

# Town of The Pas Destination Marketing Fund

## What is the Destination Marketing Fund?

The Destination Marketing Fund was created within the Accommodation Tax By-Law of the Town of The Pas, 25% of all accommodation taxes collected are placed in this reserve. The fund was established with the purpose of providing financial means to promote economic development in The Pas by increasing visits to the community and business travellers which would generate overnight stays, visits to restaurants, shopping revenues and make visitors feel safe and welcome in our community.

## What are the Town of The Pas' Economic Development priorities in relation to Destination Marketing?

1. Promoting and supporting events and projects that bring visitors to our community which generate overnight stays, visits to restaurants and shopping revenues for the businesses in our community.
2. Promoting and supporting projects and events that enhance community beatification, image and pride that will make visitors want to come back to our community and will help to promote The Pas as a desirable tourist destination
3. Promoting and supporting recreation driven projects/events that will make visitors want to come back to our community and will help to promote The Pas as a desirable tourist destination.
4. Support projects that promote the Town of The Pas as a desirable destination for meetings, conventions, business, sports, special events, groups and leisure travellers to increase visitation and tourism expenditures.

## Who can apply?

Not for profit and charitable community-based organizations that are incorporated (excluding faith-based organizations) and will work to promote and enhance tourism for the Town of The Pas.

## What kinds of projects are eligible?

- Projects and events that bring visitors to the community and generate overnight stays and revenues for local businesses
- Projects that enhance community beautification, image and pride that will make visitors feel safe and welcome in our community and help make The Pas a desirable tourist destination
- Projects that promote The Pas as an attractive tourist destination and/or advertise The Pas as a desirable tourist destination
- Projects that will utilize existing community venues to host meetings, conventions, sporting events and other special events which will bring visitors into our community
- Recreation based projects and events which bring visitors into our community which help to generate overnight stays and increased revenues for local businesses

All projects must be able to demonstrate community support and address areas that demonstrate a high need. Projects must take place within the municipality of the Town of The Pas. Providing a list of contributions from other funding sources would be advantageous to your application.

# Town of The Pas Destination Marketing Fund

## Eligible costs include:

- Project supplies
- Venue Rental
- Food and Beverages
- Capital Costs
- Promotional and advertising materials
- Honoraria
- Entertainment
- Repairs and renewal
- Contract work

Preference will be given to applications that support shopping locally and utilize community businesses and residents to complete their projects and events when possible.

## Costs that are not eligible:

- Contributions to wages
- On-going operating expenses
- Repairs or redevelopment of private property
- Projects already completed
- Costs of organizing a project or event

## How do you apply?

Applications are available at The Visitor Information Centre (1559 Gordon Avenue), or on TOTP website at [www.townofthepas.ca](http://www.townofthepas.ca) If you have any questions, please call 204-799-1446 or email: [kim-cdc-dmc@outlook.com](mailto:kim-cdc-dmc@outlook.com)

## When are applications accepted?

Application intake dates are as follows:

- ✓ January 15<sup>th</sup>
- ✓ April 15<sup>th</sup>
- ✓ July 15<sup>th</sup>
- ✓ October 15<sup>th</sup>

We ask that all applications **are submitted 60-90 days prior to your event** to give adequate time for review.

Please note that the approval process can take anywhere from 30-60 days.

Applications should include at least 2 support letters from other community groups and organizations for any event or project.

## How are successful grants paid?

If your application is approved your organization will be notified with an approval letter and asked to sign a Memorandum of Agreement. Once the agreement is signed your organization will be provided with a cheque for 90% of the total approved amount.

Upon the project or event completion the remainder of the grant will be disbursed when:

- ✓ You have submitted a financial report/statement with copies of original receipts and invoices proving the expenditure of the total grant amount and listing all other contributions received
- ✓ A final report is submitted including evaluation of the project/event within 30 days of the completion of the project/event
- ✓ A declaration of any revenues generated is submitted

Any funding proved not to be spent must be returned to the Destination Marketing Fund within 45 days of the completion of the project. Projects that are not completed within the timeframe outlined can ask for an extension, if an extension is not requested or is not approved all funds must be returned. Projects must be completed with all funds being spent within the year of approval, any projects that are not completed will be considered expired and will be asked to return the funds provided.

Applications that are not approved will also receive notice by letter that they will not be receiving funding.

**SECTION A**  
**- APPLICANT**

**Project Title:**

**Name of Organization and brief description:**

**Physical location where project will take place:**

**Please list two individuals with signing authority for this project. Also, list all persons on the planning committee for this project and their role.**

**Primary Contact** (This is the individual and mailing address that the committee decision will be mailed to)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Secondary Contact** (This is the individual that will be contacted should the first person not be available)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

# Town of The Pas Destination Marketing Fund

## **SECTION B– INTRODUCTION**

a) Project Start

Date: Project Completion Date:

b) Describe the target group that the project will serve.

c) How will you target visitors to The Pas? How will you attract them to your project/event?

d) What community and other support is there for your project? (Please accompany with at least 2 letters of support)



## Town of The Pas Destination Marketing Fund

**F) Number of estimated participants from the community (including OCN and the RM)**

**Number of estimated participants from outside the community (not including OCN, the RM and Town of The Pas)**

**Total estimated number of participants**

**g) If this is not a first time event, please provide a history of your event.**

**h) Is there potential for this event or project to result in other events being hosted in The Pas?**

**i) What type of media exposure and advertising will you be using to promote this project/event?**

**j) How will you promote The Pas as a desirable tourist and visitor destination?**

**k) Please fill out the project budget on the next page or you may submit your own project budget. You must also submit quotes for all expenses, a list of all materials and supplies that are contributed in-kind and your organizations most recent financial statements.**



