

Tourism Development Investment



Program Application

Specify which program

- Tourism Destination Development
 Tourism Industry Development

Name of Organization/Applicant

Contact Person

Position

Mailing Address

Postal Code

Phone

Fax

Email

Email

Website

Project Name

Total Project Costs (in dollars)

\$

Amount Requested (in dollars)

\$

Have you received previous funding from this program?

If yes, when?

Applicant's Signature

Date

Please complete the above information and submit a proposal outlining your project. Below is a guideline to assist you in preparing and submitting a proposal for consideration. Emphasis should be placed on providing concise, relevant and accurate information.

Proposal Outline Your project proposal should contain the following information:

1 Introduction Provide an introduction of the applicant (organization) and any historical information relevant to the project.

2 Project Objectives Briefly outline the goals of the project. Goals should be brief and qualitative (e.g. increase tourism expenditures, increase visitation, extend length of stay, professional development). Describe how the objectives will be achieved.

3 Project Description Outline the scope of the project and its significance. Describe project activities in detail.

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4 Expected results Quantify the expected results where possible. Give the current situation and provide projections or goals. Describe the impact of implementing the project. Examples of results may include economic impact (e.g., increased visitation, enhanced spending, job creation), return on investment, meet needs of industry, education, spin-offs for area businesses, enhancement of visitor services, enhanced experience, etc.

5 Sustainable Tourism Does the project incorporate or use environmentally sustainable practices and guidelines? Specifically, identify how the project incorporates and uses environmental (green) design and practices; takes into account the needs of the community as well as the visitor; and considers the economic viability of the project once development is complete. Examples may include things like a comprehensive green plan for handling waste (environment), community focus groups to outline the project and establish community input (social) and comprehensive business plans that look at market potential and financial feasibility (economic)

6 Linkage to Tourism Plan and Tourism Brand Explain how the project meets the strategic actions outlined in the annual Tourism Plan as well as how the project fits with the Tourism Brand.

7 Marketing Plan Provide highlights of your tourism marketing plan which identifies targeted geographic and demographic markets, marketing initiatives, timeline and associated budget. Explain how the project and identified marketing efforts fits into the regional marketing plan for their area.

8 Estimated Project Costs A summary of all expected project costs including an estimate of capital costs (if applicable) is required. These are normally based on competitive quotes from independent arm's length contractors. Proponents should include all applicable taxes.

9 Project Financing Each applicant is expected to contribute towards eligible costs of the project as outlined in the program guidelines. No more than half (50%) of the applicant's contribution should be in-kind. In-kind are measurable contributions to cover incremental project costs which otherwise would have to be paid in order to make the project possible (e.g., local lumber company donates lumber; professional architecture firm donates staff time to do construction plans). Itemize the contribution from the applicant/organization, other partners (e.g., private sector, other government departments), revenues generated (if applicable), and the requested amount of assistance. Support from other provincial and federal agencies must be specifically outlined.

10 Estimated Project Timing A general outline for the project components should be included. Capital projects will require a more detailed workplan.

11 Management/Guarantee Ongoing Operations (sustainability) Describe how the project will be managed or implemented. The organization must provide a guarantee in writing of how ongoing operations, staffing, liability, maintenance responsibilities and costs will be covered. If applicable, the applicant must identify ongoing costs and how they will be covered.

For more information on these tourism development investment programs contact:

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