

*Please fully complete the following questions to apply for the Tourism Development Fund. Incomplete applications will not be considered.*

## ORGANIZATION INFORMATION

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Org Email: \_\_\_\_\_

Org Phone: \_\_\_\_\_

## CONTACT INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Position / Role \_\_\_\_\_

Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_

## EVENT INFORMATION

Event Name \_\_\_\_\_

Event Date(s) \_\_\_\_\_

Location: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Please provide a detailed description of your event/festival

Are there other businesses or organizations collaborating with you to organize this event/festival?                      Yes                      No

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

How will your event increase local tourism revenue, visitation, and/or overnight stays to the Drumheller Valley?

What performance measures will you use to track increased local tourism revenue, visitation, and/or overnight stays? (select at least one or all that apply).

- |                        |     |    |
|------------------------|-----|----|
| Room bookings          | Yes | No |
| Ticket Sales           | Yes | No |
| Survey results         | Yes | No |
| Social media stats     | Yes | No |
| Google Analytics       | Yes | No |
| Other (please specify) |     |    |

Based on the performance measures above outline your goals for your event. *Eg. 100 room bookings, 300 tickets sold, etc.*

|   |     |     |
|---|-----|-----|
| Will you have a minimum or maximum capacity for your event? | Yes | No  |
| If yes, what is the minimum and/or maximum capacity?        | Min | Max |

How will this funding enhance your event? What will the funding allow you to do that you wouldn't be able to without it?

Have you received or applied for additional funding or grants? If yes, please indicate the amounts and from which funding program(s). Add rows if needed.

| <b>Funding Source</b><br>(Organization and/or funding program name) | <b>Amount</b> | <b>Is this funding confirmed?</b> |
|---|---------------|-----------------------------------|
|   |               |                                   |
|   |               |                                   |
|   |               |                                   |
|   |               |                                   |
|   |               |                                   |



## MARKETING

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

\_\_\_\_\_ % Drumheller & Area

\_\_\_\_\_ % Other AB

\_\_\_\_\_ % Within 3 hours of Drumheller

\_\_\_\_\_ % Outside AB

*Please note that while hosting events that are available to locals residents is important, Travel Drumheller's focus is on bringing more people to the valley. Events marketed outside Drumheller and are viewed favourably.*

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

\_\_\_\_ Traditional Advertising (eg. newspapers, magazines, radio, television)

\_\_\_\_ Digital Promotion (eg paid social media, search engine marketing, digital display ads, etc.)

\_\_\_\_ Print Material (eg. Brochures, rack cards, guides, maps, signs)

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

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

Based on the information above, please outline your marketing plan in detail. Be specific.

How does your event align with Destination Drumheller Development Plan? (check all that apply). [Read the Destination Development Plan](#)

\_\_\_\_ Improve the calibre of experiences

\_\_\_\_ Increase the number of experiences

\_\_\_\_ Provide an opportunity outside the summer season (July/August)

\_\_\_\_ Demonstrates "thinking big" or vision by providing a bold, courageous goal for the future of this event.

## 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)
- A copy of your liability insurance. Travel Drumheller requires that all events purchase a minimum of \$2,000,000 in liability insurance and list Travel Drumheller as an additional insured.
- Agree to give recognition to Travel Drumheller's funding support by displaying the provided Travel Drumheller logo where appropriate.
- Details for Event Calendar (as soon as possible. Details can be edited if need be)

## TERMS OF FUNDING

- Applicants must be Travel Drumheller stakeholders (supports financially through partnership, destination marketing fees, or other contributions).
- 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 outlined in the Funding 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 review of a close-out report and copies of approved receipts.
- Applicants must notify Travel Drumheller in writing of any significant changes to the event as outlined in the application. Changes need to be approved by the Funding Committee.

## REPORTING

Recipients must complete a **Close-Out Report** relating to the execution their event and marketing efforts. The report template will be provided by Travel Drumheller.

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

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

**Cancelled Events** – If your event 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 should be emailed to [development@traveldrumheller.com](mailto:development@traveldrumheller.com).