



# COMMUNITY TOURISM PROGRAM

## Program and Access Guide

### Contents

1. Introduction
2. Eligible Applicants
3. Eligible Projects
4. Eligible Costs
5. Selection Process
6. Payments
7. Application Process

### 1. Introduction

The Program and Access Guide lays out the purpose of the Community Tourism Program and how to make an application.

#### 1.1 Purpose and Objective

The Community Tourism Program was initiated by the Premier when program funding was originally announced at the 2004 UBCM Convention.

*I want you to be able to tell your stories. I want you to be able to show off your communities wherever you live in the province. The province will make a one-time grant of \$25 million to the UBCM to allow you to tell your stories of tourism across B.C. I want you to understand this is going to be your money. You can use it how you see fit, whether it's for marketing or building products or connecting with other people.*

Since the UBCM Convention, work was undertaken a set of goals and principles for the program were proposed by UBCM Executive and confirmed by the Premier:

#### Program Goals:

##### *Primary:*

Assist local governments in increasing tourism activity that, in turn, will build stronger economies.

##### *Indirect:*

- help ensure that the Province achieves its goal of doubling tourism in the next ten years and supports the Province's Spirit of 2010 Tourism Strategy;
- enhance the program management capacity of UBCM; and
- increase industry's awareness of the role of local government.

## Guiding Principles:

1. Fair and equitable access to program activities by local governments.
2. Recognize and accommodate the relative capacity of smaller communities.
3. Avoid duplication of existing tourism initiatives (particularly in marketing); should encourage innovative partnerships; and where appropriate, complement initiatives of other agencies.
4. Recognize the diversity of readiness and tourism development needs of different communities.
5. An open and transparent participation process.
6. Fill the gaps in sectors not being marketed or areas that have yet to identify their potential.
7. Communities should have wide latitude to determine which activities would be of greatest assistance to increasing tourism activities; the program should not be overly prescriptive in terms of eligible activities.
8. Recognize the variety of roles played by local government.
9. Funding is not to be used to replace existing local programs or activities and should result in new, increased activities.

Funding was then released to UBCM in April 2005 and a funding program developed on the basis of those principles. Thus, phase 1 of the Community Tourism Program was initiated.

## 2. Eligible Applicants

All local governments are eligible for funding under this program. Other agencies can be delegated responsibility to undertake projects, but receipt of funds and all application and reporting functions must be undertaken by the local government.

## 3. Eligible Projects

Eligible projects are those that support the program goals and enhance tourism development:

Eligible activities include but are not restricted to:

- the development or upgrading of tourism plans
- the implementation of initiatives identified by tourism planning activities
- development or enhancement of tourism marketing promotional tools such as signage, brochures, and websites
- Visitor information centre improvements
- development or enhancement of festivals and events
- capital projects **directly** related to tourism promotion

Joint initiatives with other funding partners are encouraged. **As regional district funding formulas reflect electoral area populations, the funds are intended to serve those areas.** Funding can be combined at regional or other scales for joint initiatives.

### **3.1 Conditions of application**

Applications must demonstrate a business case or other planning process has been undertaken, or will be undertaken, to support the intended use of the funds. Evidence may include:

- A current tourism plan;
- Minutes/summary of a community forum or stakeholders meeting;
- Proven review of other informational resources; or
- Other market research.

Those without existing or updated tourism plans for their community or region are encouraged to undertake this planning with part of the funds and to indicate this in the application. Information regarding the development of a Community Tourism Plan will be made available on the UBCM website in August 2005.

## **4. Eligible Project Costs**

Eligible costs means direct costs properly and reasonably incurred and paid by the local government in the development or implementation of an eligible program. A local government is eligible to be funded at 100% of the total program costs, to a maximum contribution as determined by the per-capita funding formula (see Schedule 1, *Funding Breakdown with Maximum Entitlements*). Applicants may apply for a portion or all of the funding allocated. Any unused portion will remain available for application in support of another project at a later date.

Cost sharing is not a requirement, but local governments are strongly encouraged to identify other potential funding sources to better leverage the funds. Additional information on possible funding sources will be made available on the UBCM web site.

### **4.1 Ineligible Project Costs**

- Any project that directly duplicates an existing tourism initiative.
- Subsidies to existing programs.
- Any activity that does not support the provincial objectives and is not directly related to:
  - tourism planning and/or promotion.
  - implementation of tourism initiatives.
  - development or enhancement of tourism promotional tools including visitor information centres.
  - development or enhancement of festivals and events.
  - tourism related capital projects.

## 4.2 Examples of Eligible Costs and Ineligible Costs

### Eligible costs include:

- Direct costs for program development or implementation
- Contractors wages
- Capital expenditures

### Ineligible costs:

- Operational costs for existing programs

## 5. Selection Process

### 5.1 Screening Criteria

All applications must meet the following criteria.

- Application must be submitted by an "eligible applicant".
- Application must be for an "eligible program".
- Application must be complete and include the information outlined in section 7.
- Application should demonstrate clear and measurable outcomes.

## 6. Payments, Records and Accounts for Approved Projects

The Program Manager will inform successful applicants by letter. 75% of the approved grant amount will be forwarded on approval. The balance will be paid on satisfactory completion of the project and the receipt of a satisfactory final report and financial summary. A progress report is due 12 months after funding received if project is not complete.

The Program Manager may require applicants to provide details of the types and amounts of expenses incurred. Significant changes to the project scope must be approved in advance by the Program Manager.

### 6.1 Payments

75% of the approved funding will be issued when the application is approved.

A report on what was achieved must be completed before final payment and demonstrate that the funding was used to improve tourism activity in the community. This report may contain but not be limited to the following:

- Statistical data around number of visits
- Anticipated visitor traffic based on enhanced services or available activities
- Projected revenues
- Quantity of products produced
- Anecdotal information/media clippings

A statement from the Chief Financial Officer verifying the total cost of the project is also required. Where applicable, this statement should also identify other contributions such as "in-kind", matching funding, and other revenue sources required to complete the project. The balance of funding will be paid on receipt of a satisfactory reporting package.

## **6.2 Changes or Variations to an Approved Project**

Local governments need to advise, in writing, of any variation from the approved project (e.g. changes to milestones and deliverables). Program Manager's approval may be required for such changes.

## **6.3 Accounting Records**

Chief Financial Officers must maintain acceptable accounting records that clearly disclose the nature and amounts of the different items of cost pertaining to the program activities. It will also attest that funding was for new activities and was not used to fund an existing program.

## **6.4 Terms and Conditions.**

In applying for the Community Tourism Program grant administered by the UBCM, the following terms and conditions must be agreed to by the local government and will form part of the funding agreement.

1. That, as the applicant, local government is responsible for receipt of funds, application and reporting functions, even when other agencies have been delegated responsibility for undertaking the project.
2. That all projects funded under this program must support the program goals of enhanced tourism development in British Columbia.
3. That funding will not be used to duplicate or subsidize existing programs.
4. That, where a funded project is not completed within a 12-month time frame, a progress report including funds expended to date will be provided to the Program Manager.
5. That a final report detailing what was achieved will be prepared and submitted to the Program Manager on project completion.
6. That any unused funds will be returned to the UBCM on expiry of the program.

## **7. Application Process**

### **7.1 Where to Apply**

Local Government Program Services  
Union of BC Municipalities  
525 Government Street  
Victoria, BC, V8V 0A8

### **7.2 Contact Information**

Local Government Program Services  
Phone: (250) 356-5134  
Fax: (250) 356-5119  
E-mail: lgps@civicnet.bc.ca

### **7.3 Application Contents**

Applications must include the following components:

1. A description of the project to be undertaken.
2. Evidence that a business plan or other planning process has been undertaken or will be undertaken to support the intended use of the funds and that the project will increase tourism in your community or region.
3. In the case of regional district programs, a description of how the project will increase tourism potential in the electoral areas or add value region wide.
4. Performance measures that will be used to determine the success of the undertaking
5. General cost estimates of the activities to be undertaken.
6. The date when a final report with accompanying financial statements will be submitted.
7. A resolution from board or council approving the application and accepting the terms and conditions of the program as set out in section 6.4.
8. Contact information for the staff member responsible for the application.

### **7.4 When to Apply**

The first intake for applications is open now and will close on March 30, 2007. Final reports must be received by February 1, 2008. This is the first phase of the Community Tourism Program funding. A supplementary allocation to phase 1 to reflect the amount of current tourism activity was announced September 2005. A second phase will be developed and announced at a later date.

#### **Attachments:**

Schedule 1. Community Tourism Program Funding Breakdown with Maximum Funding Entitlements

Information on the funding formula is available on Civicnet.