



Tourism Vernon

Cooperative Marketing Tourism Recovery Program

Policy & Guidelines

The Tourism sector has been significantly impacted by the pandemic and associated travel restrictions. In order to assist in the recovery of local tourism businesses, Tourism Vernon is launching the Cooperative Marketing Tourism Recovery Program (CMTRP).

OBJECTIVE:

As Tourism Vernon's funding is primarily derived by a hotel tax, the primary objective of the CMTRP is to assist local tourism businesses in their recovery efforts by attracting visitors for an overnight stay in Vernon. The focus will be on local, regional and short haul markets in accordance with the Provincial Health Officer guidelines on travel. The program is open to private and public sector tourism related businesses located in the Greater Vernon area.

GUIDELINES:

- Promotion should target local, regional and short haul market with the primary focus being on BC. Marketing efforts are required to be in accordance to the Provincial Health Officer guidance on travel and comply with the BC Restart Plan.
- Must align with the goals and strategies identified within the Tourism Vernon Recovery Marketing Plan.
- The CMTRP will provide matching funds for cash contribution up to 50% (not including tax) and in-kind contributions up to 25%. In order to ensure as many businesses can utilize the program as possible, the maximum allocation per business will be **\$5,000**.
- Projects should focus on attracting visitors for overnight stays. Partnering with accommodators located in the city of Vernon is encouraged.
- Programs should lead to increased tourism visitation and spending.
- All projects supported by Tourism Vernon must feature our logo and acknowledge the funding support of Tourism Vernon wherever possible.
- Approved funds must be spent by December 31, 2020
- A final project report will be required once campaign is complete. Failure to provide the report will affect final payment and future requests for support. Tourism Vernon staff will provide reporting guidelines to all approved applicants.

Eligible Costs:

- Advertising campaigns (radio, TV, magazine, newspaper, billboard, online/web, etc)
- Promotional materials (including production, publishing and distribution costs)
- Direct mail campaigns

- Events in accordance with Provincial Health Officer orders

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)
- Travel costs
- Attendance at Tradeshow

FUNDING

Tourism Vernon has allocated up to **\$50,000** towards the Cooperative Marketing Recovery Program. Funds will be allocated on a matching basis up to 50% for cash contributions (not including tax) and 25% for in-kind contributions. Tourism Businesses located within Greater Vernon are eligible to apply. All applications will be adjudicated by a subcommittee of the Vernon Tourism Commission.

Funding will be provided upon completion of the project. Receipts, copies of advertisements and projects along with a final report are required prior to reimbursement.

To qualify for the program operators must:

- Be a tourism operator or tourism related non-for-profit organization located within Greater Vernon (Vernon, Coldstream, Electoral Area B and C)
- Encouraged to include an overnight stay in Vernon in any marketing content
- Include the Tourism Vernon logo and website in marketing content
- Track and report results of the marketing initiative(s) prior to reimbursement

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 budget.
- Information on project partners including contact names and addresses.
- Funding amount requested, not including tax.

Evaluation:

- **Anticipated Economic Impact (25%).** The goal is to increase room nights and tourism spending in the Vernon area. Applications should include performance measurements to assist in evaluating such as anticipated room nights, visitor spending, media reach, etc...)

- **Encourage Overnight stay (25%).** Tourism Vernon funding is derived primarily by a hotel tax on accommodation within the city of Vernon. Applications that promote overnight stays or partner directly with an accommodation provider are encouraged.
- **Leveraged funds (20%):** The goal of Tourism Vernon is to maximize the funds, so funding applications that leveraged funds beyond 50% are encouraged.
- **Target Markets (15%):** Applications that align with Tourism Vernon's target markets for recovery efforts of local, regional and within BC and Alberta.
- **Partnership (15%):** Applicants are encouraged to partner with accommodators or other tourism operators

Due Date and Notification:

The goal is to assist local tourism businesses with immediate recovery efforts. As such, applications are due **July 3, 2020**. Successful applicants will be notified by July 17, 2020.