

Overview

The Brooks Region Tourism Experience Development Fund is designed to offer funding for projects that develop new, or enhance existing, tourism experiences and events. The goal is to promote the Brooks Region as an attractive tourism destination in Southern Alberta and to support experiences and events that contribute to tourism revenues for the local economy.

These fund guidelines ensure access to tourism experience and event funding for the Brooks Region, which includes the City of Brooks, Town of Bassano, Villages of Duchess and Rosemary, Siksika Nation and the County of Newell (Bow City, Cassils, Gem, Millicent, Patricia, Rainier, Rolling Hills, Scandia & Tilley). To qualify for funding support, experiences and events must comply with these guidelines.

The guidelines were developed by Brooks Region Tourism to ensure Joint Services funding obligations to Brooks Region Tourism are being met for this program.

This fund supports tourism development initiatives, including:

- Projects that enhance the quality of tourism attractions and events,
- Improve the market readiness of tourism products,
- Develop travel experiences that tell unique and authentic local stories, or
- Hosting of regional, provincial, national, and international sporting events and conferences

Eligible Applicants.

- For-profit tourism operators.
- Non-profit organizations, associations, and societies in good standing that have been in existence for three years or more.

Ineligible Applicants.

- Recreational Facilities
- Community Halls
- Municipalities
- Schools

What Types of Projects Are Eligible?

Preference will be given to applications that highlight:

- The creation of a NEW experience or event that will attract visitors, spectators, and/or participants from outside the Brooks Region
- Development of a NEW tourism experience or event that builds upon a unique tourism theme or local story
- Events and conferences that are regional, provincial, national or international in nature
- Projects that will enhance and grow existing tourism experiences and events
- NOTE: To be eligible, EXISTING events must demonstrate they are adding something NEW that will bring in a new demographic of visitors and/or must be increasing the duration of their event (ex. one-day to two-day event)

What Types of Projects/Items Are Ineligible?

- Experiences and events that are geared mainly towards the local community
- Fundraising events
- Political events
- Marketing and advertising expenses
- Website development
- Gifts, contests, prizes, awards, trophies, plaques
- Management expenses

Application Deadlines

Applications can be submitted anytime. Please be sure to leave enough time for your application to be processed before the start date of your project.

Grant applications can be submitted to jmcintosh@brooks.ca. Because funding is limited (\$22,500/year), all applications meeting the eligibility criteria may not receive funding or may not receive the full amount requested.

Each application is individually assessed by a selection committee appointed by Brooks Region Tourism.

Application Criteria and Guidelines

1. Experiences and events must be open to the general public.
2. The program is designed to support many tourism initiatives in the region with an **end goal of self-sufficiency**. It is NOT a program to subsidize existing experiences and events that are already financially viable.
3. Events and experiences can receive funding for a **maximum of three years**.
4. Applications must demonstrate economic benefits for their community, community support, engagement and inclusiveness.
5. Successful applicants must acknowledge Brooks Region Tourism in all promotion and advertising. Logo's will be forwarded.
6. Applicants are encouraged to contact Brooks Region Tourism at the conceptual stage to discuss their idea and/or to review the funding criteria.
7. A completed application form must be submitted in order for organizations to be considered for funding. PLEASE take the time to fill out the application in full and supply the requested documentation, such as financials and budgets. BE SPECIFIC in your application. Brooks Region Tourism has an Experience Development Fund application form to assist in completing a proposal. Upon review of the proposal, Brooks Region Tourism will provide written confirmation of its level of support in the project.
8. Experience Development Funds are not available on a retroactive basis. Approvals must be obtained in advance.
9. All approved projects must be evaluated and verified within 45 days of project completion. An evaluation form will be sent to you upon completion of your experience or event. Copies of all supporting documents, invoices, proof of payment, etc. must be provided with the evaluation to substantiate project completion.
10. New experiences and events must submit a proposed revenue and expense budget.

Disclaimer

Brooks Region Tourism has the right to limit funding available for each project.

Please contact Executive Director, Jaime McIntosh at jmcintosh@brooks.ca for further information.