
KINGSTON MARKET READINESS WEBSITE DEVELOPMENT BURSARY

Applications are due at the KAM Office by 3:00 PM on:

THURSDAY, OCTOBER 1st, 2020

Contact Information:

Jamie McKenzie-Naish
KAM Managing Director
Kingston Association of Museums, Art Galleries and Historic Sites, Inc.
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Managing.director@kingstonmuseums.ca

<https://www.kingstonmuseums.ca/>

(or Debbie Holdich, info@kingstonmuseums.ca)

Ensure that your application package is complete.	
<input type="checkbox"/>	Obtain authorized signature
<input type="checkbox"/>	Financial Documentation: attach a copy of your latest year-end financial statements.
<input type="checkbox"/>	Marketing Strategy Document (if available)

****Please note** – KAM reserves the right to request proof of incorporation or charitable status at any time.

Kingston Market Readiness Website Development Bursary 2020-2021

1. Organization Summary			
Common Name of Organization:			
Legal Name of Organization:			
Address:			
Mailing Address: <i>(if different from above)</i>			
Website:			
Name of Contact Person:			
Title/Position:			
Telephone:		Email:	
Mission Statement of the Organization:			
Registered Charitable Number OR Incorporation Number:			

2. Declaration	
<p>I the undersigned certify that:</p> <ul style="list-style-type: none"> the information contained in this application and the accompanying documents is true, accurate and complete; I have the legal authority to sign for the organization requesting funding; consent is given for the release of information, in this application and any subsequent reports submitted, to KAM Staff and Board of Directors of KAM as program partner, and Tourism Kingston as program sponsor; I have read and understand the terms and conditions of the Kingston Market Readiness Website Development Bursary Program as outlined on the KAM website. 	
Signing Officer (<i>Name, signature, position</i>)	Date

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3. Did your organization attend TK's Google My Business Training Webinars in May and June 2020?

YES **NO**

4. Describe the need or rationale for website redevelopment support.

250 words Max

5. What do you hope to achieve by re-developing your website?

250 words Max

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6. Does your organization have a marketing strategy?

YES NO

6a. If yes, how does website redevelopment fit into your marketing strategy?

250 words Max

6b. If no – Do you intend to develop a marketing strategy? In the meantime, how will website redevelopment contribute to your organization’s marketing practices?

250 words Max

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7. Additional Resources and Anticipated Expenses

Describe what additional resources your organization has to ensure the successful completion of a website redevelopment project, but also ongoing management and maintenance of your website. Include staff and volunteer time.

ADDITIONAL RESOURCES		
<i>Item/description</i>		<i>Amount</i>
Kingston Market Readiness Website Development Bursary		\$2000.00
Existing budget for Digital Platforms		
Staff time allotted to Digital platform use and development*	<i>Estimate staff wage/hours assigned</i>	
other		
other		
In-kind donations:		
<i>Labour donated in-kind*</i>	<i>Estimate general equivalent cost of paid service/hour</i>	
<i>Labour donated in-kind*</i>	<i>Calculate general volunteer labour at \$14/hour.</i>	
<i>Equipment donated in-kind</i>		
<i>Equipment donated in-kind</i>		
<i>Materials donated in-kind</i>		
<i>Materials donated in-kind</i>		
TOTAL RESOURCES		
ANTICIPATED EXPENSES		
<i>Item and Description</i>		<i>Estimated Amount</i>
<i>e.g. Website Domain</i>		
<i>e.g. Brand design costs</i>		
<i>e.g. projected ongoing maintenance costs</i>		
TOTAL ANTICIPATED EXPENSES		