Costs and project activities not clearly defined
 - Project budget, expenditure and source of funding numbers do not match or math is incorrect
 - Unsecured funding
- Incomplete application submitted

Project Evaluation

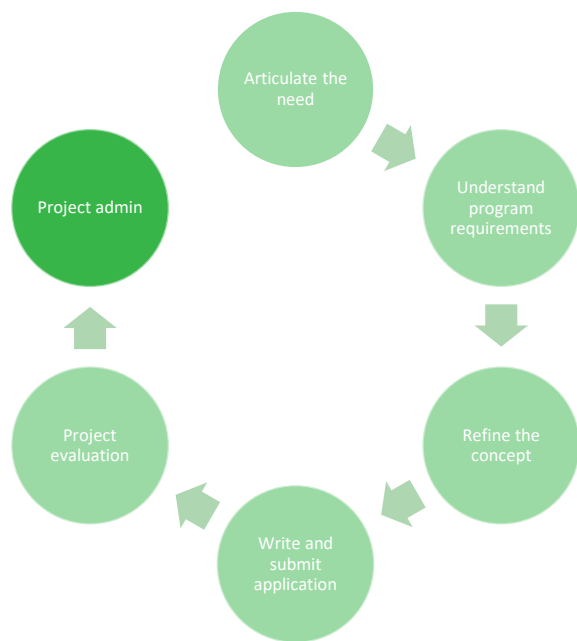
What makes a strong proposal?



- Project objectives and deliverables are clear and measurable
 - Need for project is evident (and has research to support)
 - Outcomes match program objectives
- Positive economic impacts
- Financially committed co-applicants and partners
- Strong letters of support
- Request for eligible costs only
- Organization has capacity to complete project & reporting requirements

Project Administration

If your project is selected



- Review and complete any conditions or requirements for funding (e.g. council resolution, confirmation of funding)
- Review and complete the contribution agreement
 - Be aware of communications requirements and limitations
- Set up reporting system

Questions?

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