

TOURISM CO-OPERATIVE MARKETING FUND 08/09

# MARKETING PROJECT

APPLICATION FORM



## MARKETING PROJECTS

Implemented by the Department of Tourism and Culture (Tourism Yukon)

## GOALS

The purpose of the Tourism Co-operative Marketing Fund (TCMF) is to assist in the marketing of Yukon tourism products and services from across the territory, to prospective visitors around the world.

Tourism Yukon's participation in this program will strengthen the Yukon brand image, help to showcase the territory in key target markets and assist in the growth of Yukon's economy.

To facilitate and encourage business, market and/or trade-ready tourism businesses, First Nations, municipalities, organizations or partnerships<sup>1</sup> to partner with Tourism Yukon in the promotion of Yukon product.

## OBJECTIVES

- » Stimulate and partner in targeted innovative programs
- » Increase visitation in all four seasons
- » Co-ordinate and leverage industry and Tourism Yukon's marketing efforts
- » Extend the reach and impact of the Department's marketing programs

### PRIORITY WILL BE GIVEN TO MARKETING ACTIVITIES THAT:

- » Target key markets as identified in the 2008-2009 Tourism Yukon Strategic Plan
- » Increase visitation
- » Promote increased planning of overnight stays and extend length of stay
- » Involve stakeholders/partners

### INTENDED OUTCOMES OF THE TCMF INCLUDE:

- » Enhanced Yukon Brand recognition
- » Increased tourism revenues
- » Increased number of visitors
- » Increased length of stay

<sup>1</sup> Partnerships are defined as more than one business participating in a joint proposal that involve cash financial contributions by all partners.

## PROGRAM REQUIREMENTS AND CRITERIA

### ELIGIBLE APPLICANTS

- » Yukon business, market and/or trade-ready tourism businesses, First Nations governments, municipal governments, tourism organizations or partnerships and non-government organizations featuring Yukon product.
- » Partnerships with outside companies are eligible providing the proposal is lead by a Yukon based company exclusively featuring Yukon product.

### A YUKON BUSINESS MUST:

- » Be in good standing with Corporate Affairs-Yukon Government, the Worker's Compensation Health & Safety Board, have valid liability insurance and be a licensed Wilderness Tour Operator.
- » Employ Yukon residents.
- » Own/lease property necessary for the business.
- » Have all government loans in good standing.
- » Be business, market and/or trade ready.

### PROJECT COST SHARING

- » Individual businesses are eligible for 50% funding of eligible costs to a maximum of \$25,000.
- » Partnerships and Destination Management Organizations (DMOs) are eligible for 50% funding of eligible costs to a maximum of \$75,000. Preference will be given to proposals that show equitable financial contributions by all partners.
- » Funding will be provided upon completion of the contribution agreement requirements in three installments; 50% upon approval and sign-off of the contribution agreement, 40% upon submission of an interim report and 10% upon submission of a final financial report.

### ELIGIBLE PROJECT COSTS MAY INCLUDE BUT ARE NOT LIMITED TO:

- » Placement of paid advertising Yukon based travel guides, broadcast, electronic (web banners) and/or print media (excluding Yukon Vacation planner and [www.travelyukon.com](http://www.travelyukon.com)).
- » Purchase of direct mail lists.
- » Key word purchase.
- » Promotion of Yukon events by communities and NGO's that includes tourism packages (i.e. 2 night festival package including accommodation and admission to event).
- » FAM trips – hosting both travel media and travel trade.
- » Fulfillment/postage costs for purchased or maintained mailing lists where all names are fulfilled at one time and counted through a single source mechanism (i.e. a commercial postage meter).

For the purpose of this fund a package is defined as including at least one additional service, activity or experience not offered by the operator and the consumer must pay the operator/packager directly for all components of the package, e.g. hotel accommodation with a flightseeing tour. The consumer pays only one business for both services. The business accepting payment will pay the other service provider on behalf of the consumers.

## INELIGIBLE PROJECT COSTS INCLUDE BUT ARE NOT LIMITED TO:

- » Administration costs such as office equipment, telephone charges, internet access, clipping services, 1-800 numbers, translation, etc.
- » Production creation and development costs of CD-ROMS, website development and enhancements, individual business brochures, development of logos, business cards, posters and print materials.
- » Projects, events and activities already started or completed.
- » GST.
- » Website optimization.

## DURATION OF PROJECT

Projects must have a start and end date specified within the proposal. Final reporting will be due 45 days after the specified end date of the project. All projects must be completed by March 31, 2009. Projects will not be deemed complete without submission of a final report in a form acceptable to the TCMF Coordinator.

## APPROVAL OF PROPOSALS

- » Applications to the TCMF will be reviewed by the TCMF Coordinator to ensure that all the requirements are met.
- » Once all requirements are met to the satisfaction of the TCMF Coordinator, completed proposals will be forwarded to the TCMF Committee for review.
- » Completed proposals to the TCMF will be reviewed in priority of receipt.
- » Incomplete applications will not be accepted for committee review until they are completed in full.
- » Applicants should allow for 15 working days for final decision on their completed proposal.
- » Applications recommended for approval by the TCMF committee will be forwarded to the Deputy Minister of Tourism and Culture.

## OTHER REQUIREMENTS

- » Successful applicants must sign a contribution agreement with the Tourism Yukon related to the project. The contribution agreement will outline the obligations of each party.
- » Reporting requirements must be completed and returned in accordance with the terms of the contribution agreement before funds will be released.

VISIBLE ACKNOWLEDGEMENT OF THE CONTRIBUTION OF THE GOVERNMENT OF YUKON MUST INCLUDE:

- » Prominent inclusion of Tourism Yukon's logo on all promotional material including all print, electronic, television and radio creative.
- » Tourism Yukon's website address ([www.travelyukon.com](http://www.travelyukon.com)) should be included where applicable. Other options and opportunities for Tourism Yukon presence will be considered on a case-by-case basis.
- » Activities not included in the contribution agreement are not eligible for funding. Any additional activities the applicant would like to incorporate into their contribution agreement must be approved by Tourism Yukon before funding will be eligible.
- » Tourism Yukon may request access to the leads generated from projects for research purposes only.
- » All records and invoices related to the project, including project results and return on investment must be retained for review and audit by assigned Tourism Yukon staff or auditors.

Online application form: [http://www.travelyukon.org/marketproject\\_form.html](http://www.travelyukon.org/marketproject_form.html)

## TOURISM COOPERATIVE MARKETING FUND FAQ

### 2008-2009 TCMF FREQUENTLY ASKED QUESTIONS

Q . How many projects is my organization eligible to apply for under the TCMF?

A . There is no maximum on the number of projects you can apply for in a year. Proposals will be judged on their complementary value that support department marketing strategies; their potential to increase revenues; to increase visitation to a community; extend the length of stay of visitors and the potential to increase tourism spending within a community or region.

Q . Will there be cash up front upon approval of a proposal?

A . Once an application has been approved and an agreement signed with the department, payment will be made in three installments: 50% upon signing of the agreement, 40% upon receipt of an interim report, and 10% upon completion of the project including a financial report in a form acceptable to Yukon Tourism. Applicants must retain all receipts and proof of purchased services applicable to the project.

Q . Can a group of organizations get together and submit a joint proposal under the TCMF?

A . Yes. However, a lead organization for the group must be appointed. This lead organization must be a Yukon based business exclusively featuring Yukon product. The lead will communicate with the department and act on behalf of the group for the project. It is strongly recommended that participating organizations draft a partnership/ operating agreement among themselves. All businesses participating in a joint proposal are required to provide a financial contribution to the project.

Q . What costs will the fund NOT cover?

A . The fund will not cover administration costs such as office equipment, telephone charges, internet access, website development and enhancements, clipping services, 1-800 numbers, translation, production creation and development costs of CD-ROMS, website optimization, display booths, per diems, brochures, logos, business cards, posters and GST.

Q . What publications can I advertise in?

A . Publications that target prospective visitors in the planning stage and fall within the parameters of the Tourism Marketing Plan and Strategy. Advertising in Travel Guides are also eligible.

Q . Are creative costs covered?

A . Creative costs are ineligible.

Q . What costs are covered for in-bound media/trade fairs?

A . The fund will cover transportation costs to/from the Yukon. If driving, mileage costs will be calculated at 61.0 cents per kilometer but will only apply if lower than pre-booked airfare in economy seating. FAM activities and accommodation costs are also eligible. All media must have a signed publishing contract or a reasonable guarantee that their Yukon article will be published.

Q . How much money can I get from the TCMF?

A . Each individual business is eligible for up to \$25,000 total between the Marketing Project and Trade and Consumer show portions of the fund regardless of the number of applications. Each partnership is eligible for up to \$75,000 total between the Marketing Project and Trade and Consumer show portions of the fund. Destination Management Organizations (DMOs) are eligible for a total of \$75,000 for all applications to the Marketing Project and Trade and Consumer show portions of the fund.

Q . My organization has received money from another Yukon Government fund – can I use this as equity for my TCMF Application?

A . No, funding received from any Yukon Government source including Contribution Agreements is ineligible as equity.

TIP: IF APPLYING TO THE TCMF FOR MORE THAN ONE PROJECT .

Create yourself a word document that responds to the application questions and save on your computer. When pulling up a new application on-line, cut and paste from your saved document your general information responses into the appropriate fields on the on-line form. Now, all you have to do is type in the new project details and budget information into the on-line application.



## COMPANY PROFILE

What tourism products or services does your company provide?

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How long have you been selling these products/services?

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Is the cash flow produced by your operation sufficient to support your marketing project?

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Have you been successful in marketing these products outside of the Yukon?

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What tourism market(s) do you normally target?

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What sets your tourism products or services apart from those of your competitors?

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Can you estimate the increased demand for your products or services over the long term?

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Do you have established contacts in the market place and do you expect to close sales?

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## ARE YOU READY TO TAKE YOUR PRODUCT TO MARKET?

New this year is “Business, Market and Trade Ready” – eight simple questions, which all applicants must complete to qualify for funding. These questions are being implemented in response to requests from Yukon’s tourism industry to enhance the competitiveness of Yukon’s tourism industry. For more information please contact Tourism Yukon at (867) 667-5036 or email Shannon.mcnevin@gov.yk.ca

Please circle the answer to the following questions:

Does your business:

- |   |     |        |
|---|-----|--------|
| 1) Maintain a good standing of all applicable licenses, insurance and legislative requirements?   | YES | NO     |
| 2) Have marketing materials such as a brochure, rack card or website?   | YES | NO     |
| 3) Provide a contact telephone number or e-mail contact year round?   | YES | NO     |
| 4) When closed for the season, provide an automated response through voice mail, e-mail or website?   | N/A | YES NO |
| 5) Have a published consumer billing, payment and cancellation policy?  | YES | NO     |
| 6) Have a published trade-oriented billing, payment and cancellation policy for receptive/inbound tour operators and outbound/international tour operators?   | YES | NO     |
| 7) Have been market-ready for at least one year, or have successfully operated a tourism business working with the travel trade and with a proven track record for safe and professional operation?                 | YES | NO     |
| 8) Offer wholesale (net) rates to receptive/inbound tour operators and outbound/international tour operators throughout the negotiated time period and provided at least one year in advance of the selling season? | YES | NO     |

Do you have a current membership in a related tourism association? (Please check off all that apply.)

TIA YUKON     WTAY     YFNATA     YCB     YOA     OTHER \_\_\_\_\_

Do you have all of the required insurances, licenses and certificates? (Provide a list with all policy and license numbers.)

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## EXPECTED PROJECT RESULTS:

WHAT ARE THE EXPECTED RESULTS FROM ATTENDING SHOW/EVENT INCLUDING RETURN ON INVESTMENT (ROI)?

Project must have clearly defined practical objectives. (Profit Projection minus Total Investment equals your profit, then divide profit with your total investment equals ROI, e.g. \$1200 project profit minus \$1000 total investment = \$200.00 profit  $\$200/\$1000 = 0.20$  or 20% ROI)

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HOW WILL YOU MEASURE THE EXPECTED RESULTS FROM YOUR MARKETING PROJECT?

Detail the appropriate method for evaluation/measurements, e.g. percentage of sales increases, website unique visits, lead generation etc.

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TCMF MARKETING PROJECT BUDGET INFORMATION (Do not include GST)

Supplier or Partner	Project Component	Total Project Costs (excluding GST)	Applicant Contribution (50% of eligible costs)	TCMF \$\$\$ 50% Request
Totals				

(Eligible costs will be confirmed by TCMF Coordinator after the application has been reviewed.)

PROVIDE HERE, ANY ADDITIONAL INFORMATION YOU THINK MIGHT ASSIST THE TCMF PROGRAM COORDINATOR WITH THE EVALUATION OF YOUR PROJECT APPLICATION.

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## STATEMENT BY APPLICANT

On behalf of and with the authority of the applicant, I certify that:

- A. the information given in support of this application for assistance is true, correct and complete in every respect;
- B. the applicant is aware that the information contained herein can be used for the assessment of project eligibility and for statistical reporting;
- C. the applicant understands that the information contained in this application or submitted to the department in connection with the application is subject to disclosure under the territorial Freedom of Information and Protection of Privacy Act;
- D. the applicant accepts sole responsibility for the expenditure of all funds awarded;
- E. the applicant has read and understands the information contained in the Application Form; and
- F. successful applicants will be required to enter into a legal agreement with the Department regarding expenditure of funds, as per the YTG Financial Act. If this is a partnership each representative must sign the application form.

AUTHORIZED SIGNING OFFICER (for Applicant)

Name (print) \_\_\_\_\_ Position or Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE NOTE — While every effort will be made to fund qualified applicants, financial support of what appears to be a qualified project is not guaranteed. Be sure to discuss your project/application in detail with the TCMF coordinator.

Please send your application to the following address. Do not forget to keep a copy for yourself.

Attention: TCMF Coordinator

Department of Tourism and Culture

P.O. Box 2703

L-1 Whitehorse, Yukon Y1A 2C6

FOR FURTHER INFORMATION PLEASE CONTACT

PHONE: (867) 393-7133

TOLL FREE: 1-866-310-8263

FAX: (867) 393-7005

EMAIL: [tcmf@gov.yk.ca](mailto:tcmf@gov.yk.ca)

WEB: [www.travel yukon.org](http://www.travel yukon.org)