



THE CORPORATION OF THE CITY OF VERNON
3400 – 30th Street, Vernon, B.C. V1T 5E6
Telephone: (250) 545-1361 Fax: (250) 545-4048
Website: www.vernon.ca

Corporate Policy

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| Section: | Community Development | |
| Sub-Section: | | |
| Title: | AHRT Funds - Cooperative Marketing Policy and Guidelines | |

RELATED POLICIES

| Number | Title |
|--------|---|
| | AHRT Small Accommodators' Marketing Incentive Policy and Guidelines |
| | |

APPROVALS

| POLICY APPROVAL: | AMENDMENT APPROVAL: | SECTION AMENDED |
|--|----------------------------|------------------------|
| Approved by: <i>"Wayne Lippert"</i> | Amendment Approved by: | |
| Mayor | Mayor | |
| Date: November 22, 2010 | Date: | |

GOAL:

To leverage marketing funds from the AHRT with the private sector to maximize our ability to position Vernon competitively as a tourist destination.

GUIDELINES:

- Projects must support the goals and objectives of the Vernon Strategic Plan (2010 – 2015) and promote to our target markets.
- Matching funding provided to the marketing project will be up to a maximum of 50% with a minimum leverage of 1 to 1 (in-kind matching will be leveraged at 25%). HST amounts are not leveraged or funded.
- Projects must attract visitors from outside of the Okanagan region and increase tourism visitation and spending.
- Projects should feature direct to consumer initiatives and promote niche products or feature the experiences available in the Vernon area.
- All projects supported must feature the visual identity of Tourism Vernon and acknowledge the funding support of Tourism Vernon.

Eligible Costs:

- Promotional materials (including production, publishing and distribution costs)
- Advertising campaigns (radio, TV, magazine, newspaper, billboard, online/web, etc)
- Direct mail campaigns
- Participation at an event/consumer/tradeshow (except those shows that Tourism Vernon is attending)

Ineligible Costs:

- Capital and operating costs (wages, phone, fax, office equipment and supplies)
- Display booths, posters, business cards, per diems
- Development of marketing/business plans
- Membership or registration fees
- Video or capital equipment
- Website maintenance, design and/or hosting
- Promotional items (trinkets, t-shirts, banners, flags, floats, etc)
- Projects that have already accessed City of Vernon funding

FUNDING

Cooperative marketing funds are available in two categories: “Campaigns” and “Matching Dollars”. The “Campaigns” or Consortium category will be the principal cooperative marketing vehicle and would require a number of partners that are working together on a marketing campaign based around a specific theme. “Matching Dollars” programs will be the second tier of AHRT co-operative advertising activity. These funds would be used to support individual marketing initiatives that meet the guidelines and include the Tourism Vernon branding message.

Funding is available for all sizes of tourism stakeholder businesses.

Funding will be provided upon completion of the contribution agreement requirements and based on actual receipted expenses.

To qualify for the program operators must:

- Be a tourism operator with a valid business license in the Greater Vernon area OR be a non-profit organization based in the North Okanagan area
- Direct the marketing to a destination market
- Include an overnight stay in Vernon in any packaging marketing content
- Include the Tourism Vernon logo and website in marketing content
- Track and report results of the marketing initiative(s)

Application Process:

A written proposal is required and must include:

- A description of the project including target market/segment and implementation dates.
- The project's goal, objectives and performance measurements to be used.
- Anticipated cost breakdown and estimated overall marketing budget.
- Information on partners (for "Campaign" funding) including contact names and addresses.
- Funding amount requested, type ("Campaign" or "Matching Dollars") not including HST.
- Applications for \$5000 or less can be approved by the Manager, Tourism Services.
- Applications for \$5001 or more will require approval by the Tourism Advisory Committee and Council. Due to meeting schedule, please allow for an 8 week approval cycle.

Applications should be forwarded to:

Manager of Tourism Services
City of Vernon
3001 – 32nd Avenue
Vernon BC V1T 2L8
Phone: 250-550-3634

Appendix B (1) - Application Form – Campaigns



CO OPERATIVE MARKETING PROGRAM

Projects funded under this program are evaluated and must meet certain criteria as outlined in approved policy. Evaluation, tracking, reporting and the use of the Tourism Vernon logo for print/online/visual applications and the words “Vernon – make it yours” for audio applications, is required. Please print off and complete the

following:

APPLICATION FORM - CAMPAIGNS

Campaigns require an overarching theme and are open to consortiums/collaborative participation of more than one tourism business. (i.e.: a hotel, a transportation company and an activity working together)

Name of Lead Organization: _____

Address: _____

City/Town: _____ Postal Code: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Website Address: _____

Type of Tourism Business:

Accommodation _____ Service Provider _____ Attraction _____ Event _____ Adventure _____

Tour Operator _____ Other: _____

Describe the marketing project for which you are seeking support: _____

What other tourism partners are involved: please list and identify contributions:

What media is being used:

Radio/TV ____ Newspaper ____ Travel Guides ____ Magazines ____ Other (please describe):

Brochure _____ Online _____

Please provide detailed information on the media type, advertisement, its content, costs (not including taxes), deadlines and length of advertising campaign.

Why have you chosen this type of media? (outline previous success, performance measurements)

Applicant Statement and Signature:

I confirm that I am authorized to sign on behalf of the named organization, that we are responsible for fulfilling all financial reporting, supplying proof of initiative in either print or digital format, and reporting outcomes/responses. Information contained within this application is a true representation of the proposed initiative.

Signature

Organization

Print Name

Date

Applications should be forwarded to:

Manager of Tourism Services
City of Vernon
3001 – 32nd Avenue
Vernon BC V1T 2L8
Phone: 250-550-3634

Appendix B (2) - Application Form – Matching Dollars



CO OPERATIVE MARKETING PROGRAM

Projects funded under this program are evaluated and must meet certain criteria as outlined in approved policy. Evaluation, tracking, and the use of the Tourism Vernon logo for print/online/visual applications and the words “Vernon – make it yours” for audio applications, is required. Please print off and complete the following:

APPLICATION FORM - MATCHING DOLLARS

Matching Dollars are used for individual business marketing initiatives.

Name of Organization: _____

Address: _____

City/Town: _____ Postal Code: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Website Address: _____

Type of Tourism Business:

Accommodation _____ Service Provider _____ Attraction _____ Event _____ Adventure _____

Tour Operator _____ Other: _____

Describe the marketing project for which you are seeking support: _____

What media is being used:

Radio/TV _____ Newspaper _____ Travel Guides _____ Magazines _____ Other (please describe):

Brochure _____ Online _____

Please provide detailed information on the media type, advertisement, its content, costs (not including taxes), deadlines and length of advertising initiative.

Why have you chosen this type of media? (outline previous success, performance measurements)

Applicant Statement and Signature:

I confirm that I am authorized to sign on behalf of the named organization, that we are responsible for fulfilling all financial reporting, supplying proof of initiative in either print or digital format, and reporting outcomes/responses. Information contained within this application is a true representation of the proposed initiative.

| | |
|-----------|--------------|
| Signature | Organization |
|-----------|--------------|

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|------------|------|
| Print Name | Date |
|------------|------|

Applications should be forwarded to:

Angeline Chew, Manager - Tourism Services
City of Vernon
3001 – 32nd Avenue
Vernon BC V1T 2L8

Phone: 250.550.3649
Email: achew@vernon.ca