

2024 EVENT HOSTING CO-OP FUNDING PROGRAM

Program Guidelines



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INTRODUCTION

The Tourism Golden Event Hosting Co-op Funding Program was launched in late 2019. Funded primarily by the Resort Municipality Initiative under a contribution agreement with the Town of Golden, the program offers up to 50% co-op funding for event hosting expenses incurred within the DMO boundary. It aims to facilitate the attraction, retention and growth of new and existing sporting and cultural events that serve to increase visitation and tourism revenues in Golden and CSRD Area A and to raise awareness of Golden's ability to host sizable events.

Applications are assessed by the Tourism Golden Co-op Program Committee according to the program guidelines with final approval by the TG Board of Directors.

PROGRAM GOALS

- To attract new or enhanced events to Golden and support existing events to reach their potential.
- To increase awareness of Golden as a vacation destination.
- To increase visitation from target markets and maximize tourism revenues.

PURPOSE

- To support **local hosting costs** for events that align with the marketing strategies and goals of Tourism Golden and support the destination brand essence of Authentic Adventure.
- To raise awareness of Golden as a multi-day destination offering many exceptional experiences.
- To support **new, expanded, or annually** recurring events taking place within the Tourism Golden DMO area defined as *'that part of the Columbia Shuswap Regional District consisting of the Town of Golden and Electoral Area A not including Yoho National Park.'*¹
- To leverage 3rd party investment to achieve greater marketing impact and drive tourism revenues.

GUIDELINES

- Funding under this program may only be used for eligible event hosting and operational costs stipulated in this document which are incurred by the organiser in engaging businesses and services located within the DMO boundary.
- There is no submission deadline. Applications are assessed on a first-come, first-served basis and accepted until the program funding for the fiscal year is fully allocated.
- The event must take place within no less than 60 days and no more than 12 months of application, if the application is for a single event. Multi-year applications may be considered.
- The event must be a tourism event whose purpose is to attract visitors and raise destination awareness.
- The event must be actively promoted to one or more of the geographic locations, EQ and activity segments identified in the Tourism Golden annual marketing plan (See Appendix B – Target Markets).
- Events must support the goals and objectives of the Tourism Golden Strategic Plan 2022-2027. (See Appendix C – Strategic Objectives)

¹ Provincial Sales Tax Act S.B.C. 2012,c.35,s.240 Order in Council #119, approved and ordered March 06, 2017.

- There should be no duplication of funding from federal, provincial, or other funding programs.
- Applicants must be a registered company, not-for-profit or charity demonstrating a history of successful event management.
- Applicants must demonstrate an ability to match the maximum funding amount on eligible costs.
- Matching funds will be given by TG for eligible local hosting expenses up to a maximum of 50% of the approved total.
- In-kind contributions do not qualify for matching funds.
- Event organisers are required to submit a post-event expense report within 90 days of the event using the Tourism Golden expense report template. No payment will be issued until this report has been submitted and approved by Tourism Golden.
- Event organisers are required to submit a media and marketing wrap-up report within 90 days of the event consisting of how the event was marketed (Channels, publications, influencers etc), the estimated impressions/reach from the marketing and a list of all immediate media output from the event. No payment will be issued until the wrap-up report is received.
- Event organisers are required to submit an event performance measures report, that includes participant numbers, spectator numbers, and an economic impact report (party size, in-destination spend, demographics)
- An invoice and supporting documentation for a claim up to the approved amount must be made no more than 60 days after the event. No advance of the approved funding will be made.
- If an event is cancelled, the funding agreement becomes void.

Application Criteria & Evaluation:

Given the limited funding available, consideration will only be given to application submissions that include:

- A completed program application form.
- A complete event budget (only required for the Golden event if this is part of a multi-destination series).
- Event outline including:
 - Event details
 - Expected participant and spectator numbers
 - Marketing and media outreach plan.
 - Performance measures e.g. participant or spectator numbers, ticket sales, estimated impressions or media equivalency or other specific to the event.
- Confirmation of how the visual identity of Tourism Golden will be represented.

Applications will be evaluated on the demonstration of

- Robustness of the event's business and marketing plan, including performance measures,

- Ability to increase awareness of Golden as a vacation destination in target markets.
- Economic benefit to Golden through increased visitation and tourism revenues from target markets.
- Event history and/or organiser experience in managing similar events.

Eligible Costs

- Accommodation in Tourism Golden member accommodations offering confirmed room blocks and group rates. A member list is available on request or can be viewed at tourismgolden.com/accommodations.
- Food and non-alcoholic beverages incurred for official events and event staff or athlete meetings.
- Event staff and athletes per diems are eligible if included in the event budget and specifically pre-approved by Tourism Golden. Per diems may not include the day of departure if that departure is before noon and are limited to a maximum of \$62 CAD per individual per day based on the British Columbia provincial government group II per diem rates. (A full list of group II per diem rates is listed below)
 - Breakfast (leave before 7 am) \$25.00
 - Lunch (leave before noon) \$25.00
 - Dinner (leave after 6 pm) \$34.50
 - Breakfast & Lunch \$36.00
 - Breakfast & Dinner \$45.50
 - Lunch & Dinner \$45.50
 - Full Day Per Diem \$62.00
- Ground transportation is provided by a Tourism Golden member business.
- Golden event management, operations, media, or other services provided by a resident of Golden.
- Safety and medical services, or a donation to Golden and Area Search & Rescue for safety services that can not exceed \$5000.
- Flagging and traffic management services provided by a Golden-based business.

All eligible costs must be supported by itemized receipts with a registered business number.

Ineligible Costs

- Any costs incurred outside of the DMO boundary.
- In-kind contributions (e.g. event staff time, expertise, hosting, transportation, or food costs).
- Capital and operating costs (e.g. wages, phone, office equipment and supplies)
- GST, PST and MRDT amounts.
- Alcoholic beverages and gratuities.
- Promotional or marketing materials or media buys.
- Development of business plans and/or application submission.

- Membership or registration fees.
- Capital equipment.
- Prize money
- Items covered by other grant funding or sponsorship.
- Travel trade or media hosting. Additional support may be considered by Tourism Golden upon request.
- Any non-receipted expense.

Funding

Matching funding will be given by TG for eligible hosting expenses up to a maximum of 50%.

- Minimum funding request of \$500 per event.
- Maximum funding of \$10,000 per event. Larger amounts may be considered subject to a multi-year commitment to hold the event in Golden, event audience and estimated marketing equivalency value or economic benefit.
- Funding is issued following event completion and submission of a post-event expense report with itemized invoices and supporting receipts, as well as

Procedure

- ↓ Complete the application form accompanied by an event outline including goals, objectives, target market, *Incomplete applications will not be considered.*
- ↓ Evaluation by TG Co-op Program Committee,
- ↓ Project & amount approval by the TG board,
- ↓ Signing of Contribution Agreement,
- ↓ Provision of TG branding materials,
- ↓ Approval of event marketing materials featuring TG branding,
- ↓ Event implementation,
- ↓ Submission of both a completed expense report with full documentation, a media and marketing wrap-up report and event performance measures report as outlined in the guidelines section of this document.
- ↓ Approval of both reports by Tourism Golden
- ↓ Submission of a claim invoice for 50% of eligible hosting expenses
- ↓ Issue of TG co-op funds.

Acronyms:

DBC = Destination BC

DMO = Destination Marketing Organisation

GST = General Sales Tax

KPI = Key performance indicators

KRT = Kootenay Rockies Tourism

MRDT = Municipal & Regional District Sales Tax (aka Additional Hotel Tax)

PST = Provincial Sales Tax

ROI = Return on investment

TG = Tourism Golden

Appendix A – Member Definition

“Member” means any proprietorship, partnership, limited company, a society or governmental authority that:

1. Has a business office registered within Area A or the Town of Golden.
2. Provides as its core business, a commercial tourism operation.
3. Complies with all relevant governmental regulations and bylaws.
4. Carries a minimum of two million dollars third-party liability insurance; and
5. Participates in at least one marketing activity or other program of the Society not more than fourteen months prior to, and not less than 60 days prior to application submission.

Appendix B – Target Markets

By Geographic Market

- Canada: AB, BC & ON
- USA: WA, CA, NY, TX
- International: UK, Germany, Netherlands, Australia

By E.Q. (Explorer Quotient):

The **AUTHENTIC EXPERIENCER** – is a more learned, understated traveller. Travel is not their only interest in life, but they certainly appreciate it when they go. They prefer to do their own thing while at a destination, having control over what they see & when they see it

The **CULTURAL EXPLORER** – is an avid traveller who values learning and discovery while travelling. They don’t want to feel like a “tourist,” preferring just to blend in and have the most authentic experience possible rather than being confined to group tours and schedules.

The **FREE SPIRIT** – is the traveller’s traveller... they seem to love everything about travel, and as in life, they embrace the experiences it offers with arms open wide.

NO-HASSLE TRAVELLERS - are extroverted, flashy people who seek secure group travel, allowing them to be pampered in luxurious surroundings while seeing all the main sights of a destination.

By Activity Interest Sector:

- National & Provincial Parks
- Mountain Biking
- Hiking
- Rafting
- Fishing
- Resort Skiing
- Backcountry, Heli & Cat skiing
- Nordic Skiing
- Snowmobiling
- Family Vacation
- Weddings

Appendix C – Strategic Objectives²

- Increase target market awareness of Golden as a great destination to visit
- Establish perceptions of Golden consistent with our brand positioning – brand positioning is known and embraced by target markets and residents
- Encourage target visitors to make Golden a positive choice of destination in their vacation
- Encourage day visitors/passing traffic to stay longer and return later as an overnight visitor
- Increase length of stay
- Increase number of overnight visitors
- Encourage repeat visitation
- Increase shoulder season visitation and revenues
- Establish a baseline and show annual improvements in Net Promoter Score
- Increase funding for Tourism Golden
- Maintain position as lead organization in tourism and continuously learn and improve
- Build strong stakeholder and local support for Tourism Golden and for the overall importance of the tourism industry

² Source Tourism Golden Strategic Plan 2017 – 2021