

### ORGANIZATION INFORMATION

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

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

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

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

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

### CONTACT INFORMATION

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

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

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

### PROJECT INFORMATION

Project Name \_\_\_\_\_

Project Start Date(s) \_\_\_\_\_

Project Completion/Launch Date: \_\_\_\_\_

Please provide a detailed description of your project. If your project includes construction, or activities on third-party property, proof of permission and applicable licenses and permits must be provided.

List any partners or collaborators and their role (if applicable).

How will your project attract visitors and increase tourism/visitor spend in the Drumheller Valley?

How will this project enhance your business and/or the customer experience?

## MARKETING

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

☐ Drumheller   ☐ Regional   ☐ Alberta   ☐ Canada   ☐ International

What marketing activities will be used to reach your target markets outlined above? *(Select all that apply.)*

- ☐ 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/page, photography, video, written content, etc.)
- ☐ Other (please specify)
- 

What performance measures will you use to track the success of your project?

*Select all that apply and provide your goal or expected result where applicable.*

| Performance Measure                              | Goal/Expected Result |
|--------------------------------------------------|----------------------|
| <input type="checkbox"/> Admission/Program sales | _____                |
| <input type="checkbox"/> Phone/Email inquiries   | _____                |



| Revenue         | Projected Income |
|-----------------|------------------|
| Eg. Merchandise | \$1000.00        |
|                 |                  |
|                 |                  |
|                 |                  |
|                 |                  |
|                 |                  |
|                 |                  |
|                 |                  |
|                 |                  |
| Total           |                  |

Projected Profit = Income – Expenses = \_\_\_\_\_

\*The Tourism Development Fund provides seed funding to help launch new projects and events. As this funding is not intended to be ongoing, Travel Drumheller looks favourably on initiatives with a plan to become financially sustainable over time.

## SUSTAINABILITY

What do you expect the lifespan of the project to be?

What maintenance requirements do you anticipate?

What opportunities exist to expand or build on this project in the future?

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)
- Agree to give recognition to Travel Drumheller's funding support by displaying the provided Travel Drumheller logo where appropriate.

## TERMS OF FUNDING

- Applicants must be Travel Drumheller tourism or community partners (support 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 project 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 of their project 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 project 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 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 should be emailed to [executivedirector@traveldrumheller.com](mailto:executivedirector@traveldrumheller.com).