

Program Application

Thank you for your interest in the Nova Scotia Department of Tourism, Culture and Heritage’s Visitor Information Services Enhancement Program. For assistance in completing your application, please refer to the contact information below. The following checklist will help ensure that your application is complete.

Visitor Information Services Enhancement Application Checklist Visitor Information Kiosk Development Your application must include:	
	A completed Part 1: Your Organization
	A Completed Part 2: Declaration
	A Completed Part 3: Your Project
	A Completed Part 4: Project Budget
	Include letters of support from the appropriate RTIA and others if required
	Include detailed cost estimates (must include quotes for all costs)
	Identify all sources of funds including other grants
	Specify the nature of any in-kind funding
	Provide written confirmation from all confirmed sources of funding
	Ensure the project is supported by regional and/or local strategic tourism plans
	Ensure the project enhances market-readiness / visitor experience / level of service to visitor

Once you have completed your application form, please mail, email, or fax it to:

**Department of Tourism, Culture and Heritage
Tourism Division, Visitor Services
1800 Argyle Street, Suite 602
PO Box 456
Halifax, Nova Scotia B3J 2R5**

**Peter Johnson - Coordinator Visitor Services
Phone: (902) 424-2788
Email: johnsp@gov.ns.ca Fax: (902) 424-2668**

Program Application - Application Deadline - August 31, 2009

Part One: Your Organization

Community Group/Organization

Contact Person

Position

Mailing Address

Postal Code

Phone

Fax

Email

Website

Total Project Cost (\$)

Amount Requested from TCH (\$)

Part Two: Declaration

The information provided on this application form and accompanying documentation is accurate to the best of my knowledge. I hereby give the Department of Tourism, Culture and Heritage permission to verify any and all information pertaining to this application. I understand that any projects funded may be subject to review by the Province of Nova Scotia. The Province reserves the right to review and inspect funded projects and related documentation during and following project completion.

Applicant's Signature

Date

Part Three: Your Project

The below criteria will assist you in preparing a proposal for consideration. Your project proposal must include the following information.

- **Location of Organization** (including area covered by the work of the organization). Briefly describe how your organization currently works to support visitor servicing in the community (i.e. programs, services, activities, etc) and why this project/activity is needed.
- **Project Description:**
 - **What** you intend to do? (how many and what size kiosk(s) will the project involve?, what type of information and branding will be included on panels/signage?, what type of brochure/take-aways will be made available through the kiosk(s)?)
 - **How** will this project be completed? (who will construct the kiosks?, who will design and fabricate panels/signage?, how will the kiosks be installed?, etc.)
 - **When** will the project be completed and what is the estimated time line? (Project expenditures must take place before March 31, 2010)
 - **Where** will the kiosk(s) be located? (accessability, lighting, parking, visibility, etc.)
 - **Who** are the partners that will be involved and what are their roles? (contractors/funding partners/designers/land owners, etc.)
- **Project Objectives and Expected Results.** Objectives should be brief and qualitative (e.g., increase tourism expenditures, increase visitation, extend length of stay, etc.)
- **Is there a strong market demand/potential for the initiative?** (What are the visitor statistics in your area?, what indicators are there that this type of service would be needed or utilized within your community?)
- **Does your project duplicate other activities or services in the community?** (i.e. do other types of information kiosks exist in your community?, what are the other types of visitor services resources available in your community - how does this differ/compliment this project?)
- **How does this project link to the Nova Scotia Tourism Plan?** Explain how this project meets the strategic actions outlined in the annual tourism plan (http://www.gov.ns.ca/tch/tourism_plan.asp).
- **How does this project fit within your regional/municipal tourism marketing or development plans?**
- **How will you ensure that this project is sustainable after the project is complete?** (i.e. ongoing maintenance and upkeep of kiosks, coordination and updating of information for kiosks on a year round basis)

Part Four: Project Budget

When completing the Project Budget Section please remember to include:

- Detailed cost estimates or quotes for all costs (costs must include, labour costs, costs for materials, and design/fabrication costs for panels and “?” signage);
- All sources of funds including other grants (written confirmation of all funding sources must be included with application);
- In the case of in-kind support from any of the funding sources, specify the nature of the in-kind funding (written confirmation of in-kind funding must be provided with application);
- In cases where other funding has been secured, provide written confirmation from that organization.