



THE CORPORATION OF THE CITY OF VERNON
 3400 – 30th Street, Vernon, B.C. V1T 5E6
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 Website: www.vernon.ca

Corporate Policy

Section:	Community Development	
Sub-Section:		
Title:	AHRT Small Accommodators' Marketing Incentive Policy and Guidelines	

RELATED POLICIES

Number	Title
	AHRT Funds - Cooperative Marketing Policy and Guidelines

APPROVALS

POLICY APPROVAL:	AMENDMENT APPROVAL:	SECTION AMENDED
Approved by: <i>"Rob Sawatzky"</i> Mayor	Amendment Approved by: <i>"Akbal Mund"</i> Mayor	Increasing the allocation to small accommodators from \$600 to \$1200 per annum.
Date: January 14, 2013	Date: February 10, 2015	

GOAL:

To leverage marketing funds with small accommodators that collect the AHRT in order to encourage and support greater marketing efforts each year for Vernon. A small accommodator is one with 80 rooms or less.

GUIDELINES:

- Projects must support the goals and objectives of the Vernon Strategic Plan (2010-2015) and promote to our target markets.
- A maximum of \$1,200.00 per small accommodator will be available to leverage their marketing efforts.
- Projects must focus on attracting visitors from outside of the North Okanagan, increase tourism visitation and spending.
- Projects should feature direct to consumer initiatives and/or promote niche products or packages featuring the experiences available in the Vernon area.
- All projects must include the visual identity of Tourism Vernon and acknowledge the funding support of Tourism Vernon.

Eligible Costs:

- Brochures or other promotional materials (including production, publishing and distribution costs)
- Advertising campaigns (i.e.: radio, TV, magazine, newspaper, billboard, web/online)
- Direct mail campaign costs
- Display materials (banners, booths)
- Participation/attendance at a consumer event or trade show (except those shows that Tourism Vernon is attending).

Ineligible Costs:

- Capital and operating costs (i.e.: wages, consultant fees, phone, fax, office equipment and supplies)
- Development of marketing / business plans
- Membership or registration fees
- Video or capital equipment
- Website maintenance, design and/or hosting
- Promotional items (i.e.: trinkets, giveaways, t-shirts, floats, etc.)
- Projects that have already accessed City of Vernon funding.

FUNDING:

These funds will be used to support marketing projects and initiatives of AHRT small accommodators. All projects and initiatives require the inclusion of the Tourism Vernon branding message.

Funding is available to any Vernon accommodator who collects the AHRT and has 80 rooms or less. Funding will be available up to a maximum of \$1,200.00 per eligible property per year, based on the calendar year. Accommodators may work together as a consortium and pool funds and expenses for joint initiatives.

Reimbursement will be provided upon receipt of a final report that includes outcomes, results, costs, receipts for expenses, copies, recordings and/or images of initiative showing Tourism Vernon logo/tagline. Initiatives costing under \$1,200.00 will be reimbursed based on actual expenses as supported by receipts.

Funds expire each year on December 31 and cannot be accrued year over year.

Upon approval, this program will be available for a two year period from January 1, 2015 to December 31, 2016. Program may be extended if successful.

To qualify for the program accommodators must:

- Be a small accommodator (80 rooms or less) who collects the AHRT in the Municipality of Vernon.
- Direct the marketing to a destination market
- Include an invitation for an overnight stay in any marketing content
- Include the Tourism Vernon logo and tagline in marketing content (pre-approval of copy and use required)
- Track and report results of the marketing initiative(s)

Application Process:

Applications must be submitted in writing and can be submitted at any time, but funding is only available once per calendar year per property.

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 budget.***
- ***Information on any partners including contact names and addresses.***

Applications should be forwarded to:

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