



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2020015

DATE: 06 March 2020

RE: 'A' Fresh Start Community Initiative grant applications now accepted

AMHERST, Nova Scotia – The Town of Amherst is once again seeking to fund bright, innovative community events or initiatives through its 'A' Fresh Start Community Initiative.

Up to \$17,500 will be shared by the Top 5 events or initiatives through a competitive process that begins with an application that will be accepted between now and 4:30 p.m. on April 1. The applications can be found on the town's website or be picked up at the town hall, located at 98 Victoria St. E.

Completed applications must be returned to town hall, emailed to amherstrecreation@amherst.ca, faxed to 902-667-5251 or mailed to the Town of Amherst, P.O. Box 516, Amherst, N.S., B4H 4A1. All applications must be clearly marked: Attention 'A' Fresh Start c/o Amherst Recreation Department.

The name of the organizations and/or individuals seeking the grant as well as the name, email, phone number and address of a contact person must be included in the application. Details of the event, a budget and the amount of funding requested must also be included.

It is preferred that registered organizations apply for the grant, but non-registered groups or individuals may also apply.

To qualify, the event or initiative must be new or one that enhances a current program. Those receiving grants will have 12 months after the approval date to plan and execute the event. Normal ongoing operations of an organization do not qualify.

All applications received by the deadline will be reviewed by a staff committee, which will submit the five finalists to Amherst town council's May session. The name of the organizations and/or individuals who reach the finals will then be made public.



Applicants who make the finals must be prepared to make a 10-minute presentation during a public meeting in June that explains why they should receive a grant, how much money the project requires and how it will be spent.

Those in attendance at the June meeting who are 16 years or older and purchased a ballot for \$2 will vote on the order in which the awards should be granted.

The rankings determined by this vote will then be presented to the Amherst town council, whose members will immediately hold a special session to determine the final placing of the presentations. Council has the final say on the determination of the rankings and amounts given to the grant recipients.

Those receiving grants will receive 80 per cent of the funds up front. The final 20 per cent will be delivered upon a receipt of a report that must be presented to the town following the completion of the event.

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