



## **POLICY**

**Effective Date:** January 24, 2022

**POLICY TITLE:** Tourism Product Development Grant

**POLICY NUMBER:** 12-024

**POLICY PURPOSE:**

To establish terms of reference for the Tourism Product Development Grant Program.

**POLICY:**

1. The Tourism Product Development Grant Program was established to provide support in the development of tourism-based products and services. The program is intended to create a partnership in enhancing local tourism services and products, and to provide financial assistance to help develop projects that will benefit the community.
2. Applications to the Tourism Product Development Grant Program will be considered on a case-by-case basis and administered by Whitecourt Tourism Committee. The Committee reserves the right to refuse any application, and also reserves the right to impose conditions of whatever nature or kind that it deems appropriate.
3. Funds can be applied for by any individual, or business, that is developing tourism-based products. Letters of interest must be accompanied by a detailed project description and outline of what the funds will be used for. Submissions must include all required supplementary documentation, including a project budget. Applicants must be 18 years of age for legal purposes, or have a guardian's signature. The Committee may request additional information in support of the project.
4. Funds can be used to offset a variety of startup costs, including but not limited to: advertising, capital items, wages, or other related costs.
5. In considering an application, the Committee will have general regard for, but not be bound by, the following considerations:
  - The ability to draw visitors to the community;
  - The feasibility of the project; and,
  - The Committee's existing budget.
6. The Committee reserves the right to limit financial support based on project benefits and outstanding program commitments already approved.



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7. The Committee reserves the right to assess the reasonableness of costs and which costs are eligible under the terms of the program.
8. All advertising must include the Whitecourt Tourism and Town of Whitecourt logo recognizing the grant contribution from the municipality. An electronic file which includes the logos will be provided to approved recipients which is to be used on promotions to meet this requirement.
9. Applicants that receive funding through Tourism Product Development Grant agree to submit a final report including financial reporting to the Committee within 90 days after the event or project is completed.
10. All grants are at the discretion of Town Council, and may be refused for any reason. The Committee and Council may also impose conditions it thinks appropriate with the granting of funds.
11. Applicants that have overdue or incomplete reporting relating to a previously approved Town of Whitecourt grant project will be considered ineligible.
12. The Town of Whitecourt will assist the business in promoting its product whenever possible, such as on the Whitecourt Tourism website and social media pages; in the local Visitor Guide, and at the Visitor Information Centre.
13. Bookings or reservations may also be taken for the business by the Visitor Information staff throughout the summer months to assist with approved projects, and assistance of this nature will be reviewed on an annual basis.
14. Administration may provide assistance to individuals/businesses in finding resources for business planning and development, marketing opportunities, and any potential funding sources.

### **REFERENCE:**

- Schedule "A" Tourism Product Development Grant Application Form
- Schedule "B" Tourism Product Development Grant Application Rating Sheet
- Schedule "C" Tourism Product Development Grant Final Reporting Document