

Before you start

Please read [Program Guidelines](#) before completing this application form

Applications will be assessed based on the *Rural Economic Development (RED) Program Guidelines*, which can be viewed on the Ontario Ministry of Agriculture, Food and Rural Affairs website at [RED Program](#).

Submit your completed application as a saved Adobe PDF document

This form must be filled out using Adobe software, such as Adobe Reader or Adobe Pro, as other PDF software, including your internet browser, may not be compatible with this form, which may result in the content you enter not saving properly. If you do not have Adobe software on your computer, you can download a free version here: [Adobe Acrobat Reader](#)

To complete the form:

1. Save the application to your computer.
2. >>>File>>>Save As...[give the file a name]...Save.
3. You can work on completing the application at any time.

The applicant's information must be up to date with both Transfer Payment Ontario and Supply Ontario.

To register with, or update information previously submitted to Transfer Payment Ontario, visit [Transfer Payment Ontario](#).

To register with, or update information previously submitted to Supply Ontario, click on [Supply Chain Ontario](#).

If you are the Applicant or are authorized to represent the Applicant, you can register and update the information referred to above.

Step 1 Applicant Information

1.1 Lead Applicant

Consult the [Who is Eligible](#) section of the RED Program Guidelines to ensure the lead applicant is eligible to apply under the RED program.

Preferred Language English French

First Name

Tim

Last Name

Van Hinte

Job Title

Director of Planning

Full Legal Name / Corporate Name of Organization

Township of Wellesley

Primary/Business Phone

(519) 699-4611

Operating Name (if different from Legal Name)

Same as above or: Township of Wellesley

Street Address:

4639 Lobsinger Line

City/Town

St. Clements

Municipality

Wellesley

Province

Ontario

Postal Code

N0B 2M0

Organization Type

Municipality

Not-for-profit

Ontario Indigenous Community
or Organization

Local Services Board

Primary Project Contact for Lead Applicant

First Name

Tim

Last Name

Van Hinte

Job Title

Director of Planning

Email

tvanhinte@wellesley.ca

Primary/Business Phone

(519) 699-3952

Street Address (if different from above)

Same as above or: 4639 Lobsinger Line

City/Town

St. Clements

Municipality

Wellesley

Province

Ontario

Postal Code

N0B 2M0

Business Number - Canada Revenue Agency Client Number

The Business Number is a 9-digit business identifier used in Canada to which clients can register program accounts with the Canada Revenue Agency (CRA). The program account number consists of three parts: business number, two letter program identifier, and a four-digit reference number.

[Canada Revenue Agency \(CRA\)](#)

1	0	8	1	3	4	7	1	9	RC	0	0	0	
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OR I/we confirm I/we do not have a CRA Number

Please describe your organization. Include a brief history, strategic overview, services offered, clients served, and the part of your organization to which the application relates.

(Maximum 200 words)

Word Count: 176 of 200

The Township of Wellesley is a rural municipality located in the northwest corner of the Region of Waterloo. The Township has one urban area with full municipal services (Village of Wellesley) and nine rural settlement areas, covering an area of 278 square kilometres with a population of about 11,500 residents. The Township of Wellesley has strong rural character, but maintains good access to larger urban centres like Kitchener, Waterloo, and Stratford.

The Township is responsible for a number of local services including fire and rescue, building permits and inspections, public works, parks and recreation and land use planning. Our agricultural, industrial

1.2 Co-Applicants

Consult the [Who is Eligible](#) section of the RED Program Guidelines to ensure each co-applicant is eligible to apply.

Are there Co-Applicants for the project? No Yes

If yes, please fill out the table below

Co-Applicant Name	Relationship with the Lead Applicant
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

If this project has a Co-Applicant(s), complete Appendix A (Co-Applicants), which can be found at [RED Program](#). Please fill out a separate Appendix A form for each co-applicant.

Step 2 - Proposed Project Information

2.1 Project Title (10 words maximum)

Township of Wellesley Community Improvement Plan

2.2 Project Location

List the municipalities / counties / regions / districts / Ontario Indigenous Communities or Organizations that would be targeted by this project:

Township of Wellesley, Region of Waterloo

2.3 Project Streams and Types

While the project may fit into more than one of the categories listed below, please choose the type that best suits the project. (see [RED Program Guidelines](#) for a description of Project Types)

Economic Diversification and Competitiveness Stream

- Entrepreneurship/Business succession
- Business retention and expansion
- Downtown revitalization
- Technology adoption/innovation initiatives
- Attraction and retention of workers, immigrants and youth
- Collaborative marketing and outreach
- Sector or value chain development

Strategic Economic Infrastructure Stream

- Rehabilitation of cultural, heritage or tourism attractions
- Rehabilitation of vacant and/or underutilized buildings
- Streetscaping and landscaping

Please consult the [Selection Process – Stage 2: project assessment](#) section of the RED Program Guidelines for all assessment criteria and how they may apply to your project.

2.4 Project Rational

i) Project summary

Provide a brief overview of your project by outlining what the project will achieve through the project activities and the partners that will be involved. These should align with activities listed in the work plan in section 3.1.

Word Count: 279 of 300

A Community Improvement Plan (CIP) is a key tool available to municipalities that sets out programs and strategies for improving the built, economic, and social environment in designated areas of a municipality. The CIP strives to enhance rural economic development in the Township by encouraging investment in land and building restoration, revitalization of core areas and development based on local priorities.

The Township's first CIP was developed in 2016-2017 with funding assistance from the RED program. However, the current plan is dated and requires a new approach given how the COVID pandemic has drastically changed the business landscape, where retaining and attracting businesses has proven challenging in rural areas. A new CIP can assist the Township in:

- Strengthening local businesses and encouraging investment by property owners;
- Creating enjoyable public streets and spaces; and
- Providing age-appropriate work and living opportunities that respond to people's needs .



ii) Reducing economic barriers

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)

Word Count: 198 of 200

The Township has experienced slower growth over the past few years. In particular, attracting and retaining businesses in core areas has been challenging in the post-COVID era. Development of a new CIP can be an effective tool to reduce economic barriers, encourage redevelopment of sites and promote rural economic development.

Key economic barriers that exist that will be reduced by the project include:

- Increasing cost of building/renovating leading to a lack of investment;
- Lack of affordable housing types (e.g. secondary suites); and
- Increased ownership/rental costs for small businesses.

The Township Strategic Plan (2019-2023, under review) has identified that many business owners feel that the Township could do more to support and attract businesses to the community. A key strategic initiative in the plan is to elevate the importance of business support by working with stakeholders and local businesses to find local solutions.



2.5 Program Outcomes

Describe how the RED project addresses the program outcomes (each listed under the subsections below). Please review the guidelines for more detailed definitions of the [program outcomes](#).

i) Labour force challenges addressed

Describe in detail how the project activities will act on labour force challenges in rural Ontario during or after the project and how this will be measured.

(Maximum 300 words)

Word Count: 2 of 200

ii) Investment attracted or retained

Describe in detail how the project activities will lead to the attraction and retention of investments in rural Ontario from public and private sources, and how this will be measured.

(Maximum 300 words)

Word Count: 145 of 300

Development and implementation of a new CIP will lead to the attraction and retention of investments by:

- Developing goals and objectives to attract investment to core areas leading to an increase in building permits and new property tax assessment;
- Implementing financial assistance programs to renovate/repair buildings in core areas to retain businesses and prevent loss of tax assessment as a result of vacancies/closures;
- Building on current and future public infrastructure investments such as the new Wellesley Recreation Complex, Queen's Bush Road Reconstruction and redevelopment of the former Wellesley Arena lands; and
- Applying dedicated Township funds and resources for improvements to community facilities

iii) Businesses attracted, retained and/or expanded

Describe in detail how the project activities will lead to an increase in the number of businesses that have opened, remained, and/or grown in rural Ontario and how this will be measured.

(Maximum 300 words)

Word Count: 195 of 300

The key objective of a CIP is to assist in attracting, retaining or growing businesses within core areas. Our hope is that this plan will lead to an increase in the number of businesses that have opened, remained, and/or grown in the Township by implementing goals, objectives and financial assistance programs that:

- Implement aesthetic improvements to private property such as improvements to facades, signage and landscapes thereby assisting with building and renovation costs; and

iv) Renewed or improved strategically important community assets

Describe in detail how the project will improve strategically important community physical assets which will lead to the improved quality and community use of the asset for future generations, and how this will be measured. Provide information on previously completed work (e.g. plans, strategies, research, data) that identifies this project as an economic development priority.

(Maximum 300 words)

Word Count: 256 of 300

Development and implementation of an effective CIP for the Township can lead to renewed or improved community assets. In this case, Wellesley's core areas are critical community assets that drive economic growth in our community. They are the primary location of homes and local businesses. They are the central area for institutional uses (e.g. schools, churches, libraries), parks and recreation facilities, and community services (e.g. health and social services).

Investments stemming from implementation of the CIP will be a benefit for future generations that choose to live and/or work in Wellesley. Physical improvements through plan implementation such as, for example, restoring historic facades, streetscaping, parking and creating safe, walkable

v) Regional partnerships that support growth

Describe in detail how the project will work with other entities in your region in rural Ontario (e.g., groups, organizations, communities, municipalities) to drive growth and how this growth will be measured. (Maximum 300 words)

Word Count: 256 of 300

The development and implementation of a CIP is an opportunity to work businesses and residents in the community to support community improvement. Community and stakeholder input will be an important basis for the creation of the CIP. Consultation events and initiatives will be undertaken as part of the project in order to inform creation of programs. These events will build partnerships and relationships with local businesses and residents in hopes of driving growth and building support for implementation of the plan. Other potential benefits of the plan in relation to partnerships that support growth include:

- A healthier overall business climate and potential establishment of new businesses; and

2.6 Planned Results and Implementation

i) Regional, sector or value chain impacts

Describe any anticipated impacts the project will have across multiple communities, sectors, or across parts of a value chain and how they would be measured.

(Maximum 200 words)

Word Count: 190 of 200

The development and implementation of a CIP is anticipated to have positive impacts across the communities in the Township. In accordance with the Planning Act, the CIP will designate certain areas of the Township as Community Improvement Project Areas (CIPAs). It is anticipated that financial programs and initiatives developed through the plan will apply across multiple communities - primary CIPAs will include the villages of Wellesley and St. Clements and secondary CIPAs will include core commercial areas in the Township's rural service settlements. Anticipated impacts of the project across Township communities include:

ii) Sustainability

Describe how the project activities and outcomes will continue / be maintained after the RED program funding ends. (Maximum 200 words)

Word Count: 161 of 200

The Township will ensure that the CIP is implemented and that financial resources will be maintained through our existing CIP reserve fund to ensure sustainability of the plan. As part of the Township's annual budgeting process, staff will put forward a recommended amount to be allocated to this reserve fund for Council approval. This reserve fund has existed since our first CIP was developed and will continue once this CIP project is complete. Council will approve a community improvement budget for financial incentives each year to be allocated towards projects that meet the criteria identified in the plan. Since funding applications will be received and evaluated on a first come, first

iii) Project oversight

Describe the resources and skills the applicant(s) will use to manage and complete the project. Identify an individual(s)/organization(s) and their experience or resources, skills and governance the applicant will contribute. Provide examples of similar projects that were overseen/implemented.

(Maximum 200 words)

Word Count: 195 of 200

The Township project manager will be Tim Van Hinte, Director of Planning for the Township of Wellesley. Mr. Van Hinte is a Registered Professional Planner with 20 years of planning and project management experience in the public, private and non-profit sectors in British Columbia, New Brunswick, Ontario and the Yukon. Select project experience includes the following:

- Administration of the Township Official Plan, Zoning By-law and current Township CIP
- Draft Dawson Regional Land Use Plan, Yukon (Senior Planner and Project Manager)

2.7 Project Timelines

Project start date:
(YYYY/MM/DD)

2024/06/10

No earlier than April 1, 2024

Project end date:
(YYYY/MM/DD)

2025/03/31

Step 3 - Work Plan and Budget

3.1 Project Work Plan

List each activity necessary to successfully complete the project and the anticipated start and end date of each activity . Consult the [RED Program Guidelines](#) for eligibility criteria. If there is relevant documentation to support your application, you may provide this with your completed application.

Note: Project activities starting prior to the approved project start date and ending after the project completion date are not eligible.

Project Activity	Start Date (YYYY/MM/DD)	End Date (YYYY/MM/DD)
e.g. Organize a virtual community consultation event	2024/04/01	2024/06/01
e.g. Social media marketing campaign	2024/06/01	2024/08/01
Stage 1: Kick-off and Background Review/Study	2024/06/10	2024/09/09
Stage 2: Key Stakeholder Consultation/Engagement	2024/09/10	2024/10/15
Stage 3: Proposed CIP Directions and Incentive	2024/10/16	2024/11/18
Stage 4: Refinement and Finalization of CIP	2024/11/19	2025/01/13
CIP Awareness and Marketing Campaign	2025/01/14	2025/03/31
***See detailed work plan and budget quote for specific		

3.2 Project Budget

List each cost item necessary to complete the project activities and provide a description. Fill in the “Eligible Costs” and “In-Kind / Ineligible” fields (if applicable) with the cost in Canadian dollars. Applicants are encouraged to provide as much detail as possible about cost items and may attach more detailed budget documents with your application. **You may consider attaching quotes and estimates to strengthen your application.** Consult the [RED Program Guidelines](#) for eligible cost criteria.

Approved applicant(s) completing Strategic Economic Infrastructure projects will be required to install a permanent sign upon project completion recognizing the support of the Rural Economic Development Program. The province will reimburse the eligible cost-share up to \$100 maximum (\$333.33 total eligible costs) Please budget for recognition signage in the budget table below.

Note: Costs incurred prior to project start date are not eligible for funding.

Cost Item	Description of Cost Items	Eligible Cash Contribution (\$)	In-Kind / Ineligible (\$) [If Applicable]
e.g. Project coordinator to manage the project	e.g. Project coordinator salary	\$60,000.00	
e.g. Project coordinator development	e.g. travel for new hire to attend project-related community consultations	\$250.00	
e.g. Funding Recognition Sign	e.g. design, fabrication and installation of funding recognition sign	\$333.33	
Stage 1 - Kick-off and <input type="checkbox"/>	Background review, communications <input type="checkbox"/>	\$ 10,803.52	
Stage 2 - Key <input type="checkbox"/>	Online public survey, stakeholder <input type="checkbox"/>	\$ 9,348.14	
Stage 3 - Proposed CIP <input type="checkbox"/>	Recommended directions, draft and final <input type="checkbox"/>	\$ 4,361.90	
Stage 4 - Refinement <input type="checkbox"/>	Final Draft CIP, Statutory Public <input type="checkbox"/>	\$ 13,640.08	
Ongoing Project <input type="checkbox"/>	Project management activities by <input type="checkbox"/>	\$ 1,823.20	
CIP Awareness and <input type="checkbox"/>	Implementation component following <input type="checkbox"/>		\$ 4,175.00
Planning Department <input type="checkbox"/>	Staff resource time to engage in project <input type="checkbox"/>		\$ 6,325.00
Administration Support	Township office use, printing, <input type="checkbox"/>		\$ 5,996.00
		Total Project Costs	Total In-Kind/ Ineligible
		\$ 56,472.84	\$ 16,496.00
		Total Eligible Costs	
		\$ 39,976.84	

3.3 Funding Capacity

Please indicate which of the following statements apply to you:

- My organization has the financial capacity to successfully complete this project with the standard provincial cost-share support identified for the project type I have applied for.
- My organization is seeking extenuating circumstances because it has significant and unique financial barriers to economic development and requires an increased level of provincial cost-share support.

If the second statement above was selected, please explain the significant and unique financial barriers to economic development your organization is facing.

Word Count: 2 of 200

Not applicable

3.4 Funding Requested

Based on the project stream you selected in step 2.3, complete one of the tables below

Economic Diversification and Competitiveness Stream		
Line A	Total Eligible Costs (from table 3.2)	\$ 39,976.84
Line B	Funding % Requested (up to 50%)	50
Line C	Funding Requested (\$) (up to \$150,000) (Line A x Line B)	\$ 19,988.42

OR

Strategic Economic Infrastructure Stream		
Line A	Total Eligible Costs Identified (from table 3.2)	
Line B	Funding % Requested (up to 30%)	
Line C	Funding Requested (\$) (up to \$250,000) (Line A x Line B)	

3.5 Project Costs by Fiscal Year

Complete the following table indicating when eligible costs will be incurred.

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

Fiscal Year	2024-25	2025-26	2026-27	Total Eligible Project Costs (must equal total eligible costs of Step 3.2)
Eligible Costs	\$ 39,976.84			\$ 39,976.84

3.6 Applicant(s) Contribution and Additional Funding Sources

List all sources of funding (see *Program Funding* in the [RED Program Guidelines](#).) Please Note:

- List all sources of public funding applications for this project. Failure to disclose all potential or confirmed public funding sources may result in the termination of your application or Contribution Agreement.
- Projects receiving *any* other provincial funding under *any* other provincial program are ineligible for funding under this RED Program intake.**

* Secured funding means written commitment from the co-applicant or partner. All sources of funding must be listed below, whether or not they are secured. The Ministry may request further documentation to support the financial contribution.

Funding Sources for the Project (Legal Name)	Secured Funding*	Eligible Cash (\$)	Ineligible Cash/ In-kind (\$)	Total Project Costs (\$)
RED Program Cost Share Requested (Line C from 3.4 above)		\$ 19,988.42		\$ 19,988.42
Applicant:				
Township of Wellesley	<input checked="" type="checkbox"/>	\$ 19,988.42	\$ 16,496.00	\$ 36,484.42
Co-applicant:				\$ 0.00
Co-applicant:				\$ 0.00
Partners:				\$ 0.00
Partners:				\$ 0.00
Partners:				\$ 0.00
Partners:				\$ 0.00
Partners:				\$ 0.00
Partners:				\$ 0.00
Other government funding:				\$ 0.00
Other funding:				\$ 0.00
Totals (must equal Total Eligible Costs of Step 3.2)		\$ 39,976.84	\$ 16,496.00	\$ 56,472.84

Step 4 - Important: Read Before Submitting an Application

Check for the most up-to-date RED Program information on the website

The RED Program Guidelines and this application form are subject to change from time to time without notice. Consult the website at [RED Program](#) for the most up-to-date information, or contact us at 1-877-424-1300 or by email at RED@ontario.ca

Final check before submitting application

Only fully completed applications will be assessed. Please include the following:

- A **completed** RED Program application form (Mandatory).
- A completed Co-Applicant(s) form (if applicable)
- Letters from partners confirming their financial or in-kind contribution to the project (Recommended).
- Quotes / estimates to support the project budget (Recommended).
- Other supporting documentation (e.g. feasibility studies, strategic plans, reports, relevant research, or anything else that supports the need for the project and anticipated impacts (Recommended)).

Email completed applications to: RED@ontario.ca by 5:00 p.m. ET on February 21, 2024.

4.1 Application Requirements

By submitting an application, the Applicant (and the Co-Applicant(s), if any), confirms, acknowledges, accepts and agrees or represents that:

1. The applicant(s) has read the Rural Economic Development (RED) Program Guidelines and is aware of the provisions and requirements of the RED program.
2. The RED program is a discretionary non-entitlement program and that even if the application meets all of the RED Program Guidelines, there is no guarantee that such application will be approved under the RED program, or that the total amount of funds requested will be approved.
3. The primary project contact and the primary contact for any co-applicants, if applicable, have obtained all necessary permits and approvals to proceed with this application.
4. The Government of Ontario has a right to obtain, use and disclose information for the purposes of assessing, evaluating, verifying, auditing and enforcing the RED program.
5. The Minister of Agriculture, Food and Rural Affairs has exclusive discretion to select or reject any application. Applicants, jointly or severally, shall not be eligible for funding under the RED program solely by reason of making an application or have any claim or demand or action against His Majesty the King in Right of Ontario, his ministers, directors, officers, employees, servants, appointees or agents in this regard.

6. The applicant(s) shall provide in a timely manner any additional information that the Province or its authorized agent(s) may reasonably require for the purposes of assessing the application and administering the RED program in a timely manner.
7. Applicant(s) authorize His Majesty the King in Right of Ontario, as represented by the Minister of Agriculture, Food and Rural Affairs and the ministry's employees and agents (the "Province") to contact bankers, accountants, solicitors and insurance agents of the applicant(s); law enforcement agencies; credit bureaus; and other government ministries and agencies to verify the information concerning the affairs of the applicant(s) as described in the application, to obtain such credit and other reports as the Province and/or its authorized agent(s) consider necessary to assess the application. This may include, but is not limited to, the Office of the Superintendent of Financial Institutions and the Financial Transactions and Reports Analysis Centre of Canada.
8. The information provided in the application including, but not limited to, any documentation submitted herewith and any and all information associated with reviews conducted by the Province and its authorized agent(s) may be shared with other ministries of the Ontario government, experts and/or authorized agent(s) for the purposes of assessing the application and administering the program and satisfying any and all Government of Ontario accountability and reporting obligations.
9. Application information and any supporting documentation is true and correct to the best of the applicant's/co-applicant(s)' knowledge, information and belief. If a material misrepresentation or change in the circumstance of the application is discovered, the application will be immediately considered withdrawn by the applicant(s).

4.2 Disclosures and Confidentiality

By submitting an application, the Applicant (and the Co-Applicant(s), if any), further confirms, acknowledges, accepts and agrees or represents that:

1. Applicant(s) must remain in compliance with all Requirements of Law for the term of their Contribution Agreement with the Province of Ontario. "Requirements of Law" is defined in the RED Program Guidelines
2. The ministry may contact the applicant(s) during or after the term of the Contribution Agreement to request information about the outcomes of the project for purposes of evaluation.
3. Take notice that application forms and supporting material submitted to the Province of Ontario are subject to the Freedom of Information and Protection of Privacy Act (FIPPA). Any information submitted in confidence should be clearly and prominently marked "CONFIDENTIAL". Nevertheless, information supplied to the RED program may be disclosed by OMAFRA where it is obligated to do so under FIPPA or by an order of a court, tribunal or pursuant to a legal proceeding. Information contained in an application to the RED program may also be disclosed by OMAFRA to verify compliance with other provincial and federal funding initiatives administered by OMAFRA, other provincial ministries, federal ministries, or a third-party delivery agent, to ensure that there is no duplication of funding. Inquiries about confidentiality should be directed to the RED program.

4.3 Consent and Certification

In addition to sections 4.1 and 4.2 above in this application, the Applicant (and the Co-Applicant(s), if any), further confirms that they:

- are in compliance with all Requirements of Law and will remain in compliance within the term of the Contribution Agreement for the project, should the ministry select the project for funding.
- have not received funding for this project in whole or in part from a provincial funding source to date.
- will not receive funding for this project in whole or in part from a provincial source other than as results from this application, should the ministry select the project for funding.
- have disclosed any qualified opinions received on their audited financial statements within the last three years (as required).

By submitting this application, I am attesting that I am authorized to do so on behalf of the applicant(s) and to bind the applicant(s) to the terms of conditions of the RED program, as well as the above.

Insert your name, title and date below. Please note that by doing so, you are attesting that all applicant(s) have read and acknowledged the information above.

Signatory Name (First and Last Name)

Title

Tim Van Hinte

Director of Planning

Email

Date (YYYY/MM/DD)

tvanhinte@wellesley.ca

2024/02/21