

**2014**

**Tourism Fund Application Package**



**Tourism Development  
Tourism Marketing**

**Newell Regional**

**Tourism Association**

PO Box 1597, Brooks Alberta, T1R 1C4

Ph. 403-794-2328 Email: [info@visitnewell.com](mailto:info@visitnewell.com)

## Overview:

The Newell Regional Tourism Association (NRTA) Tourism Fund is designed to extend tourism marketing support through project funding of new or enhanced marketing initiatives in Newell, with a goal of increasing the number of events, creating more sustainable organizations, and enhancing the image of Newell as a positive and attractive tourism destination in Southern Alberta.

These Fund Guidelines ensure access to tourism project funding for the Region of Newell (City of Brooks, Town of Bassano, Villages of Duchess & Rosemary, County of Newell [Including: Bow City, Cassils, Gem, Millicent, Patricia, Rainier, Rolling Hills, Scandia & Tilley], and Siksika Nation). To qualify for funding support, tourism projects must comply with these guidelines.

These guidelines were developed by the Newell Regional Tourism Association and the Newell Regional Economic Development Initiative (NREDI) to ensure NREDI funding obligations to NRTA are being met for this program.

The Newell Regional Tourism Association Tourism Fund is defined as a support initiative for local organizations involving financial investment from local government municipalities.

## Guidelines

1. There is no set or matching fund ratio, and each project is individually assessed by a selection committee appointed by the Newell Regional Tourism Association.
2. There are three calls for funding in any given year, and applications are required to be submitted before the first of the month for the months of March, June, and October. Grants can be submitted to [info@visitnewell.com](mailto:info@visitnewell.com)
  - a. Funds will be available for projects for each of the three calls in a year. Up to 50% of the Marketing fund will be available in March, 30% in June, and 20% in October
  - b. Successful applications will have funds released for the project in the beginning of the following months (April, July, November)
  - c. Funding is given on a first come, first serve basis. When funding is no longer available for the year, a new application must be submitted in the following year.
  - d. Events require three months of notice to be considered applicable for funding. For example, an event in April will need to submit an application at the October call for grants to be considered.
3. Tourism Fund projects should support the goals and objectives of promoting the Region of Newell as a positive and attractive tourism destination in Southern Alberta.
4. The program is designed to support many projects in the region with an end goal of project self-sufficiency. It is not a program to subsidize existing marketing projects or projects that are already financially viable.
5. All projects supported by the Tourism Fund should adhere to graphic requirements set by the NRTA or NREDI. Electronic copies of both organizations logos can be accessed from the office of the Newell Regional Economic Development Initiative. Should you require additional information regarding graphic standards, please contact [slendersw@newellmail.ca](mailto:slendersw@newellmail.ca)
6. Industry is encouraged to contact the Newell Regional Tourism Association at the conceptual stage to discuss their idea, and/or to review the funding criteria.

7. A completed application form must be submitted at the call for funding for organizations to be considered for funding. The Newell Regional Tourism Association has a Tourism Fund Application form to assist industry in completing a proposal. Upon review of the proposal, NRTA will provide written confirmation of its level of support in the project.

Additionally, Industry may be interested in applying for funding from the Destination Marketing Fund. A Destination Marketing Fund Application form has also been provided in this package to assist industry in completing a proposal for consideration separate from the Tourism Fund.

8. Tourism Funds are not available for projects on a retroactive basis. Approvals must be obtained in advance, and in writing with signatures from both the NRTA and NREDI.
9. All marketing projects utilizing the Newell Regional Tourism Associations Tourism Funds must be evaluated and verified within 45 days of project completion. An evaluation form is available from the NRTA for this purpose. Copies of all supporting/backup documents, invoices, proof of payment, etc., must be provided with the evaluation to substantiate project completion.

## Disclaimer

The Newell Regional Tourism Association has the right to limit funding available for each project. Acceptable organizations are evaluated and assessed by a selection committee appointed by the NRTA.

- Management expenses are not eligible project expenses
- Capital costs are not eligible project costs or expenses
- Municipalities and Schools cannot apply. Recreational facility requests and community hall improvements should be submitted to Recreational Boards
- If a group indicated on the application form that they are applying for “One Time Funding”, they are not eligible to apply in the following two years with a similar request for the same event or item
- If a group indicates that they are applying for “Annual Funding”, funds can be allocated for only up to three consecutive years. In the fourth year, the group must reapply with a new application.

For additional information, please contact [info@visitnewell.com](mailto:info@visitnewell.com) for more information.

Submission Date: 

MM	DD	YYYY

*Please allow sufficient time between the submission date and the project start date for your application to be reviewed and any necessary adjustment to be made.*

**Project Information**

1. **PROJECT NAME:** \_\_\_\_\_

2. **A) NAME OF ORGANIZATION APPLYING FOR FUNDING** (to receive payment from Newell Regional Tourism Association):

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

**B) PROJECT MANAGER** (if different than above)

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

3. **DATES OF PROPOSED PROJECT:**

Start Date: 

MM	DD	YYYY

End Date: 

MM	DD	YYYY

4. **IS THIS EVENT A ONE TIME EVENT OR ANNUAL EVENT?**  One Time  Annual

5. **PROJECT LEAD:**  Industry  Non-Profit

6. **AMOUNT BEING REQUESTED FOR ASSISTANCE** \$

7. **WHERE (in what locality) WILL THE PROJECT BE HELD?** \_\_\_\_\_

**8. DESCRIPTION** (please provide):

- *An overview of the project*

**9. DESCRIPTION** (please provide):

- *What the funds are to be used for*

**10. BRINING PEOPLE TO THE REGION (IF APPLICABLE):**

How many people do you expect this project to attract?

How far will people come for this project?

Will people be staying overnight for this project?

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**11. WHAT DO YOU ESTIMATE AS THE ECONOMIC IMPACT OF YOUR PROJECT?**

**12. OBJECTIVES & PERFORMANCE MEASURES** *(expected return on investment):*

When completing this section, consider how much additional revenue you expect to generate

Goal	Objective/ Target	Method of Performance Measures

**13. HAVE YOU PARTNERED OR RECEIVED HELP FROM ANY OTHER ORGANIZATIONS:**
 YES     NO

 \*If **NO**, please indicate organizational project revenue below

Partner Name	Partner Location	Partner Contributions	
		Cash	In-Kind (Provide details, i.e. accommodation, transport, free admissions, etc.)
Total			

**Organizational Information**
**BRIEFLY DESCRIBE YOUR ORGANIZATION****DOES YOUR ORGANIZATION HAVE ANY VOLUNTEERS OR EMPLOYEES?**  YES     NO

If yes, how many? If no, why not?

**IF THIS EVENT IS NOT APPROVED, WILL THE PROJECT PROCEED?**  YES  NO  
**If yes, how? If not, why not?**

**IF THE PROJECT ALREADY EXISTS, WHY DOES YOUR ORGANIZATION REQUIRE THE MONEY FROM THE FUND?**

**HOW WILL YOUR PROJECT CONTRIBUTE TO A POSITIVE IMAGE OR TOURISM DESTINATION IN NEWELL AND THE SURROUNDING COMMUNITIES?**

- Please attach an organizational financial statement, and a proposed three year revenue and expense budget unless the event is a one-time special event (including sources of funding such as government grants, donations, (cash or in-kind), fundraising and volunteer time)
- Not more than 45 days after the event, please submit an actual budget including final revenues and expenses. We reserve the right to ask for proof of expenditures.

All organizations receiving assistance from the Newell Regional Tourism Association will be required to submit an evaluation form. This form will be emailed out after event completion and is required within 15 days of receiving the email.

By submitting this application to the Newell Regional Tourism Association, we the undersigned,

- a) declare that we understand the eligibility criteria and program audit requirements. We further declare that we have not submitted a proposal for funding to any other Newell Regional Tourism Association business unit, which has not been disclosed in this application;
- b) acknowledge that information from this application and information concerning the progress of approved projects may be shared, as required, with other tourism business units and the, Newell Regional Economic Development Initiative, Ministry of Tourism, Parks & Recreation for the purposes of determining program eligibility and evaluating or monitoring program outcomes and that a limited amount of information about approved projects may also be posted to the Newell Regional Tourism Association website(s);
- c) acknowledge that any approval of a Newell Regional Tourism Association investment into a tourism project is based upon our acceptance of the Tourism Fund Guidelines;
- d) agree to notify the Newell Regional Tourism Association in writing for further approval if there are changes to the program or if additional expenses are incurred that were not included in this application.

Project Manager: \_\_\_\_\_

Signature: \_\_\_\_\_

Please send completed forms to [info@visitnewell.com](mailto:info@visitnewell.com) or fax to (888) 361-7921. For more information please call (403) 794-2328

## Optional Marketing Support

This section is an optional component of the application form. If your organization is looking for additional marketing support, this form can be used to ask for assistance from the Destination Marketing Fund (DMF). The information presented in this document may be shared with Travel Alberta for the potential of increasing available funds for your project if it qualifies.

**14. MARKETING CHANNEL:**     Consumer     Travel Trade     Media/Public Relations

**15. MARKETING SEGMENT**(Choose best that applies):

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Adventure            | <input type="checkbox"/> Touring/Sightseeing | <input type="checkbox"/> Heritage / Cultural / Aboriginal                               |
| <input type="checkbox"/> Rural Tourism        | <input type="checkbox"/> Urban Tourism       | <input type="checkbox"/> Learning & Enrichment  |
| <input type="checkbox"/> Eco-Tourism          | <input type="checkbox"/> Ski/Snowboard       | <input type="checkbox"/> Other Winter   |
| <input type="checkbox"/> Event – Dates: _____ | <input type="checkbox"/> Attraction          | <input type="checkbox"/> Other <input style="width: 100px; height: 15px;" type="text"/> |

**16. THIS MARKETING PROJECT IS IN ITS \_\_\_\_\_ YEAR.**

*If this application includes enhancements to a previously funded project, please describe how the project has been enhanced:*

**17. IDENTIFY THE TARGET MARKET(S):**

*If more than one market selected, please estimate the % of budget allocated to each region:*

%	Southern Alberta	%	Saskatchewan
%	Central Alberta	%	British Columbia
%	Northern Alberta	%	Other Provinces (Specify) _____
%	Region of Newell	%	United States (Specify) _____
		%	Other (specify) _____

**18. MARKETING INITIATIVE & TACTICS** (please check all that apply):

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Television   | <input type="checkbox"/> Radio                     | <input type="checkbox"/> Newspaper               |
| <input type="checkbox"/> Magazine   | <input type="checkbox"/> Speciality Publication    | <input type="checkbox"/> Brochure                |
| <input type="checkbox"/> Outdoors - Billboard                                       | <input type="checkbox"/> Online Marketing          | <input type="checkbox"/> Media/ Public Relations |
| <input type="checkbox"/> Tradeshows / Consumer Shows                                | <input type="checkbox"/> Third Party: Travel Agent | <input type="checkbox"/> Client Event            |
| <input type="checkbox"/> Learning   | <input type="checkbox"/> FAM                       | <input type="checkbox"/> Other (Please Specify)  |
| <input type="checkbox"/> Consumer Direct: Direct Mail / Telemarketing/ Direct Email |  |  |
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**19. DESCRIPTION** (please provide):

- *An overview of the project; and*
- *Details for each tactic selected above ( including topic or package to be marketed, intentions of campaign, length of commercial, number of pages, number of issues or times played TV or radio during the project dates).*

**20. MARKETING OBJECTIVES & PERFORMANCE MEASURES** (*expected return on investment*):

When completing this section, consider how much additional revenue you expect to generate based on your marketing activities.

Goal	Objective/ Target	Method of Performance Measures

**21. ESTIMATED PROJECT MARKETING BUDGET** (*do not include GST*):

Marketing Tactic	Company Name (if applicable)	Expense
Total		

**22. HAVE YOU PARTNERED OR RECEIVED HELP FROM ANY OTHER ORGANIZATIONS:**
 YES       NO

\*If NO, please indicate organizational project revenue below

Partner Name	Partner Location	Partner Contributions	
		Cash	In-Kind (Provide details, i.e. accommodation, transport, free admissions, etc.)
<b>Total</b>			

<b>EXPENSES - PARTNER REVENUE = FUNDING SHORTFALL: (amount requested)</b>	
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- Please attach a projected budget and last year's financial statements for your event including anticipated revenues and expenses
- Not more than 45 days after the event, please submit an actual budget including final revenues and expenses. We reserve the right to ask for proof of expenditures.
- All organizations receiving assistance from the Newell Regional Tourism Association will be required to submit an evaluation form. This form will be emailed out after event completion and is required within 15 days of receiving the email.

By submitting this application to Newell Regional Tourism Association we the undersigned,

- declare that we understand the eligibility criteria and program audit requirements. We further declare that we have not submitted a proposal for funding to any other Newell Regional Tourism Association business unit, which has not been disclosed in this application;
- acknowledge that information from this application and information concerning the progress of approved projects may be shared, as required, with other tourism business units and the Ministry of Tourism, Parks & Recreation for the purposes of determining program eligibility and evaluating or monitoring program outcomes and that a limited amount of information about approved projects may also be posted to the Newell Regional Tourism Association website(s);
- acknowledge that any approval of a Newell Regional Tourism Association investment into a marketing project is based upon our acceptance of the Destination Marketing Fund Guidelines;
- acknowledge that the Newell Regional Tourism Association reserves the right to amend or rescind its approved investment if the project is not completed, the evaluation report is not submitted or lacks sufficient detail or the program was materially different than represented in this application.
- agree to notify the Newell Regional Tourism Association in writing for further approval if there are changes to the program or if additional expenses are incurred that were not included in this application.

Project Manager: \_\_\_\_\_

Signature: \_\_\_\_\_

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