

# Tourism and Culture – Tourism Branch

## 2008 – 2009 Product Development Partnership Program Criteria

---

### Introduction

The Product Development Partnership Program is funded by the Department of Tourism and Culture on a year by year basis as funds are available. This program, provided in the form of contribution agreements, is designed to stimulate the development of tourism products, facilitate tourism workshops and build tourism capacity throughout the Yukon.

### Product Development Strategic Goals

- Improve the quality of Yukon's tourism products to maximize visitor satisfaction.
- Grow year-round destination tourism in all regions.
- Grow products to meet emerging and existing market demand.

### Product Development Objectives

- Increase industry knowledge and capacity amongst all Yukon tourism stakeholders.
- Provide relevant tourism outreach services to all Yukon tourism regions and stakeholders.
- Share and inform industry on best practices, standards and codes of ethics.
- Raise awareness of market demand, trends and product development opportunities amongst all Yukon tourism stakeholders.
- Contribute towards the development of new tourism products for all markets.

### Program Elements

- 1) **Niche and Destination Product Development** – Includes initiatives that support the development of existing or emerging tourism products such as sport, learning, cultural, and adventure; initiatives that support the development or enhancement of existing or emerging destination products such as campground programming, First Nation experiences, scenic drives, etc.
  - **Partnership opportunities:** market research into new or existing product and destination markets, packaging product case studies, identification and/or development of standards or criteria for tourism products or services, and “how to” manuals and best practices.
- 2) **Tourism Workshops** – Includes supporting tourism stakeholders through the facilitation of timely and relevant tourism workshops. Workshops could include delivering the department of Tourism and Culture's “Yukon Tourism Essentials” or an independent workshop.
  - **Partnership opportunities:** “Yukon Tourism Essentials” (Introduction to Tourism, Tourism Business Basics, Niche Markets, Product, Packaging and Pricing, Travel Trade and Market Readiness, and Wilderness Tourism), and other relevant tourism workshops.
- 3) **Tourism Capacity Building** – Designed to increase the capabilities of tourism stakeholders to develop and deliver market-ready tourism products.
  - **Partnership opportunities:** Yukon based tourism training initiatives, First Nation and community pilot projects, and human resources needs analysis.

## **Tourism and Culture – Tourism Branch**

### **2008 – 2009 Product Development Partnership Program Criteria**

---

#### **Funding**

- The Product Development and Research Unit has \$50,000 dedicated to initiatives for this program.
- Program funds are for projects not eligible through other funding sources i.e. Tourism Co-operative Marketing Fund, Community Development Fund or Strategic Industries Fund.
- Applicants may be funded to a maximum of \$25,000 per year.
- Partnership funding with other appropriate stakeholders is encouraged.
- Eligible partners may request funding for more than one project during the fiscal year. Payments will be based on actual, third-party costs incurred by the partner.
- Costs incurred prior to project approval will not be eligible for payment.
- Preparation and submission of proposal is not an eligible cost.

#### **Eligibility and Process**

- Must be a project that meets the objectives of the *2008-2009 Yukon Tourism Strategic Plan* as noted above and does not conflict with projects eligible under other YTG funding programs.
- Projects must take place during the 2008/09 fiscal year which commences April 1, 2008 and ends March 31, 2009.
- Projects must clearly demonstrate broad benefit(s) to Yukon's tourism industry which are timely, relevant and transferable to other industry stakeholders.
- Projects must have broad support from appropriate tourism stakeholders.
- Partners must clearly and prominently acknowledge the Department's contribution.
- Project concepts should be presented to the Product Development Officer prior to submission of proposal.
- Eligible partners include municipalities/communities, tourism associations, First Nations governments, non-profit groups, community events and festivals.

#### **Criteria**

Project proposals will be assessed against their ability to meet a majority of the following criteria:

- Projects that target primary and secondary markets identified in the *2008-2009 Yukon Tourism Strategic Plan*.
- Demonstrate industry relevance, timeliness and transferability; benefit other industry stakeholders.
- Maximize partnerships.
- New or incremental project or initiative.
- Preference will be given to projects that can demonstrate the partner's equity.

## **Tourism and Culture – Tourism Branch**

### **2008 – 2009 Product Development Partnership Program Criteria**

---

- *Projects are funded on a first come first serve basis with preference given to tourism projects which benefit more than one community, First Nation and/or tourism region.*

#### **Partnership Project Proposal Format**

The Product Development and Research Unit of the Department of Tourism and Culture will assist eligible partners in developing a project proposal that must include the following headings:

1. background/introduction
2. project description
3. project objectives
4. project benefits
5. project management
6. activities and related timelines
7. performance measurement of success or failure ( return on investment-ROI)
8. detailed budget, including all sources of funding, amount of financial assistance requested
9. project deliverables including well researched and documented final project report in hard copy and electronic format ( CD-Rom), which may be made available to the public.

Once your detailed project proposal is received the Department will review your request for financial assistance. Should your proposal be accepted you will be required to sign a formal contribution agreement.

#### **Evaluation**

- The product development partnership program is an outreach, awareness and education initiative. Stand-alone success is difficult to measure. However, to evaluate the program, information on program elements and deliverables must be collected such as clients served, workshops and special programs developed and delivered, pilot projects designed and implemented, etc.
- Each project proponent will be required to provide a final written report on the project, including its relative success.
- Financial reporting will be required in a form acceptable to the Department of Tourism and Culture.

#### **For more information contact:**

Product Development and Research Unit  
Department of Tourism and Culture, Government of Yukon  
PO Box 2703, Whitehorse, Yukon Y1A 2C6  
Product Development Officer: 867-667-8723. e-mail Shannon.mcnevin@gov.yk.ca