

CO-OP MARKETING FUNDING PROGRAM

Program Guidelines

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Cover image Glacier National Park. Credit: Agathe Bernard

INTRODUCTION

The Tourism Golden Member Marketing Co-op Funding Program offers co-op funding to facilitate consumer-oriented marketing activities that work to increase shoulder and winter season visitation and tourism revenues in Golden and CSRD Area A in accordance with Tourism Golden's 5-year Strategic Plan, and destination management goals to strengthen, and build the Golden brand, which is essential to our collective success.

The program has a capped funding capacity determined annually by the Tourism Golden annual marketing budget which is approved by the TG Board of Directors.

Applications are assessed by the Co-op Program Committee according to the program guidelines with final approval by the TG Board of Directors.

PROGRAM GOALS

- ☐ To increase awareness of Golden as a year-round vacation destination.
- ☐ To extend the average length of visitor stay.
- ☐ To increase overnight visitation from target markets and maximise tourism revenues between September and June.
- ☐ To provide member businesses with an opportunity to leverage MRDT and private funds to maximize marketing impact and Return on Investment (ROI).
- ☐ To leverage private funds to support Tourism Golden's 5-year Strategic Plan and annual Marketing Plans.

PURPOSE

- ☐ To enable individual Tourism Golden members or groups who share common interests and marketing goals that align with the marketing strategies and goals of Tourism Golden.
- ☐ To drive collaboration between industry partners and, in doing so, raise awareness of Golden as a year-round destination offering many exceptional experiences and requiring a multi-day stay.
- ☐ To leverage funds to achieve greater marketing impact and ROI in driving tourism revenue.

GUIDELINES

- ☐ The program is open to TG members (see Appendix A – Member Definition).
- ☐ Program funding is intended to support **new** or **expanded** research-based marketing activities in the geographic locations, EQ and activity segments identified in the Tourism Golden annual marketing plan (See Appendix B – Target Markets).
- ☐ Applications are accepted from individual members or from a consortium of two or more members. Consortia may represent a sector or a grouping of stakeholders with a common interest.
- ☐ Projects must support the goals and objectives of the Tourism Golden Strategic Plan (2022 – 2027) and promote to our target markets. (See Appendix C – Strategic Objectives)

- ☐ There should be no duplication of effort either from other program applicants or TG tactical activity.
- ☐ Matching project funding will be given by TG for eligible marketing expenses up to a maximum 50% of with a minimum leverage of 1 to 1.
- ☐ In-kind contributions do not qualify for matching funds.
- ☐ Preference will be given to:
 - Projects that focus on digital campaigns and content creation and distribution
 - Applicants that have attended professional development workshops offered by TG, KRT or DBC.
- ☐ Applications will be evaluated based on the following:
 - Robustness of marketing plan including ROI and performance measures,
 - Ability to increase awareness of Golden as a vacation destination
 - Increased overnight visitation and tourism revenues from target markets in winter and shoulder seasons.

Projects must

- ☐ Include a clear call to action, target outcome and measure of success.
- ☐ Attract visitors from the markets and EQ segments identified in the Tourism Golden annual marketing plan with the goal of raising awareness of Golden as a destination and increasing overnight visitation from target markets.
- ☐ Be consumer direct, experiential marketing.
- ☐ Feature experiences, attractions, activities or products available within the DMO boundary area, and
- ☐ Acknowledge the funding support of Tourism Golden where appropriate.

Eligible Costs

- ☐ Print and online collateral development (including design, production, publishing and distribution costs).
- ☐ Paid advertising including print, digital display, search & social media, radio and TV.
- ☐ Social Media content creation and curation (including fees of social media influencers approved by TG).
- ☐ Consumer-focussed content development including written content, photography and video production.
- ☐ Consumer shows (except those shows that TG or a TG supported club or organisation is attending) booth registration fees, basic booth accessories (power, table, chair, carpet), and show materials (pop-up banner, collateral, etc.).

Ineligible Costs

- ☐ In-kind contributions (e.g. in-house time, expertise or intellectual property, hosting or transportation costs).

- ☐ Capital and operating costs (e.g. wages, phone, office equipment and supplies)
- ☐ GST, PST and MRDT amounts.
- ☐ Display booths, posters, business cards, promotional items (trinkets, t-shirts, banners, flags, floats etc.)
- ☐ Per diems and travel costs.
- ☐ Development of marketing plans and/or application submission.
- ☐ Membership or registration fees.
- ☐ Capital equipment.
- ☐ Website maintenance, design and hosting.
- ☐ Projects that have already accessed TG, KRT or DBC funding.
- ☐ Travel trade activities.

Funding

Matching project funding will be given by TG for eligible marketing expenses up to a maximum 50%.

- ☐ Minimum funding request of \$500 per project.
- ☐ Maximum funding of \$3,000 per project proposed by a sole applicant.
- ☐ Maximum funding of \$5,000 per project with two or more contributing partners.¹
- ☐ 90% of funding is issued upon application approval and signed Contribution Agreement. The remaining 10% is issued upon campaign completion according to the Contribution Agreement and submission of a final report and receipted expenses.

Procedure

- ↓ Complete form on TG website accompanied by project outline including goals, objectives, target market, tactics & in-market dates, performance measures and anticipated cost breakdown.
Incomplete applications will not be considered.
- ↓ Evaluation by TG Co-op Program Committee,
- ↓ Project & amount approval by the TG board,
- ↓ Signing of Contribution Agreement,
- ↓ Provision of TG branding materials,
- ↓ Approval of project marketing materials by TG,
- ↓ Project implementation,
- ↓ Final report & expenses submission followed by.
- ↓ Issue of TG co-op funds.

¹ Additional funding may be granted for sector-based consortia with 3 or more contributing partners.

Acronyms:

DBC = Destination BC

DMO = Destination Marketing Organisation

GST = General Sales Tax

KPI = Key performance indicators

KRT = Kootenay Rockies Tourism

MRDT = Municipal & Regional District Sales Tax (aka Additional Hotel Tax)

PST = Provincial Sales Tax

ROI = Return on investment

TG = Tourism Golden

Appendix A – Member Definition

“Member” means any proprietorship, partnership, limited company, a society or governmental authority that:

- 1. Has a business office registered within Area A or the Town of Golden.*
- 2. Provides as its core business, a commercial tourism operation.*
- 3. Complies with all relevant governmental regulations and bylaws.*
- 4. Carries a minimum of two million dollars third party liability insurance; and*
- 5. Participates in at least one marketing activity or other program of the Society not more than fourteen months prior to, and not less than 60 days prior to application submission.*

Appendix B – Target Markets

By Geographic Market

- ☐ Canada: AB, BC & ON
- ☐ USA: WA, CA, NY, TX
- ☐ International: UK, Germany, Netherlands, Australia

By E.Q. (Explorer Quotient):

The **AUTHENTIC EXPERIENCER** – *is a more learned, understated traveller. Travel is not their only interest in life, but they certainly appreciate it when they go. They prefer to do their own thing while at a destination, having control over what they see & when they see it*

The **CULTURAL EXPLORER** – *is an avid traveller who values learning and discovery while travelling. They don’t want to feel like a “tourist,” preferring just to blend in and have the most authentic experience possible rather than being confined to group tours and schedules.*

The **FREE SPIRIT** – *is the traveller’s traveller... they seem to love everything about travel, and as in life, they embrace the experiences it offers with arms open wide.*

By Activity Interest Sector:

- ☐ National & Provincial Parks
- ☐ Mountain Biking
- ☐ Hiking
- ☐ Rafting
- ☐ Fishing
- ☐ Resort Skiing
- ☐ Backcountry, Heli & Cat skiing
- ☐ Nordic Skiing
- ☐ Snowmobiling
- ☐ Family Vacation
- ☐ Weddings

Appendix C – Strategic Objectives

Tourism Golden's Core Objectives:

Tourism Golden's five-year strategy is designed to deliver measurable results in the pursuit of seven core objectives across four themes:

Economic Contribution

- Increase overall value of the tourism economy
- Increase average length of visitor stay at all times of year
- Increase shoulder season occupancy levels and rate

Visitor Experience

- Connect more visitors to remarkable experiences via multiple channels
- Educate visitors to experience a safe and responsible vacation

Stakeholder Experience

- Deliver enhanced stakeholder programs and support

Resident/Community Experience

- Increase resident understanding of the value of the local tourism industry and support for the tourism industry
- Balance resident values with visitor demand and business needs

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² Source: Tourism Golden Strategic Plan 2022 to 2027

Appendix D - Example Scenarios

Individual Applicant

Applicant	Guiding outfit
Project Name	Off-Season Digital Awareness Campaign – Guided Hiking
Total Project Budget	\$5,000
Funding Requested (50%)	\$2,500
Project Summary	A spring marketing campaign targeting Alberta and BC hikers, promoting guided hiking packages in April–June through digital content and paid media.
Tactics	<ul style="list-style-type: none">• \$1,200 in Meta (Facebook/Instagram) ad spend• \$500 for blog content development• \$1,800 for a 60-second promotional video• \$1,500 for influencer partnership (content usage included)
Target Markets / EQ Segments	Alberta and BC / Free Spirits & Authentic Experiencers
Performance Measures	- 100,000 ad impressions- 2,000 landing page visits- 100 campaign-attributed bookings
Outcome	Funding approved based on alignment with spring season priorities and a robust ROI plan.

Consortium Applicant

Consortium	Guiding outfit. Accommodation, Restaurant
Project Name	“Guided & Glorious” – Winter Touring & Dining Experience
Total Project Budget	\$11,000
Funding Requested (max consortium amount)	\$5,000
Project Summary	A winter-season cooperative campaign designed to attract midweek and shoulder-season visitors seeking guided outdoor experiences. The package includes a professionally guided backcountry snowshoe or intro ski touring trip, paired with two nights’ accommodation and après-themed culinary promotions.
Tactics	<ul style="list-style-type: none"> • \$3,000 paid Instagram, Google Search & Display advertising • \$2,500 short-form video series featuring a day-in-the-life guided experience • \$3,500 to hire a digital campaign manager to execute and optimize • \$1,000 photo shoot showcasing scenic routes, guests, and guides • \$1,000 incentive vouchers for return visits (delivered digitally post-trip)
Target Markets / EQ Segments	BC, Alberta, and Washington State / Cultural Explorers & Authentic Experiencers
Performance Measures	- 350+ bookings across winter season- 1.5x average length of stay (2.5 nights)- 25% email sign-up conversion for future trip marketing
Outcome	Approved due to emphasis on guided experiences, strategic targeting of low-demand travel windows, and integration of local operators into a compelling overnight package.