

# 2024 Tourism Development Fund Application

## Marketing & Programs

Please fully complete the following questions. Incomplete applications will not be considered.

### ORGANIZATION INFORMATION

Organization

Mailing Address

City

Postal Code

Org Email

Business #

Organization Phone

### CONTACT INFORMATION

First Name

Last Name

Position / Role

Contact Email

Contact Phone

### PROJECT INFORMATION

Project Name

Project Start Date

Project Launch Date

Please provide a detailed description of your project

Will you be partnering with any other businesses for this project?

Yes

No

If so, please specify who, and how they will be involved

How will your project increase tourism to the Drumheller Valley?

How will this project enhance your business?

What performance measures will you use to track the success of your project? (select all that apply)

Room bookings	Yes	No
Admission/Program sales	Yes	No
Survey results	Yes	No
Social media stats	Yes	No
Website analytics	Yes	No
Phone/Email inquiries	Yes	No
Other (please specify)		

## MARKETING

In which of these geographic areas will you be marketing/promoting your project?

% Drumheller & Area	% Within 3 hours of Drumheller
% Other AB	% Outside AB

What marketing activities will be used to reach your target markets outlined above?

Advertising (eg. newspapers, magazines, radio, television)

Digital Promotion (eg Paid Social Media, search engine marketing, digital display ads, blogs)

Marketing Collateral (Brochures, rack cards, guides, maps, giveaways)

Consumer Focused Asset Development (eg. event website or landing page, photography, video, written content, etc.)

Other (please specify) \_\_\_\_\_

Does your event align with any of the Destination Drumheller Development Plan Pillars or Objectives?  
[See pg 21 of the Destination Development Plan.](#) If so, please indicate which pillars and how your event relates.

## PROJECT BUDGET

How much money are you requesting from Travel Drumheller?

Have you received or applied for additional funding or grants?                      Yes                      No

If yes, please indicate the amounts and from which funding program(s).

<b>Funding Source</b> (Organization and/or funding program name)	<b>Amount</b>	<b>Is this funding confirmed?</b>
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Please provide an outline of your project budget below.

### Expenses

### Budget

### Total Expenses

### Income / Revenue

### Budget

**Sponsorship** (including this one)

**Other Secured Funding**

**Program Sales**

**Other** (eg. Merchandise, donations, etc.)

**Total Income**

**Expected Profit** = Income – Expenses = \_\_\_\_\_

## **SUSTAINABILITY**

What do you expect the lifespan of the project to be? Eg. when would you expect to need a website refresh or how long do you expect to operate a program?

What maintenance requirements do you anticipate?

What opportunities for add-ons or growth exist?

How will you fund future upgrades?

Will your project include any elements to make your project or business more environmentally sustainable or regenerative?

## **TERMS & CONDITIONS**

If your application is successful, the following must be provided prior to the issuing of your initial funding cheque

- A signed copy of the Funding Agreement
- A high-resolution version of your organization's logo (png or jpg format preferred)
- Agree to give recognition to Travel Drumheller's funding support by displaying the Travel Drumheller logo where appropriate.

Please indicate how you plan to recognize Travel Drumheller's funding support

## TERMS OF FUNDING

- Applicants are eligible to apply for a maximum contribution of \$5000 contingent upon total program funds available
- All funding provided by Travel Drumheller must only be used for eligible costs as outline in the Program Guidelines
- If your application is approved, funding will be distributed in 2 payments:
  - 75% payment will be made upon receipt of a signed Funding Agreement, your logo, and proof of insurance.
  - 25% will be paid upon submission of copies of approved receipts and a close-out report
  - If approved funding is less than \$1000, only one payment for the entire amount will be provided.
- Applicants must notify Travel Drumheller in writing of any significant changes to the project as outlined in the application. Changes need to be approved by the Funding Committee.

## REPORTING

Funding recipients **must provide copies of receipts** for expenses that equal the total amount of funds approved by Travel Drumheller. Receipts must only be for products or services that fall within the eligible costs.

Recipients must also complete a short **Close-Out Report** relating to the number of participants and attendees at their event. The report template will be provided by Travel Drumheller.

All copies of receipts and the Close-Out Report **must be submitted no later than 45 days** after project completion in order to receive a final payment of funding. Travel Drumheller will require the return of any unspent funds or funds spent on ineligible activities.

**Cancelled Projects** – If your project is cancelled, for any reason, any funds not yet spent **must be returned within 30 days** of the cancellation announcement. Eligible costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of Close-Out Report.

## DECLARATION

Please sign below to confirm that you:

- have read and understood the terms and conditions of the Travel Drumheller Tourism Development Fund
- are located in the Drumheller Valley tourism service area ([see map](#))
- are an authorized signatory of the applicant
- would like to submit your application for consideration

Signature of Applicant

Date

**Applications must be emailed to [development@traveldrumheller.com](mailto:development@traveldrumheller.com).** You will receive an email confirming that your application has been received.