



CONTENT DEVELOPMENT INVESTMENT GUIDELINES

COOPERATIVE MARKETING INVESTMENT PROGRAM

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The Content Development investment program supports the growth of Richmond's tourism industry by investing in industry-led marketing initiatives to increase their marketing capacity, resulting in increased tourism revenues. The goal of Content Marketing is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing plan. (Source: The Content Marketing Institute)

Content development should:

- Attract and retain consumers through curating engaging content
- Be part of an overall marketing plan
- Align with Tourism Richmond's strategic plan and target markets (British Columbia (excluding the Lower Mainland), Alberta, Washington State and China)

Initiatives covered in the Content Development Program include, but are not limited to:

- Photography and video
- Websites
- Written content

Eligibility

Richmond-based tourism-primary businesses or associations are eligible to apply for funding to develop compelling assets that support marketing initiatives.

Individual not-for-profit tourism-primary organization may qualify for funding without partners. For profit businesses must apply are required to apply with a minimum of one additional partner for content development for a partnered initiative.

Initiatives must end be fully completed December 31, 2019 to be eligible for 2019 funding.

2019 Application Deadline

Tourism Richmond will accept applications for 2019 from January 2 until October 11, 2019, or until the funding pool has been exhausted. **Applications must be submitted a minimum of one month prior to start date of any marketing activities.**

All initiatives must end by December 31, 2019 to be eligible for 2019 funding. Funding will be awarded on a case-by-case, first-come-first-served basis. When all funds have been allocated, no further applications will be accepted.

Investment

Content Development initiatives may qualify for up to 50 per cent investment from Tourism Richmond, up to a reasonable maximum, based on the initiative and organization.

Eligible and ineligible expenses*

All applications should demonstrate the use of content development as part of a greater marketing strategy. For example: Conducting a photoshoot, these photos will be used on your websites, brochures and advertisements. **Other expenses may be considered on a case by case basis.*

Eligible Expenses	Ineligible Expenses
PHOTOGRAPHY AND VIDEO	
Experience-based photography and/or video	Software, video production equipment, license fees
WEBSITES	
Design and development of a consumer facing website or partnered website landing page based on need	Software, domain name, site hosting fees, logos, mobile apps, online booking systems, license fee.
WRITTEN CONTENT	
Description of experience/s available from tourism organization/s for use in print and online	Software
Translation of content if required	

Additional requirements

- Content should be developed by a Tourism Richmond approved supplier. Please contact Tourism Richmond's Industry Development Manager for further information.
- All content (images, b-roll, written content) must be shared with Tourism Richmond.
- A signed license agreement for any photography or video is required; the license must grant both the business or association and Tourism Richmond and the non-exclusive, perpetual, worldwide, royalty-free license to use, publish, modify and distribute for the purposes of promotion of Richmond. This same license may be required for all assets including: maps, illustrations, written content, etc.
- Tourism organization/partners must have an active and updated profile/listing on Tourism Richmond's extranet – TRIP, Tourism Richmond's Information Portal and Tourism Richmond website.

Program restrictions and payment details

- If Tourism Richmond agrees to invest 50% into an initiative that costs \$30,000, the payment agreed upon is \$15,000. If the incentive ends up costing greater than \$30,000, Tourism Richmond will still only pay \$15,000 towards the initiative. If the initiative comes in below budget, Tourism Richmond will only pay 50% of the lower amount.
- No retroactive funding is permitted for costs that have incurred prior to the application approval.
- After the project is complete, receipts must be provided to Tourism Richmond and funding will be paid out. **Tourism Richmond will not pre-pay for goods or services.** All activities

and expenses must have occurred and been paid for prior to the submission of an invoice for reimbursement.

- Capital type expenditures and operating costs are not eligible.
- Salaries or wages as well as management fees are not eligible.
- GST/PST expenses are not eligible.
- In-kind contributions are not eligible.

Reporting

All marketing projects supported by Tourism Richmond must be evaluated and verified within 45 days of the project completion. A project is considered complete when the marketing tactics have ended, related expenses have been paid and objectives can be measured.

Tourism Richmond will supply you with an evaluation form to complete. Copies of supporting documents, invoices, proof of payment etc. must be provided with the evaluation form to verify expenses.

Content completion

When the creative (photo, B-roll, copy etc.) is available from the third-party, Tourism Richmond must receive a copy. If the creative is not received, future content development applications will not be eligible for funding.

Application submission

We recommend contacting Tourism Richmond's Industry Development Manager prior to submitting your application to discuss your concept. At this stage, the Industry Development Manager will discuss ideas and review the investment criteria. After discussing the project, a written application is required. Once the application is submitted, it will be reviewed and Tourism Richmond will provide written confirmation of its level of investment.

Application forms are available through the Industry Development Manager or online at **VisitRichmondBC.com/Industry** and should be emailed to coopmarketing@tourismrichmond.com