



EXPERIENCE DEVELOPMENT INVESTMENT GUIDELINES

COOPERATIVE MARKETING INVESTMENT PROGRAM



EXPERIENCE DEVELOPMENT INVESTMENT GUIDELINES

The Experience Development Investment program supports the growth of Richmond's tourism industry by investing in the development of new or enhanced tourism-related experiences; this could be anything from offering a new language on an audio tour, to developing a totally new experience for an attraction. Tourism Richmond's investment will support the development of tourism experiences that are in demand, which will drive visitation to Richmond and increase tourism revenues.

Experience development initiatives should:

- Enhance the tourist experience in Richmond
- Align with Tourism Richmond's strategic plan and target markets (British Columbia (excluding the Lower Mainland), Alberta, Washington State and China)
- Be offered in Richmond for a minimum of three years

Initiatives covered in the Experience Development investment program include, but are not limited to:

- Creative program development
- Employee training
- Translation costs and implementation to enhance visitor experience

Eligibility

Richmond-based tourism-primary businesses or associations who are developing or enhancing a Richmond-based experience. We expect the experience to have longevity and to not be a one-off experience, the experience should have a plan to be offered in the city for a minimum of three years to be eligible to apply.

Tactics receiving investment from the 2019 pool must be completed by December 31, 2019 to be eligible.

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

Experience 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 for a

maximum of three years. An additional three years of investment (at a reduced leverage for each additional year) may be available if steady and considerable revenue growth has occurred in the first three years.

Eligible and Ineligible Expenses*

**Other expenses may be considered on a case by case basis.*

Eligible Expenses	Ineligible Expenses
INTERPRETIVE PROGRAM DEVELOPMENT	
Creative program development, commentary or scripting and storytelling development, expenses for a qualified contractor to assist with the development of the experience content; asset type such as audio headsets for translation.	Salaries or wages for employees – excluding contractors.
BROCHURE AND FLAT SHEET DESIGN	
Design and development of a brochure or flat sheet that articulates and provides sales support of the new experience; printing brochures.	Brochure distribution.
TRAINING MATERIALS	
Costs associated with developing a training manual for employees on the new experience.	Printing and distributing the new training materials.
TRANSLATION RELATED FOR THE NEW EXPERIENCE OR TRANSLATION FOR THE EXISTING EXPERIENCE	
Translation costs for the verbal or printed information that guide provides; safety information, waiver forms and other assets.	Translation to languages that are not aligned with Tourism Richmond's business strategy.
INTERGRATED MARKETING CAMPAIGNS	
Investment into a marketing campaign for the new enhanced experience.	Stand-alone ads/tactics. Marketing campaigns for current experience that has not been enhanced.

Additional requirements

- Applicant must include a business and marketing plan for the new experience in their application.
- Applicant must provide a detailed proposal outlining their new experience. The proposal must include a detailed description of experience, price, time of year experience is available, markets the experience will cater to and supporting material required.
- Tourism Richmond may ask to place a tracking pixel on website or on ad media
- Marketing activities supported must include the 'In Partnership with Tourism Richmond' logo.

- 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 been 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 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 initiatives 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.

Partners must supply Tourism Richmond with various statistical data, customer data and booking patterns for up to three years after the start of the experience, this will be used for research purposes.

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 Industry Development Manager or online at **VisitRichmondBC.com/Industry** and should be emailed to coopmarketing@tourismrichmond.com