

APPLICATION GUIDE

BROME-MISSISQUOI PACT: 2021

Developed in regards to the structured projects to improve living environments support policy



APPLICATION GUIDE

INTRODUCTION:

The following document is an instruction guide to better prepare all eligible applicants' request for funding in regards to the Brome-Missisquoi Pact fund.

AMOUNT AVAILABLE:

The amount available for projects taking place in 2021 is \$ 282 232. The fund is allocated via a call for projects.

\$ 64 362 of this amount is reserved for regional projects. The balance is distributed amongst the 6 areas of the MRC. The amount each area receives is based on the population and the municipalities' economic vitality indicator as established by the MRC.¹

Since the main objective of this new fund is to improve the social-economic situation in our communities, the areas with a decrease in population and the areas comprised of municipalities with a low economic vitality indicator will have a larger available fund.

	2021 Amount	Municipalities in area
Regional	\$ 64 362	The entire MRC
Bedford area	\$ 58 492	Bedford township, town of Bedford, Notre-Dame-de-Stanbridge, Pike River, Saint-Armand, Saint-Ignace-de-Stanbridge, Stanbridge East, Stanbridge Station
Bromont area	\$ 20 275	Brigham, Bromont
Cowansville area	\$ 57 575	Cowansville, Dunham, East Farnham, Frelighsburg
Farnham area	\$ 28 837	Farnham, Sainte-Sabine
Lac-Brome area	\$ 30 703	Bolton-Ouest, Brome, Lac-Brome
Sutton area	\$ 21 988	Abercorn, Sutton
TOTAL	\$ 282 232	

¹ This indicator is determined by the following factors: the population variation between 2001-2016, the percentage of new housing between 2010-2019, the evolution of the standardized real estate value between 2010-2019 and the municipal fiscal effort 2018.

COVID -19

Promoters whose projects were accepted in 2020 but put on hold due to COVID-19 may submit a request to increase the amount received in order to cover expenses that will be incurred due to COVID-19 regulations.

Furthermore, for the current project call, the maximum percentage of financing from the Brome-Missisquoi Pacte has been increased to 75% for non-profit organizations (except sports and leisure associations that receive most of their funding from a municipality).

STRUCTURED PROJECTS:

A structured project is a project that **fits within the development priorities (strategic plan and more importantly the derived action plan)** of a municipality, a given area or the MRC and has an important **impact** on a previously **identified problem**. A structured project reflects the discussions that took place during the consultation processes for the MRC or the municipalities' strategic plans. It can also pertain to the action plans that were decided with the CLD. A structured project provokes a **multiplying effect** on the economy and the social development of the MRC. A structured project **brings together various people** from different horizons around a common objective. A structured project favours the local economy whenever possible by purchasing services or goods from local suppliers. A structured project strives to be environmentally friendly.

NON ADMISSIBLE PROJECTS:

- Projects having already taken place.
- All projects that do not conform to the structured projects to improve living environments support policy.
- All retail businesses or restaurant projects that do not fit within the MRC'S definition of an essential service outlet.
- Local projects that take place in a municipality that has no strategic plan or that is not in the process of developing one.
- Projects that fall under a municipality's responsibility (see list below)
- Renovation projects for religious buildings that do not fit the funding criteria mentioned here below

An essential service business is a service used daily by a substantial amount of people within the area. By being subsidized this service does not create any unfair competition since such a service isn't provided by anyone else within the urban perimeter of application.

MUNICIPAL RESPONSIBILITIES

The following projects are considered projects that the municipality is responsible for and therefore inadmissible for funding from the Brome-Missisquoi Pact.

Communication tools that the municipality uses to inform its citizens: municipal websites, electronic billboards, info letters, pamphlets, social media and all other types of communication.

The construction, improvement and renovation of municipal infrastructure: Town halls, community centers or halls, libraries, cultural centers, fire halls, municipal storage buildings, water and sewage, sidewalks, pavement, landscaping, etc.

Please note that leisure infrastructure and activities are admissible to the Brome-Missisquoi Pact, this includes: Skate parks, game areas (shuffle board, dek hockey, pickleball, tennis, pump track, etc.), play grounds, skating rinks, gazebos, day camp resources

FUNDING CRITERIA FOR RELIGIOUS BUILDINGS

For all church renovation projects, only projects that fit within the following criteria are admissible:

- Global heritage value= exceptional or superior as indicated in [the study on religious heritage](#)
- Investment priority= very important (très prioritaire) or important (prioritaire) as indicated in [the study](#)
- Type of building= only churches
- Use of church= mix use (religious/culture/ community) or community or culture
- Cultural and/or community activities must take place at least 4 times a year
- The church is located in a heritage area as identified in municipal by-laws
- The project is in accordance to the town's strategic plan

Exceptionally, renovation projects where the church does not fit within the global heritage and investment priority criteria are admissible if the church is identified as the only location in the municipality where cultural and/or community activities can take place.

ADMISSIBLE APPLICANTS:

- Local municipalities
- Non-profit organizations (except the CLD)
- Cooperatives (certain exceptions apply)
- Health, social services and education public organizations

NON ADMISSIBLE APPLICANTS:

- Individuals
- Private businesses
- Associations that are not legally constituted
- The CLD de Brome-Missisquoi
- The MRC Brome-Missisquoi
- Work cooperatives
- Cooperatives in the financial sector

ADMISSIBLE EXPENSES:

- Salaries and benefits of employees hired exclusively for the project
- Portion of salaries and benefits related to an increase in hours for existing employees in order to carry out the project.
- Professional fees
- Purchase of land, buildings, equipment, machinery and other expenses of the same type
- Acquisition of new technologies, software, and other expenses of the same type
- Working capital for the first year of operation
- Additional expenses related to conforming to COVID-19 health norms
- Other costs for the elaboration and implementation of the project

NON ADMISSIBLE EXPENSES:

- Expenses incurred before the project is accepted by the mayors' council
- Financial assistance for debt
- Reimbursement of loans
- Financial assistance for a project already completed
- Municipal infrastructure, services and day to day expenses that are normally covered by municipal budgets or government programs (see previous list)
- Incorporation fees
- Subsidy administration fees
- Fees for submitting the request

FINANCIAL SUPPORT – AMOUNTS AND CONTRIBUTIONS:

- All Brome-Missisquoi Pact aid is through subsidiary form. Support for a project presented by a municipality or health, social services and education public organizations cannot exceed 50 % of the total cost of the project, except in the case where a project is presented by a municipality defined "in difficulty" (Appendix 2). In this case the funds maximum contribution can be up to 75 %.

- **Important:** For leisure infrastructure and services projects presented by the municipality, the recreation department (non-profit organization funded in majority by the town) or health, social services and education public organizations, the maximum percentage of funding from the Pact is 25 %.
- The minimum amount that the MRC will contribute to each project is \$ 3 000. A same applicant may submit more than one project, however no more than \$ 150 000 may be allocated to a same applicant over a period of 12 months.
- The maximum contribution of government sources (federal, provincial and Brome-Missisquoi Pact) cannot exceed 80 % of the total project cost.

APPLICATION FORM

The application form is now shorter. It is important to clearly summarize your project. Annexed information describing the project will not be accepted.

To facilitate filling out the form, it is now available in Word format. The format cannot be modified by the user. Modification of the form or exceeding the two given pages can result in an automatic refusal.

For the budget, only monetary contributions must be indicated. All other contributions, for example: volunteer time, donated goods, etc., can be detailed in the section "Community involvement".

To indicate how the project fits within a strategic plan, simply indicate which plan and list the title of the orientation or action. For example: MRC strategic plan, orientation: Attract new families to the area.

SUBMITTING A PROJECT AND ANALYSIS:

The application form must be sent by email to tszymanski@mrcbm.qc.ca with the mention of the fund and the area where the project takes place, example: "Brome-Missisquoi Pact - Cowansville area. It is no longer necessary to send a paper version of the request.

Once submitted, the application must be complete. If the budget includes a municipal contribution, a municipal resolution indicating the amount of the contribution is necessary. All other confirmed contributions must also be supported by either a resolution or a letter and included in the application.

Once the project call has ended, all projects are verified following the admissibility criteria. Admissible projects are then transmitted to area committees or the regional committee. These committees provide recommendations to the mayors' council who then approves the projects and the funding allocated to each.

DATES TO REMEMBER:

TUESDAY OCTOBER 13 AT 2 PM	INFORMATION SESSION by ZOOM https://us02web.zoom.us/j/82974393071 <i>(The information session will be held in French but participants can ask questions in English or get clarifications in English).</i>
OCTOBER TO JANUARY	MUNICIPAL RESOLUTION: The applicant is responsible for requesting a resolution from the municipality. It's important to submit one's request for a resolution as quickly as possible since many town councils only meet once a month.
FRIDAY JANUARY 15 th 2021	Last day to SUBMIT AN APPLICATION
TUESDAY FEBRUARY 16 th 2021	DECISION REGARDING FUNDING
WEDNESDAY FEBRUARY 17 th 2021	PUBLICATION OF DECISIONS: All chosen projects will be posted on the MRC website.

PAYMENTS AND AGREEMENT:

All approved projects by the Mayors' council will be the object of a signed agreement between the MRC, represented by its general manager, and the designated person of the organization approved for funding. All subsidies will be disbursed in either two or three payments.

Subsidies of \$ 5 000 or less	Subsidies of more than \$ 5 000
<ul style="list-style-type: none"> • 1st payment of 50 %: once the agreement is signed. • 2nd Payment of 50 %: once the final report is submitted and accepted by the MRC. 	<ul style="list-style-type: none"> • 1st payment of 20 %: once the agreement is signed. • 2nd payment of 40 %: at the request of the organization and once the MRC's designated resource judges the project sufficiently advanced to insure its completion. • 3rd payment of 40 %: once the final report is submitted and accepted by the MRC.

The MRC reserves the right to establish certain conditions for disbursing payments and the right to modify either the number of payments and/or the percentage of each payment.

NEW: The MRC reserves the right to require that funded projects give a certain visibility to the campaign to attract new families to the area.

DOCUMENTS TO INCLUDE WITH THE APPLICATION FORM:

Obligatory:

- A copy of all resolutions or letters stating confirmed material and financial contributions to the project.

Recommended but optional:

- All documents that applicants' judge important for the evaluation process, including photos, plans, letters of support, business plan, CVs, etc.

INFORMATION:

For additional information or for help in structuring a project please communicate with Tania Szymanski at tszymanski@cldbm.gc.ca or at 450 266-4928, extension 281.

APPENDIX 1

Results for the area meetings - CLD

Sutton Area (Abercorn, Sutton)	
CHALLENGES IDENTIFIED	<ul style="list-style-type: none"> • Attraction of young families • Access to affordable housing for certain populations • Retain current population (young people, the elderly, etc.) • 4 season tourism • Cultural development • The future of the commercial sector • Attraction of new businesses • The future of agriculture, notably the transfer of farms from generation to generation • The maintenance of the landscape and the rural character of the land.
PRIORITIZED ACTIONS	<ul style="list-style-type: none"> • Improve the access to high speed internet • Prioritize the development of four season activities in the Sutton Mountains • Develop Abercorn's village center and develop culture • Attract young families to the area, most notably through accessible housing opportunities
Bedford Area (Bedford township, town of Bedford, Notre-Dame-de-Stanbridge, Pike River, Saint-Armand, Saint-Ignace-de-Stanbridge, Stanbridge East, Stanbridge Station)	
CHALLENGES IDENTIFIED	<ul style="list-style-type: none"> • Attraction of new populations and the retention of current residents • The maintenance and development of industrial enterprises • Job creation • Maintaining certain services (businesses, leisure, institutional) • The future of agriculture, notably the transfer of farms from generation to generation • The quality of water- (river and lake) • The achievement of project Héritage • The finishing of Highway 35 • The development of a shared strategy amongst the municipalities for economic development
PRIORITIZED ACTIONS	<ul style="list-style-type: none"> • Create inter-municipal opportunities (organizations et municipalities); • Develop and add value to the Pike river • Industrial development (development of industrial parks); • Develop outdoor leisure activities

	<ul style="list-style-type: none"> • Highlight heritage
Lac-Brome Area (Bolton-Ouest, Brome, Lac-Brome)	
CHALLENGES IDENTIFIED	<ul style="list-style-type: none"> • Attract diversified populations, especially young families • Maintain and insure that services respond to the population's needs • Retain ageing population • Tourism (job creation) • Attract new businesses • The future of agriculture, notably the transfer of farms from generation to generation • Maintain and insure the development of our industrial enterprises • Water quality- Brome lake
PRIORITIZED ACTIONS	<ul style="list-style-type: none"> • Work in creating a strong commercial business hub • Strengthen economic development in the area • Develop a strategy to attract young families • Develop tourism, and the access to Brome lake
Cowansville area (Cowansville, Dunham, East Farnham, Frelighsburg)	
CHALLENGES IDENTIFIED	<ul style="list-style-type: none"> • Attraction of new enterprises and the retention and expansion of existing enterprises; • The transfer and strategic positioning of commercial businesses • Attraction of new populations
PRIORITIZED ACTIONS	<ul style="list-style-type: none"> • Still to come
Farnham area (Farnham, Sainte-Sabine)	
CHALLENGES IDENTIFIED	<u>Industrial sector</u> <ul style="list-style-type: none"> • Insuring that the buildings and lots in the industrial park in Farnham are filled <u>Commercial and tourism sector</u> <ul style="list-style-type: none"> • Lack of future buyers for businesses • Competition in the downtown core • Exodus of consumers towards other urban centers (ex.: Saint-Jean-sur-Richelieu)

	<u>Sociocultural sector</u> <ul style="list-style-type: none"> • Cultural identity to develop in Farnham • Increase the population in the village center (Sainte-Sabine)
PRIORITIZED ACTIONS	<ul style="list-style-type: none"> • Still to come
Bromont area (Bromont, Brigham)	
CHALLENGES IDENTIFIED	<u>Industrial sector</u> <ul style="list-style-type: none"> • The development and expansion of the airport • Development of Brigham's industrial zone <u>Commercial et tourism sectors</u> <ul style="list-style-type: none"> • Traffic and circulation around the Halte Gourmande project in Brigham (route139); • The evaluation role for certain services for the mountain and the municipal taxes for condo-hotel style lodging. <u>Sociocultural sector</u> <ul style="list-style-type: none"> • Building a new school in Brigham to facilitate families • Citizens endorsement and volunteer contributions for the World Equestrian Games 2018 • Use of water • Maintaining landscapes • Access to affordable housing and homes
PRIORITIZED ACTIONS	<ul style="list-style-type: none"> • Attract new families through policies, housing projects, high speed internet, services (school, daycare) • Continue industrial development: Attract new investments, rethink certain spaces, Bromont airport • Insure the development of social and community services

Strategic plans and policies
 (Most are available only in French)

[MRC Brome-Missisquoi strategic plan and action plan](#)

Sutton area

Abercorn : Please contact the municipality for a copy of the plan

Sutton : [Cultural policy](#)
[Action plan for cultural development](#)
[Family and seniors policy](#)

[Strategic plan](#)

Bedford area

[Municipalité amie des aînés \(MADA\) policy for the Bedford area](#)

Bedford township, Town of Bedford, Stanbridge Station, Saint-Ignace-de-Stanbridge : [Vision 2020](#)

Pike River : [Strategic plan and action plan](#)
Saint-Armand: [Strategic plan 2016-2019](#)
[Cultural Policy](#)

Notre-Dame-de-Stanbridge: [Strategic plan and family policy](#)

Stanbridge East: Contact the municipality for a copy of the plan.

Lac-Brome area

Brome : Contact the municipality for a copy of the plan

Bolton-Ouest : [Strategic plan](#)

Lac-Brome : [Strategic plan](#)
[Cultural policy](#)

Cowansville area (documents in French only)

Cowansville : [Strategic plan](#)
[Family and elderly policy](#)
[Cultural policy](#)

East Farnham : [Strategic plan](#)

Dunham: Contact the municipality for a copy of their strategic plan or their cultural policy

Frelighsburg: [Strategic plan](#)

Farnham area

Sainte-Sabine : [Strategic plan](#)

Farnham : [Strategic plan](#)
[Family policy](#)

Bromont area

Brigham : [Strategic Plan](#)

Bromont : [Sustainable development plan](#)
[Family policy](#)
[Cultural policy](#)

APPENDIX 2

Municipalities with difficulties

The following municipalities are identified in difficulty:

- Town of Bedford
- Stranbridge Station

Their economic indicator is based on:

- The variation in population between 2001-2016
- The percentage of new housing between 2010-2017
- The evolution of the standardized real estate value between 2010-2016
- The municipal fiscal effort

APPENDIX 3

Brome-Missisquoi Pact (BMP)

Evaluation grid for projects- MRC Brome-Missisquoi 2018

Project name : _____ Promotor : _____

Verification of admissibility:

The project complies to the structured projects to improve living environments support policy since it is presented by an admissible organization, has not yet taken place, has an impact on one or more municipalities in the MRC and because it fits within the definition of a structured project.

All necessary documents are included with the request for funding: filled out application form, municipal resolutions, letters detailing financial implications, a copy of the letters patent (Non-Profit or Coop).

ASPECT STRUCTURANT DU PROJET - 40 points

CRITERIA	POINTS
The project greatly answers a development priority (strategic plan) identified by the municipality, the area or the MRC. The project has a direct impact on an identified challenge.	/15
The project will be executed with different partners.	/5
The project is innovative and creative or is inspired by a project from elsewhere that has generated positive results.	/10
The project develops new goods or services or betters those already present.	/5
The applicant worked on developing their project with the resource person responsible for the fund.	/5
TOTAL	/40

PROJECT'S FEASIBILITY - 25 points

CRITERIA	POINTS
The project's budget is realistic.	/5
The sources of income are diversified and the promotor indicates several sources of financing confirmed.	/5
The promotor demonstrates adequately that it will be a lasting project,	/5

and if applicable has a plan to generate independent revenue.	
The organisation and its representatives have proven credibility. They possess the knowledge and expertise needed or they have access to outside expert counselling.	/5
The project's timeline is realistic.	/5
	/25

SOCIAL-ECONOMIC REPERCUSSIONS - 35 points

CRITERIA	POINTS
The project improves significantly the quality of life of the community or the targeted clientele.	/10
The project contributes to the economic development of Brome-Missisquoi and contributes to increasing the population of Brome-Missisquoi.	/15
The project affects more than just the targeted community and is seen as an example to follow.	/5
The project demonstrates good environmental practices.	/5
TOTAL	/35
GRAND TOTAL	/100

Project's final grade	
A	85 to 100 points
B	70 to 84 points
C	60 to 69 points
D	under 59 points