



# GRANT SCHEME GUIDELINES

COOPERATIVE MARKETING INVESTMENT PROGRAM



## GRANT SCHEME GUIDELINES

The Tourism Richmond Grant Scheme has been put in place to support the growth of Richmond's tourism industry and to assist non-profits who do not have substantial budgets to develop their experience or execute marketing campaigns.

### Qualified organizations receive the following through the grant scheme:

- Up to 80% investment into the initiative
- Coaching and guidance to help develop, enhance and market their product

### Initiatives covered in the grant scheme include:

- All four cooperative program categories: Partnership Marketing, Content Development, Events and Festivals and Experience Development
- Fees for applicable Tourism Richmond training courses

### Eligibility

The program is open to non-profit tourism-primary organizations/associations/corporations based in Richmond with an annual marketing budget of less than \$5,000.

### 2019 Application deadline

Tourism Richmond will accept applications for 2019 from January 2 until October 11, 2019, or until the funding pool has been exhausted. **Applications must be submitted a minimum of one month prior to start date of any marketing activities.**

All initiatives must end by December 31, 2019 to be eligible for 2019 funding. Funding will be awarded on a case-by-case, first-come-first-served basis. When all funds have been allocated, no further applications will be accepted.

### Investment

Investment through the Grant Program may qualify for up to 80% investment from Tourism Richmond, up to a reasonable maximum, based on the initiative and organization, for a maximum of two years. An additional three years of investment (at a reduced leverage for each additional year) may be available if steady and considerable revenue growth has occurred in the first three years.

### Additional requirements

- As per program requirements
- Tourism Richmond may ask to place a tracking pixel on website or on ad media

### Program restrictions and payment details

- Tourism Richmond will agree to invest at set percentage and dollar amount into an initiative. If the costs occurred are less than the amount set, Tourism Richmond will pay the agreed percentage; if the costs incurred are greater than the amount set, Tourism Richmond will pay the set dollar amount.

- No retroactive funding is permitted for costs that have been incurred prior to the application approval.
- After the project is complete, receipts must be provided to Tourism Richmond and funding will be paid out. **Tourism Richmond will not pre-pay for goods or services.** All activities must have occurred and been paid for prior to the submission of an invoice for reimbursement.
- Capital type expenditures and operating costs are not eligible.
- Salaries or wages as well as management fees are not eligible.
- GST/PST expenses are not eligible.
- In-kind contributions are not eligible.

### Reporting

- As per program requirements.
- Case-by-case, we may ask partners to submit a report on how the grant program has helped their organization and employees.

### Application submission

We recommend contacting Tourism Richmond's Industry Development Manager prior to submitting your application to discuss your concept. At this stage, the Industry Development Manager will discuss ideas and review the investment criteria. After discussing the project, a written application is required. The program application and grant application must be submitted at the same time.

Once the applications are submitted, it will be reviewed and Tourism Richmond will provide written confirmation of its level of investment.

Application forms are available through the Industry Development Manager or online at **VisitRichmondBC.com/Industry** and should be emailed to [coopmarketing@tourismrichmond.com](mailto:coopmarketing@tourismrichmond.com)