

# 2021 Cooperative Marketing Program

## POLICY & GUIDELINES

City of Vernon Economic Development & Tourism Department

**Application Deadlines:**

**February 1, 2021 & July 2, 2021**



## What Is Tourism Vernon's Co-Op Marketing Program?

Tourism Vernon's Cooperative (Co-op) Marketing Program is an application-based program that provides marketing and promotional support to eligible tourism businesses and organizations in Greater Vernon. The program offers matching funds (up to 50%) for your marketing campaign.

Tourism Vernon's Co-op Marketing Program strives to offer much needed promotional support to Greater Vernon's tourism sector, and encourage collaborative efforts that promote and stimulate Greater Vernon's local economy. To maximize funding and impact, marketing partnerships with Vernon hotels and collaborative marketing campaigns with other local, tourism stakeholders are strongly encouraged.

## About The 2021 Program

Tourism Vernon recognizes the continued, evolving circumstances that the tourism industry is facing due to COVID-19 and the resulting travel restrictions. The local tourism industry is not immune to these and some segments are experiencing significant losses. The Co-op Marketing Program aims to support and promote Vernon's local tourism sector.

BC's Restart Plan outlines how government will lift restrictions in phases, gradually allowing for more travel activity. While regional and short haul travel is permitted, farther away markets including the US and overseas will be last to recover. With the goal of safe and responsible travel amidst the COVID-19 pandemic, Tourism Vernon's Cooperative Marketing Program will focus on local, regional and short haul markets in accordance with the Provincial Health Officer's guidelines on travel.

All marketing efforts will align with BC's Restart plan and staff will continue to monitor government resources for appropriate messaging and cues.



## 2021 Cooperative Funding Program

Tourism Vernon has allocated **up to \$100,000** (\$50,000 per intake period) towards the 2021 Co-op Marketing Program. Funds will be allocated on a matching basis, up to 50% for cash contributions (including tax) and up to 25% for in-kind contributions. In order to ensure as many businesses can utilize the program as possible, the maximum allocation per business will be **\$10,000**. Tourism Businesses located within Greater Vernon are eligible to apply. All applications will be adjudicated by a subcommittee of the Vernon Tourism Commission. While the subcommittee will take all applications into consideration under the appropriate judging criteria, an application to the program does not guarantee funding.

Funding will be provided upon completion of the marketing project (within the calendar year). Receipts, copies of advertisements and projects along with a final report are required prior to reimbursement. **Funds will be reimbursed only after campaign or event completion.**

## Deadlines & Intake Periods

- Application must be submitted by:
  - **Winter/Spring Program: NOON on February 1, 2021**
  - **Summer/Fall Program: NOON on July 2, 2021**

Organizations are welcome to apply to one or both intake periods.

A maximum ask for the 2021 calendar year is **\$10,000 total**.

## Co-Op Program Goals

- Encourage overnight stays in Vernon
- Encourage collaborative marketing efforts between local tourism stakeholders
- Leverage private and public funds to maximize marketing impact for Greater Vernon
- Support Tourism Vernon's 2016-2022 Business Strategic Plan's mission to promote, protect and enhance Greater Vernon's position as one of North America's premier holiday and lifestyle destinations through targeted marketing programs, supporting destination development programs and advocating for the sustainable growth of tourism in Greater Vernon
- Align with the 2021 Tourism Vernon Tactical Marketing Plan

## Who Can Apply?

- Must be a tourism business or tourism related non-for-profit organization located within Greater Vernon (Vernon, Coldstream, Electoral Area B and C)
- Must offer a market-ready tourism product
- Must apply via Tourism Vernon's application form and submit application before the deadline of February 1, 2021 and/or July 2, 2021.
- Partners or groups of tourism businesses, of which all partners meet the criteria listed above

## What Costs Are Eligible?

- Advertising campaigns (radio, TV, magazine, newspaper, online/web, etc)
- Promotional materials (including production, publishing and distribution costs)
- Direct mail campaigns
- Events in accordance with Provincial Health Officer orders

## What Costs Are *Not* Eligible

- 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.)
- Travel costs
- Attendance at Tradeshows

## Guidelines for Successful Applicants

- Marketing activities must be complete and all funds spent during the City of Vernon's fiscal year (January 1 to December 31, 2021)
- Include a link to the Tourism Vernon website within marketing content and/or include Tourism Vernon's logo where possible
- Fulfill the marketing tactic in its entirety, as presented in the original application
- Utilize Tourism Vernon's post-report questionnaire to report results of the marketing initiative(s) prior to reimbursement
- Post project report must be complete and demonstrate all guidelines were met prior to reimbursement of funds
- Collaborative marketing efforts with other eligible business or organizations are encouraged
- **Events or campaigns that are cancelled are not eligible for compensation**

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## Application Evaluation

Applications will be evaluated based on the following five criteria categories and should be addressed in the appropriate section of the application:

1. Increase Tourism Revenue in Greater Vernon in the form of overnight visitor volume or overnight visitor expenditure in the local economy **(25%)**
2. Build promotional content aligned with Tourism Vernon's strategic mission **(25%)**
3. Strength of the Marketing Plan or idea presented **(30%)**
4. Resources to execute the marketing tactic effectively **(10%)**
5. Partnerships or collaborative efforts with other local organizations or hoteliers **(10%)**

## Information to Prepare for Application

- 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 project partners including contact names and addresses.
- Funding amount requested, including tax.

## How to Apply

- Ensure your campaign meets all guidelines as outlined above
- Download and fill out an application from <https://www.tourismvernon.com/en/Partners.aspx>
- Send all applications to Karen Savill: [ksavill@vernon.ca](mailto:ksavill@vernon.ca)
- Application must be submitted by
  - **Winter/Spring Program: End of day on February 1, 2021**
  - **Summer/Fall Program: End of day on July 2, 2021**

Questions? Contact Torrie Silverthorn, Tourism Coordinator:  
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