



*destination* **ALMONTE**  
**A S S O C I A T I O N**

**AN INTRODUCTION + REQUEST FOR SUPPORT**  
PRESENTED BY MICHELINE DUMONT - INTERIOR DESIGNER - PRESIDENT  
& EMILY ARBOUR - CHEERFULLY MADE - DIRECTOR AT LARGE

# *who* **WE ARE**

Destination Almonte Association (DAA) is a passionate group of business owners united by a shared vision: to showcase the charm and allure of our town as a destination for tourists and a vibrant hub for community.

The DA is comprised of an executive board of directors which meets monthly to discuss upcoming events, budget, engagement and new ideas.

We meet with members every quarter to provide updates on finances and upcoming events, ongoing advertising opportunities, and vote on anything related to large costs and initiatives.



# *our* **PURPOSE**

The purpose of Destination Almonte is to support and promote local businesses, for storefront/retail and service-based, in the Almonte area by fostering community engagement, networking, advocacy, and providing resources that aid business growth, sustainability, and visibility--all to create an attractive tourist destination loved by our local visitors and residents.



# *why* **WE'RE HERE**

The Destination Almonte Association is seeking financial support (in the form of fund matching) so that we can continue to foster and grow the local entrepreneurial community, as well as activate more of our creative ideas for boosting tourism and small business sustainability in the friendly town of Almonte.



# *how* **WE USE OUR FUNDS**

- We employ a part-time marketing coordinator to facilitate the promotion of local businesses' marketing campaigns, events and social media, and provide administrative support for DAA executives.
- We sponsor local community events including Fibrefest, Puppets Up, Celtfest, etc.
- We have an association website and outsource website management for ongoing updates of events, blog/articles, and community news.
- We organize 4 seasonal night markets throughout the year and use funds to hire entertainment, print marketing materials, and advertise in local publications.
- We develop new annual events (Mid-Winter Milling, Winterfest, Where's Waldo & Elf on the Shelf Scavenger Hunts, etc.) and create reusable marketing collateral.
- We advertise through local outlets (Ottawa Valley Boss Babes, The Humm, etc.).
- We host an annual social event for members.

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# *what* **WE NEED TO GROW**

- Municipality of Mississippi Mills to match membership donations for the DAA.
- Official partnership on municipal community events (marketing collateral, website, etc.)
- A dedicated MM staff liason to manage communication.

**Additional funding will allow us to further invest in the association and provide added value to members, such as:**

- ongoing content creation for the DAA and members by professional artists and local influencers,
- additional activities at DAA markets to attract visitors,
- more DAA-organized events throughout the year,
- ongoing marketing/ads for the DAA and its members,
- networking and education opportunities for members...



# *our* FINANCIALS

FISCAL YEAR:  
APRIL 2024 - MARCH 2025

## REVENUE

Membership Fees \$7,500  
Night Market Vendor Fees \$1,000

**2024 REVENUE** **\$8,500**  
*carried over from 2023* \$5,700

**TOTAL REVENUE** **\$14,200**

## POTENTIAL FUTURE REVENUE & PROPOSED NEW INVESTMENTS

(see printouts)

## EXPENSES

Street Markets x3 (promotional expenses) \$3,000  
Marketing Coordinator Salary \$4,400  
Website Fee (hosting, domain, email, etc.) \$500  
Print Advertising (The Humm) \$2,000  
Winterfest Event (promotional expenses) \$1,000  
Mid-Winter Milling Event (promotional expenses) \$500  
Sponsorship (Fibrefest + Puppets Up!) \$2,000  
Sponsorship (Ottawa Valley Boss Babes Podcast) \$150  
DAA Social (Food + Drink) \$1,000  
Highway 417 Signage \$850  
Membership Outreach (brochures, etc.) \$220

**TOTAL EXPENSES** **\$14,570**