

Rural Development & Promotion Fund



Métis Crossing, Smoky Lake

ELIGIBLE APPLICANTS

Operators, communities and associations in rural areas

ELIGIBLE PROJECTS

Purchase, construction or renovation of permanent tourism infrastructure

APPLICATION PERIOD

March 4 to 25, 2024.

Please note, should there be significant interest, Travel Alberta reserves the right to close the application period prior to March 25.

Amplify your communities and programs

INVESTMENT PROGRAM

Co-operative Investment

FUNDING PURPOSE

Supports tourism organizations in destination development and promotion initiatives.

INVESTMENT RANGE

up to \$150,000

PRIORITIES

- Foster community alignment around a shared vision for tourism
- Support regional promotional strategies aimed at growing visitation and driving cash flow to tourism businesses
- Assist in organizing different types of events like cultural festivals, business conferences, and big sport events to make sure the local economy benefits in various ways and keeps growing steadily
- Projects must take place between April 1, 2024 and March 31, 2025.

ELIGIBLE APPLICANTS

Your business must fit into at least one of the following categories:

- Destination marketing/management organizations
- Municipalities, chambers of commerce, and not-for-profits with a focus on tourism
- Industry associations with a focus/mandate in tourism development and promotion

Note: Non-municipal partners must have been in operation for a minimum of three years.

INELIGIBLE APPLICANTS

You are not eligible for this grant if your business falls into one of these categories:

- Individual tourism businesses and partnered consortiums
- Business improvement areas
- Communities who are represented by a destination marketing organization
- Hotel consortiums and Destination Marketing Fund groups (DMFs)
- Retail businesses
- Restaurants

HOW TO APPLY

APPLICATION DETAILS

Please read all eligibility requirements before applying. If you have any questions, please reach out to your Destination Development Manager.

ELIGIBLE EXPENSES

Destination Promotion

- Targeted online ads as part of an integrated, multi-faceted marketing campaign
- Creative development and agency support
- Radio/tv/print advertising that presents a unified tourism message
- Social strategy and implementation (including costs related to contracted community management)
- Media and public relations
- Content development including photography, video and written content

Destination Development

- Attraction of business events
- Destination planning and research aimed at growing the visitor economy
- Workforce development including educational seminars and building destination capacity
- Destination animation programming available to visitors on a regular, scheduled basis (daily, weekly, monthly) and demonstrate how it is designed for long-term availability
- Tourism membership fees (i.e. Indigenous Tourism Alberta and Tourism Industry Association of Alberta)

INELIGIBLE EXPENSES

- Salaries, wages or management fees
- GST/HST
- Website development

Note: Travel Alberta will not invest in destination development/promotion efforts led by a community which duplicates the efforts of an existing destination organization.
Travel Alberta has the last say on what expenses are not eligible, even if they're not mentioned here.

REQUIREMENTS

All anticipated expenses must be incurred between April 1, 2024 – March 31, 2025. Expenses will need to be invoiced by a qualified third party and documented in the financial reconciliation.

PERFORMANCE MEASURES

- Economic impact generated from hotel nights, experience sales, ticket sales, and/or package sales that showcase a return on investment equal to or greater than the investment.
- Number of business supported through the development/promotional initiative.

APPLICATION PROCESS

1. **Application period:** March 4 to 25, 2024.
Please note, should there be significant interest, Travel Alberta reserves the right to close the application period prior to March 25.
2. **Access the Grant Management Tool (GMT):** Create an account or log in to the Grant Management Tool (GMT) by clicking the "Apply now" button below. This is where you'll find the Rural Development and Promotion application form.
3. **Complete the application:** Fill out the application form. Remember, you can save your progress if you need more time or additional information before submitting. Only one application per organization per funding year.
4. **Application review:** After you apply, we will review and evaluate your application. We will send you an email to let you know if your application is approved or not.
5. **Travel Alberta's authority:** Travel Alberta has the final say in managing funding requests. We might decline projects that don't meet the criteria or if we receive too many requests to fund.
6. **Investment decision timing:** The investment decisions for the intake period will be made in spring 2024.
7. **Funding approval process:** If your project is approved, you will receive a Travel Alberta Grant Agreement.
8. **Delivery of funds:** Once your project is approved and we have received all the necessary documents, the money will be sent to you through an Electronic Funds Transfer (EFT). This means the money will go directly into your bank account electronically.
9. **Applicant's reporting commitments:** Successful applicants will be required to report results to Travel Alberta, as identified in the agreement.