

## **Trade & Consumer Shows Program Requirements and Criteria**

### **Eligible Applicants**

- Yukon market and/or trade-ready tourism businesses, First Nations governments, municipal governments, tourism organizations or partnerships and non-government organizations featuring Yukon product.

### **A Yukon Business Must**

- Be in good standing with Yukon Corporate Affairs and the Worker's Compensation Health & Safety Board.
- Provide proof of liability insurance or, if applicable, a Wilderness Tourism Licence.
- Provide a copy of consumer billing, payment and cancellation policy.
- Have all government loans in good standing.
- Own/lease property necessary for the business.

### **Project Cost Sharing**

- Individual businesses are eligible for 50% funding of eligible costs to a maximum of \$35,000.
- Partnerships and destination marketing organizations (DMOs) are eligible for 50% funding of eligible costs to a maximum of \$105,000. Preference will be given to proposals that show equitable financial contributions by all partners.
- Funding will be provided upon completion of the contribution agreement requirements and based on actual expenses.

### **Eligible Project Costs May Include But Are Not Limited to:**

Approved consumer shows, trade shows and/or MC& IT shows.

- 50% of air transportation to/from the destination to the maximum of a 14 day advance flight or;
- 50% of ground transportation to a maximum cost equivalent to a 14 day advance purchase flight.
- 50% of accommodation in trade or consumer show destination for the duration of the event.
- 50% of event registration.
- 50% of both rental incidentals, i.e. electricity, carpet rental, etc.

Participation in sales missions and/or sponsorship events led by an approved destination marketing organization (DMO) to key geographic markets as noted in the annual Tourism Yukon Implementation Plan. Applications for sales missions will only be accepted from the organizing DMO on behalf of all participants.

Eligible costs include:

- 50% of transportation costs to/from the destination to a maximum cost of a 14 day advance purchase flight.
- 50% of car rental costs within destination (including fuel – receipts required)
- 50% of meeting room rental in destination
- 50% of accommodation cost in destination up to a maximum of \$200 CDN per night for up to five nights
- 50% of sponsorship events (DMO's only)

Sales calls for tourism businesses to key geographic markets as noted in the annual Tourism Marketing Implementation Plan. Eligible costs include:

- 50% of meeting room rental in destination
- 50% of car rental costs within destination (including fuel- receipts required)
- 50% of ground transportation in destination up to \$100/day maximum of seven days (i.e. taxi, bus, subway, etc – receipts required)
- 50% of accommodation costs in destination up to a maximum of \$200 CDN per night for up to seven nights.

Travel for bid presentations to secure events (sporting, meeting and conventions). Bids to secure meeting and conventions must be supported by the Yukon Convention Bureau. Bids to secure sporting events must also be supported by Sport Yukon. All events must be feasible within the infrastructure of the Yukon and have secured financial commitments in place for hosting in advance of the bid presentation or submission.

### **Ineligible Project Costs Include But Are Not Limited to:**

- Administration costs, office equipment, telephone charges, internet access, clipping services, 1-800 numbers, translation, etc.
- Production, creative and development costs of CD-ROMS, websites, display booths, brochures, flat sheets, logos, business cards, posters and per diems.
- Projects or activities already completed.
- GST.

### **Duration of Project**

Projects must have a start and end date specified within the proposal. Final reporting will be due 30 days after the specified end date of the project. All reporting must be completed by March 31<sup>st</sup> annually. Projects will not be deemed complete without submission of a final report in a form acceptable to TIA Yukon and Tourism Yukon. (please contact TIA Yukon for further information).

### **Approval of Proposals**

- Applications will be reviewed by the TIA Yukon TCMF Coordinator to ensure that all the requirements are met.
- Completed proposals will be reviewed in priority of receipt.
- Incomplete applications will not be accepted for review until they are completed in full.
- Applicants should allow 15 working days for final decision on their completed proposal.
- Applications recommended for approval by the TCMF committee will be forwarded to the Executive Director of TIA Yukon.

## Other Requirements

- Applicants are not permitted to utilize Yukon Government resources for their 50% equity share for TCMF eligible projects.
- Successful applicants must sign a contract with TIA Yukon related to the project. The contract will outline the obligations and timelines of each party.
- Reporting requirements must be completed and returned in accordance with the terms and conditions of **the contract** before funds will be released.
- Activities not included in the application agreement are not eligible for funding. Any additional activities the applicant would like to incorporate into their agreement must be approved by TIA Yukon before funding will be eligible.
- Tourism Yukon may request access to the leads generated from projects for research purposes only.

## Reporting Requirements

- All records and invoices related to the project including project results and leads must be submitted for review and audit by assigned TIA Yukon staff, Tourism Yukon staff or auditors.
- Payment will only be made when final reports are completed in full and in a form acceptable to TIA Yukon and Tourism Yukon.

Applications are available on line at [www.tc.gov.yk.ca/tcmf](http://www.tc.gov.yk.ca/tcmf)