



TOURISM CO-OPERATIVE MARKETING FUND 09/10

# TRADE & CONSUMER SHOW



APPLICATION FORM

## TRADE AND CONSUMER SHOWS

Implemented by Tourism Industry Association of the Yukon (TIA Yukon)

### GOALS

The purpose of the Tourism Co-operative Marketing Fund (TCMF) is to assist in the marketing of Yukon tourism products and services from across the territory, to prospective visitors around the world.

Tourism Yukon's participation in this program will strengthen the Yukon brand image, help to showcase the territory in key target markets and assist in the growth of Yukon's economy.

To facilitate and encourage tourism businesses, First Nations, municipalities or organizations to partner with Tourism Yukon in the promotion of Yukon product.

### OBJECTIVES

- » Stimulate and partner in targeted innovative programs
- » Increase visitation in all four seasons
- » Co-ordinate and leverage industry and Tourism Yukon's marketing efforts
- » Extend the reach and impact of the Department's marketing programs

#### PRIORITY WILL BE GIVEN TO MARKETING ACTIVITIES THAT:

- » Target key markets as identified in the 2009-2010 Tourism Yukon Strategic Plan
- » Increase visitation
- » Promote increased planning of overnight stays and extend length of stay

#### INTENDED OUTCOMES OF THE TCMF INCLUDE:

- » Enhanced Yukon Brand recognition
- » Increased tourism revenues
- » Increased number of visitors
- » Increased length of stay

## PROGRAM REQUIREMENTS AND CRITERIA

### ELIGIBLE APPLICANTS

- » Yukon business, market and/or trade-ready tourism businesses, municipal tourism marketing bodies, and non-government tourism organizations
- » Yukon tourism businesses featuring Yukon product

### A YUKON BUSINESS MUST:

- » Applicants must be in good standing with Corporate Affairs-Yukon Government and the Worker's Compensation Health & Safety Board.
- » Provide proof of liability insurance or if applicable, a Wilderness Tourism License
- » Have all required licenses and registrations in place
- » Own/lease property necessary for the business
- » Have all government loans in good standing
- » Provide a copy of consumer billing, payment and cancellation policy
- » If applying for trade shows, provide copy of wholesale (net) rates

### PROJECT COST SHARING

- » Individual businesses are eligible for 50% funding of eligible costs to a maximum of \$25,000
- » Destination Management Organizations (DMOs) are eligible for 50% funding of eligible costs to a maximum of \$75,000.
- » Funding will be provided upon completion of contract requirements

### 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 booth rental incidentals, i.e. electricity, carpet rental, etc.

Participation in Sales Missions and/or sponsorship events led by an approved Destination Marketing Organization to key geographic markets as noted in the 2009-2010 Tourism Yukon Strategic 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 accommodations cost in destination 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 2009-2010 Tourism Yukon Marketing Strategy. Eligible costs include:

- » 50% of meeting room rental in destination
- » 50% of car rental costs in destination up to a maximum of seven days or;
- » 50% of ground transportation in destination up to \$100/day maximum of seven days (ie. 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 or conventions). Events must be sanctioned by the Yukon Convention Bureau, 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 MAY INCLUDE BUT ARE NOT LIMITED TO:

- » Administration costs, office equipment, telephone charges, internet access, clipping services, 1-800 numbers, translation, etc.
- » Production creation and development costs of CD-ROMS, websites, display booths, brochures, flat sheets, logos, business cards, posters, per diems (meal allowance), out of territory vehicle rentals (except in the case of sales calls or missions), parking, airline bonus points, site inspections
- » Projects, events and activities already completed
- » GST

#### DURATION OF PROJECT

Projects must have a start and end date specified within the proposal. All projects must be completed by March 31, 2010. Projects will not be deemed complete without submission of final financial report in a form acceptable to TIA Yukon and Tourism Yukon. (Some exceptions do exist, please contact coordinator Tiffany Drummond for further coordination.)

## APPROVAL OF PROPOSALS

- » Applications to the TCMF will be reviewed by the TIA TCMF Coordinator to ensure that all the requirements are met.
- » Once all requirements are met to the satisfaction of the TIA TCMF Coordinator, completed proposals will be forwarded to the TCMF Committee for review.
- » Completed proposals to the TCMF will be reviewed in priority of receipt.
- » Incomplete applications will not be accepted for committee review until they are completed in full.
- » Applicants should allow for 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 the 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.

Online application form: [http://www.travelyukon.org/TCMF\\_Trade.html](http://www.travelyukon.org/TCMF_Trade.html)

## TOURISM COOPERATIVE MARKETING FUND FAQ

### 2009-2010 TCMF FREQUENTLY ASKED QUESTIONS

**Q . How many projects is my organization eligible to apply for under the TCMF?**

A . There is no maximum on the number of projects you can apply for in a year. Proposals will be judged on their complementary value that support department marketing strategies; their potential to increase revenues; to increase visitation to a community; extend the length of stay of visitors and the potential to increase tourism spending within a community or region.

**Q . How do I apply to the TCMF for participation on an NGO Sales Mission?**

A . The NGO (example: Yukon Convention Bureau) leading the Sales Mission will be responsible for submitting one application to the TCMF for participating operators in the Sales Mission. Please work with the NGO to ensure they have the information necessary from you to satisfy the application requirements.

**Q . What costs will the fund NOT cover?**

A . The fund will not cover administration costs, office equipment, telephone charges, internet access, website optimization, clipping services, 1-800 numbers, translation, production creation and development costs of CD-ROMS, website optimization, display booths, per diems, brochures, logos, rack cards, pamphlets, brochures, flat sheets, business cards, posters and GST.

**Q . What costs are covered for in-bound media/trade fairs?**

A . The fund will cover transportation costs to/from the Yukon. If driving, mileage costs will be calculated at 61.0 cents per kilometer but will only apply if lower than pre-booked airfare in economy seating. FAM activities and accommodation costs are also eligible. All media must have a signed publishing contract or a reasonable guarantee that their Yukon article will be published.

**Q . How much money can I get from the TCMF?**

A . Each individual business is eligible for up to \$25,000 total between the Marketing Project and Trade and Consumer show portions of the fund regardless of the number of applications. Each partnership is eligible for up to \$75,000 total between the Marketing Project and Trade and Consumer show portions of the fund. Destination Management Organizations (DMOs) are eligible for a total of \$75,000 for all applications to the Marketing Project and Trade and Consumer show portions of the fund.

**Q . My organization has received money from another Yukon Government fund – can I use this as equity for my TCMF Application?**

A . No, funding received from any Yukon Government source including Contribution Agreements is ineligible as equity.

TIP: IF APPLYING TO THE TCMF FOR MORE THAN ONE PROJECT.

Create yourself a word document that responds to the application questions and save on your computer. When pulling up a new application on-line, cut and paste from your saved document your general information responses into the appropriate fields on the on-line form. Now, all you have to do is type in the new project details and budget information into the on-line application.

APPLICATION TO THE TRADE AND CONSUMER SHOW FUND

APPLICANT INFORMATION

Name of organization/Legal entity \_\_\_\_\_

Address \_\_\_\_\_

City/Town \_\_\_\_\_ Prov/Ter \_\_\_\_\_ Postal code \_\_\_\_\_ Website \_\_\_\_\_

Authorized official/Contact person \_\_\_\_\_ Position/Title \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail address \_\_\_\_\_

New initiative      YES      NO      (If no, indicate number of years initiative implemented.) \_\_\_\_\_

How will you recognize the Government of Yukon's contribution at the trade or consumer show?

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Who will be attending the show and what is their role in your business?

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## COMPANY PROFILE

What tourism products or services does your company provide?

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How long have you been selling these products/services?

0–1 Year     1–3 Years     3–5 Years     5–7 Years     7–10 Years     10 Years or more

What tourism market(s) do you normally target?

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What are the goals/objectives for this business?

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If attending an international trade show or marketplace, are you familiar with the appropriate foreign cultures and business practices?

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## ARE YOU READY TO TAKE YOUR PRODUCT TO MARKET?

To help us establish “Business, Market and Trade Ready” please answer these seven simple questions, which all applicants must complete to qualify for funding. These questions were implemented in response to requests from Yukon’s tourism industry to enhance the competitiveness of Yukon’s tourism industry. For more information please contact Tourism Yukon at (867) 667-5036 or email Shannon.mcnevin@gov.yk.ca

Please circle the answer to the following questions:

Does your business:

- 1) Maintain a good standing of all applicable licenses, insurance and legislative requirements? YES NO  
If you answered “yes” to this question, please provide a copy of your Liability Insurance or your Wilderness Tourism Operator Number.
- 2) Have marketing materials such as a brochure, rack card or website? YES NO
- 3) Provide a contact telephone number or e-mail contact year round? YES NO
- 4) When closed for the season, provide an automated response through voice mail, e-mail or website? N/A YES NO
- 5) Have a published consumer billing, payment and cancellation policy? YES NO  
If you answered “yes” to this question, please provide a copy of your consumer billing payment and cancellation policy.
- 6) Have a published trade-oriented billing, payment and cancellation policy for receptive/inbound tour operators and outbound/international tour operators? YES NO  
If you answered “yes” to this question, please provide a copy of your trade-oriented billing payment and cancellation policy.
- 7) Offer wholesale (net) rates to receptive/inbound tour operators and outbound/international tour operators throughout the negotiated time period and provided at least one year in advance of the selling season? YES NO  
If you answered “yes” to this question, please provide a copy of your wholesale rates.

Do you have a current membership in a related tourism association? (Please check off all that apply.)

TIA YUKON     WTAY     YFNATA     YCB     YOA     OTHER

List other memberships:

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## EXPECTED PROJECT RESULTS:

WHAT ARE THE EXPECTED TARGET GOALS/RESULTS FROM ATTENDING ALL SHOWS/EVENTS INCLUDING RETURN ON INVESTMENT (ROI)?

Project must have clearly defined practical objectives. (Profit Projection minus Total Investment equals your profit, then divide profit with your total investment equals ROI, e.g. \$1200 project profit minus \$1000 total investment = \$200.00 profit  $\$200/\$1000 = 0.20$  or 20% ROI)

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HOW WILL YOU MEASURE THE EXPECTED RESULTS FROM ATTENDING THE SHOW/EVENT?

Detail the appropriate method for evaluation/measurements. e.g. percentage of sales increases, website unique visits, lead generation etc.

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Assistance may be provided for attendance at industry approved consumer and/or trade shows. If you have an interest in attending a show that does not appear on the approved list, please provide information including a website address or fax a show brochure to 667-7379, attn: Tiffany Drummond. Please see attached listing of approved shows.

Name of show \_\_\_\_\_

Location \_\_\_\_\_ Date \_\_\_\_\_

Provide here any additional information you think might assist the TIA Yukon officer with the evaluation of your project application.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**STATEMENT BY APPLICANT**

On behalf of and with the authority of the applicant, I certify that:

- A . the information given in support of this application for assistance is true, correct and complete in every respect;
- B . the applicant is aware that the information contained herein can be used for the assessment of project eligibility and for statistical reporting;
- C . the applicant understands that the information contained in this application or submitted to the department in connection with the application is subject to disclosure under the territorial Freedom of Information and Protection of Privacy Act;
- D . the applicant accepts sole responsibility for the expenditure of all funds awarded;
- E . the applicant has read and understands the information contained in the Application Form; and
- F . successful applicants will be required to enter into a legal agreement with TIA Yukon regarding expenditure of funds.

**AUTHORIZED SIGNING OFFICER (for Applicant)**

Name (print) \_\_\_\_\_ Position or Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please send your application to the following address. Do not forget to keep a copy for yourself.

Attention: Tiffany Drummond  
Tourism Industry Association of the Yukon  
#3-1109 First Avenue  
Whitehorse, Yukon Y1A 5G4

Or fax your application to the following number: (867) 667-7379

**FOR FURTHER INFORMATION PLEASE CONTACT**

PHONE : (867) 668-3331    FAX : (867) 667-7379    EMAIL : tiayukon@klondiker.com    WEB : www.tiayukon.com