



*Excerpted from the Program Guidelines document
produced July 27, 2007*

Marketing Project Application Policies:

- Presentation of the Facilitator's Core Report to community stakeholders sets the start date of a **3 year** window for the community in which to APPLY for Community Tourism Foundations Marketing funds.
- A potential **total** of up to \$50,000 may be available to a medium-sized community or cluster of communities over the three period. Tourism BC reserves the right to adjust this limit on a case-by-case basis, and is subject to availability of funds for this program generally.
- Funding support in any given fiscal year, in whole or in part, is not guaranteed, as there may be excess demand for community funds relative to the available budget. In FY08, there may be up to \$500,000 available for eligible communities to access.
- It is anticipated that most communities will apply for \$15-20,000 of this fund in their first year of marketing.
- Any Community Tourism Foundations marketing funds received previously by a community in FY06 or FY07 will be deducted from the total available. Similarly, should a community receive Community Tourism Foundations marketing funds as a member of a larger community cluster, that community would not be eligible to receive additional marketing funds on an independent basis.
- Funding requests should be based on realistic and conservative estimates of eligible costs. In order to best manage program uptake to the benefit of all participating communities, any unused funds from an annual allocation to a community will be deducted from its available funds over the balance of the program. For instance, if a community requests \$20,000 in Community Tourism Foundations marketing in Year One, but only uses \$12,000, then the total **remaining** funding available to that community in the future will be reduced by \$8,000...in this case, to \$22,000, instead of \$30,000.

- Community Tourism Foundations cooperative funding covers a maximum of 50% of eligible expenses excluding GST for pre-approved project activities, provided on the basis of matching funds being supplied by the community and its stakeholders.
- The community must ensure that it has adequate resources in place to fully pay for all related expenses prior to claiming for reimbursement at completion of the project.
- If the Core Report includes a detailed Tactical Plan, the project application process can begin immediately. If it is not included, when the Tactical Plan has been developed, it must be signed off by the facilitator, and forwarded with the initial project application to the community.

Marketing Project Application Processes:

- The initial project funding application (using a template supplied by Tourism BC) will normally be drafted by the facilitator, and must in every case be consistent with the official Tactical Plan and the recommendations of the core Community report generally. The facilitator will then email this spreadsheet file, together with the current program guidelines, to the community official responsible for administering the project. A copy will be sent to Tourism BC and the regional DMO community coordinator.

The community may make minor adjustments to what the facilitator has prepared, presuming that the general spirit of the plan is followed, and the tactics involve eligible activities. In subsequent years the community will prepare the project sheet without the facilitator's involvement.

- When the community is committed to implementing the program, they will email the project form with a cover letter to Tourism BC at RegionalMarketing@TourismBC.com. The updated Tactical Plan should be included, unless it is unchanged from what was presented in the Core Report. Note that the project expenses contemplated must occur during the fiscal year that they are applying for funding in, although the related outputs may be delivered early in the subsequent fiscal year.
- If the application is received by **December 31st**, it is guaranteed to be **considered** for funding in the current fiscal year. Note that the funding access is first-come, first-served, so getting

applications in earlier in the year is strongly recommended.

- Applications received **January 1st – March 31st** may not be considered by Tourism BC in that fiscal year, although reasonable efforts will be made; most requests during this period will likely be deferred until the new fiscal year, beginning April 1st.
- If approved, Tourism BC will prepare a contribution agreement outlining its commitment and the community's obligations, and email this to the community for printing/signature and return to Tourism BC by mail or courier.
- When the signed agreement is received by Tourism BC the approved project sheet will be emailed to the community, with a unique project number assigned. Potentially, the process from the draft creation by the facilitator to the receipt by the community of their official approval could be as little as 48 hours!
- The community will execute the project activities as outlined, recording the transactions on the project sheet. Upon completion, the form, together with copies of the related invoices, and a numbered invoice from the community, will be submitted to Tourism BC by mail.
- Tourism BC Graphic Standards for all eligible activities must be adhered to, and unless otherwise authorized, layouts must be approved by Tourism BC prior to implementation.
- The community claim will be processed promptly and payment arranged (direct deposit or other electronic funds transfer is an available option in most cases that will speed the payment by a couple of days).
- Within 90 days of completion of the project, the community will forward digital samples of the program outputs and a brief performance evaluation summary. Tourism BC will provide extra guidance on this to the community as work progresses.