

DEPARTMENT OF BUSINESS, TOURISM, CULTURE & RURAL DEVELOPMENT

# Applicants Guidelines for Writing Proposals

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Regional Development Program

08/17/2015

## I. General

Applicants should become familiar with the objectives, eligibility guidelines and the specific eligibility criteria prior to developing a proposal targeted to the **Regional Development Program (RDP)**. This will help ensure that applicants have an understanding of the program prior to application. Applicants requesting financial assistance through the RDP must present a detailed proposal along with a completed application. This guide is intended to assist you with the development of your proposal but is not mandatory. It is important to note that, depending on the complexity and nature of your specific proposal, some sections may be more relevant to your particular application than others. Please contact the Development Officer in your area if you have any questions.

## II. Proposal

### 1. Title Page

The proposal's title page should contain the following information:

- title (subtitle if necessary);
- name and address of the submitting organization;
- name of agency and program to which the proposal is being submitted; and
- date of submission.

### 2. Executive Summary

The Executive Summary should be a standalone document that provides a condensed version of the proposal. It should contain the following information:

- brief summary of the purpose and objectives of the proposal;
- overview of the need or problem to be addressed;
- description of how the initiative will be implemented;
- brief outline of the economic benefits and impact;
- brief description of the management abilities of the organization; and
- summary of financial information showing use of funds and other sources of funds.

### 3. Table of Contents

This is particularly helpful with larger documents.

### 4. Introduction

The introduction should contain:

- description of the proposed initiative;
- evolution of the proposal;
- identification of major activities;
- guiding principles of the organization; and
- summary of benefits of the proposal.

## 5. Purpose and Objectives

This section should provide a clear picture of the overall goals of the initiative and the major objectives to be achieved. It should also provide benchmarks to evaluate the success of the initiative once implemented. The applicant should:

- state the overall goal;
- list the specific objectives that implementation of the initiative should achieve;
- define, clarify and expand on objectives of the initiative; and,
- establish an evaluation framework/ benchmarks to show how you evaluate if the project is meeting its objectives.

## 6. Description of Program Activity

This section will probably be the longest section of your proposal.

This section should clearly demonstrate the need or opportunity to be addressed by the initiative through:

- defining the opportunity;
- documenting and justifying the need and/or opportunity;
- qualifying and/or quantifying the need and/or opportunity; outline economic benefits/impact (regional and/or sector development; employment benefits; spin-off benefits; impact on out-migration/demographic trends; private sector impacts; contribution to long term viability of community; identification of commercial, business opportunities etc.);
- impact at the local, community, regional level;
- Sustainability;
- linkages to departmental or government wide strategies; and,
- linkages to industry strategies.

This section should also describe the *ways, means* and *activities* to address the need you have identified in your proposal. The following descriptions should be included:

- initiative activities;
- the methodology to be employed;
- work plans/action plans;
- initiative component description (initiative details & phases)
- implementation plans;
- technology requirements;
- consultant / external expertise requirements; and
- infrastructure and construction requirements (engineering design; drawings; site plans; and, detailed operational plans.

## 7. Organizational Structure/ Background

This section must clearly demonstrate the organization's credibility and its ability to successfully implement and operate the proposed initiative. It should include information on the following:

- history of the organization;
- organizational and management structure;
- project management skills;
- financial management skills;
- partner roles and responsibilities;
- project team key functions;
- other successful developments completed to date;
- organization and management of the proposed initiative; and
- overview of the skills and experience of key management personnel.

## 8. Project Timetable

Timelines should indicate when the organization will complete key action items. The proposal must contain a timetable of when key milestones will be achieved (bar charts are excellent representations of timetables), estimated implementation time frames and phasing strategy, if applicable.

## 9. Budget/ Financial

This section must clearly demonstrate the viability/sustainability of the proposal. Proponents are expected to consider all potential funding sources and the availability of alternative sources of financing will be a factor in the assessment of all applications. The following information is required:

- the source and proposed use of funds;
- the source and amount of funding committed to the project to date, if applicable;
- detailed project costs;
- financial projections including cash flow projection and income statement;
- rationale for financial projections;
- notes and assumptions to the financial projections; and
- status of all other funding sources.

## 10. Compatibility

This section should demonstrate how this proposal is consistent with:

- overall organizational strategic plan;
- regional and sectoral priorities; and,
- other organizations including provincial / federal departments, municipal plans, linkages to industry strategies.

11. Marketing Plan (if applicable)

This section should demonstrate that the applicant clearly understands any marketing issues associated with the initiative. It should include information on the following:

- market research;
- target markets;
- description of marketing activities for the initiative;
- a detailed marketing plan; and
- applicable market contracts (to be appended ).

12. Appendices

The following documents should be included as appendices, if applicable, to the proposal:

- a list of appendices;
- the organizations latest financial statements;
- qualifications/ resumes of key project management personnel;
- letters of support;
- additional notes and assumptions to the financial projections;
- cost estimates for the purchase of capital equipment;
- any resource materials referenced in the proposal;
- copies of required permits and licenses;
- copies of required environmental approvals;
- copies of relevant contracts and M.O.U's; and
- copies of relevant sketches/engineering diagrams.