

**Southwest Nova Tourism Task Team**  
**Tourism Application Guidelines**

**Introduction**

The mandate of the Southwest Nova Tourism Task Team is the enhancement of tourism experiences for Southwest Nova Scotia, the development and promotion of new tourism products for Southwest Nova Scotia and the marketing of Southwest Nova Scotia in the Northeast United States. The Southwest Nova Tourism Task Team is **soliciting funding applications** from tourism operators and other interested parties. Your application/project proposal will enhance, improve or develop new tourism experiences.

**Objective:**

The objective of this program is to assist in the development and enhancement of new or existing innovative tourism experiences that will motivate travel to and throughout Southwest Nova Scotia. Priority will be given to projects that can demonstrate the ability to:

- Motivate new and existing travel to and throughout SW Nova Scotia (*west of Route 8*)
- Generate new visitation to the region
- Increase length of stay and tourism revenues in the region

**Who can apply?**

Businesses, organizations and established not-for-profit/sector associations with credible entrepreneurial opportunities who are committed to developing or enhancing tourism experiences in Southwest Nova Scotia. It should be noted that the Task Team recommends that each proponent or new business venture prepare a business plan, seek professional expertise and ensure that the financial assistance (if approved) are not necessary to the success of the proposal.

**What type of tourism experiences are eligible for financial assistance?**

Hands-on experiences that visitors would pay to partake in, and authentically reflect life in Southwest Nova Scotia. The goal is that visitors can experience the activity first-hand (*learn something by doing something with someone who is from here*). These visitor-friendly experiences should fall into one of the following categories (*but are not limited to*):

<b>Seafood/Culinary</b>	<b>Outdoor</b>	<b>Culture</b>
<ul style="list-style-type: none"> <li>• Harvesting</li> <li>• Processing</li> <li>• Cooking/Culinary</li> <li>• Eating</li> <li>• Other, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Lakes and Waterways (i.e. Kayaking / Canoeing)</li> <li>• Coastal experiences</li> <li>• Nature (i.e. Birding)</li> <li>• Hiking</li> <li>• Geo-caching</li> <li>• Other, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Acadian Experiences</li> <li>• Artists/Artisans</li> <li>• Lighthouses</li> <li>• Mi'kmaq</li> <li>• Black Loyalists</li> <li>• Genealogy</li> <li>• Other, etc</li> </ul>

Example experiences in these categories include: cooking classes, boat tours, kayaking rentals or tours, art instruction, walking tours, etc.

### Why were seafood/culinary, outdoor and cultural tourism selected?

Through research, we know that the top three high-yield visitor segments to Southwest Nova Scotia are those visitors who want to experience our seafood and culinary flavour, our outdoors and our culture. These visitors stay longer and spend more money while in the region. A full profile of these key visitor segments and their market potential can be found here:

#### Seafood/Culinary -

[http://novascotiaturismagency.ca/sites/default/files/page\\_documents/culinary\\_enthusiasts.pdf](http://novascotiaturismagency.ca/sites/default/files/page_documents/culinary_enthusiasts.pdf)

#### Outdoor -

[http://novascotiaturismagency.ca/sites/default/files/page\\_documents/outdoor\\_enthusiasts.pdf](http://novascotiaturismagency.ca/sites/default/files/page_documents/outdoor_enthusiasts.pdf)

#### Cultural -

[http://novascotiaturismagency.ca/sites/default/files/page\\_documents/cultural\\_enthusiasts.pdf](http://novascotiaturismagency.ca/sites/default/files/page_documents/cultural_enthusiasts.pdf)

### How much assistance is available?

Up to **a maximum of \$20,000 per applicant of project costs, is available** to assist with developing and enhancing experiences for our visitors. The task team recommends that each proponent approach other potential funding sources for leveraging purposes. The tourism task team expects each proponent to provide a minimum of 25% of the budget required to deliver the experience.

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"><li>- Capital costs (i.e.: incremental equipment to directly deliver the experience, costs to transform*, the purchase of life jackets, etc.)</li><li>- Experience development &amp; testing costs (i.e.: trying out different suppliers, professional expertise, etc.)</li><li>- Marketing expenses (minimum of 20% of total approved funding)</li></ul> <p><i>*examples – renovating to meet code requirements</i></p>	<ul style="list-style-type: none"><li>- Wages (staffing)</li><li>- Insurance</li><li>- Operating /administration/office supplies</li><li>- Purchase of major capital, property, including buildings and land</li><li>- On-going maintenance (i.e.: a new roof)</li><li>- Consulting and plans (not to be used to develop plans)</li><li>- Studies, permits &amp; licenses</li></ul>

The task team will not pay for ineligible expenses, but they do count towards your total budget. See the *sample budget* for more details.

### Are there other requirements that the experience will need to meet?

Yes! You will need to:

- Charge a fee to visitors. The task team will not invest in free experiences.
- Do marketing. This includes an on-line/internet presence and information for the tourist bureaus.
- Be able to be contacted via email and via phone.
- Operate for a minimum of 12-weeks in the 2014 season (mid-June to mid-September), and offer the experience on a regular weekly scheduled basis.
- Ensure that the experience is available to all visitors, and not just those staying at a particular property.

Your experience also needs to be sustainable; this means that once the assistance from the task team has been spent, you will be able to continue to operate on your own.

For additional information about creating a tourism experience, you can refer to the Nova Scotia Experience Toolkit: <http://novascotiaturismagency.ca/experience-nova-scotia-toolkit>

### **What is the deadline for applications?**

All applications are due by **September 13, 2013, no later than 4:30 pm**. Applications need to be emailed directly to the **tourismtaskteam@destinationsouthwestnova.com**. The task team will respond to all applicants by October 18<sup>th</sup>, 2013.

### **When will the money be available?**

If you are a successful applicant, 50% of your allotted investment will be available to you on October 21<sup>st</sup> (once you have signed the Letter of Offer). An additional 30% will be disbursed by March 31, 2014, pending the receipt of your mid-term report. The final 20% will be disbursed by July 31<sup>st</sup>, or upon the receipt of your final report, whichever comes first. In order to receive your final payment, you will need to supply the tourism task team with the following by July 10<sup>th</sup>:

- A final report
- A completed project evaluation form
- Proof of payment to all suppliers, including receipts
- Proof that you have completed all the other requirements as listed in this application.

The Tourism Task Team has the right to require the return of any unspent funds or any funds that have been spent on items that were not part of the agreement. Failure to submit final invoices will automatically result in the forfeiture of the remaining funds, and the applicant will be ineligible for future assistance from the tourism task team.

### **Contact Details**

For more information or if you have any questions regarding the application, please contact the Tourism Task Team:

Jeanette Joudrey

c/o Destination Southwest Nova Association

Mailing address: 125 Cornwall Road - Unit C, PO Box 61, Blockhouse, Nova Scotia, Canada, B0J 1E0

Email: [tourismtaskteam@destinationsouthwestnova.com](mailto:tourismtaskteam@destinationsouthwestnova.com)

Phone: (902) 634-8844

Fax: (902) 634-8056

Southwest Nova Tourism Task Team

**Tourism Application Form**

Applications are due by **September 13<sup>th</sup>, no later than 4:30pm**. Late applications will not be accepted. Incomplete applications will not be considered. Expenses must be incurred by June 30<sup>th</sup>, 2014.

**1. Applicant Information**

<b>Experience Name</b>	
<b>Business / Organization</b>	
<b>Mailing Address</b>	
<b>Town</b>	<b>Postal Code</b>
<b>Contact Person</b>	
<b>Website</b>	
<b>Email</b>	<b>Phone (daytime)</b>
<b>Registry of Joint Stocks number (if applicable):</b>	
<b>Please check with Experience Category you are apply under (one per application):</b>	
<input type="checkbox"/> <b>SEAFOOD/CULINARY</b> <input type="checkbox"/> <b>OUTDOOR</b> <input type="checkbox"/> <b>CULTURE</b>	

**2. Assistance Request** (see sample budget for how to determine total costs)

Total Project Cost:
Total Funding Request: <i>(up to a maximum of \$20,000)</i>

**3. Authorization**

I hereby certify that the information provided in the application is true, correct and complete in every respect.

The personal information provided on this form and any attachments will be used for the purposes of administering this Tourism program. It is collected under the authority of Section 26(a) of the Freedom of Information and Protection of Privacy Act and is protected by the privacy provisions of the act.

Successful applicants are to be advised that their organization name, project or event name (as noted on the application form), and approved funding amount will be disclosed to the public.

Signature of Authorized Official:
Date:

#### **4. Proposal**

In a separate document, please provide the following:

- a. Tell us about your background and related experience of you and/or your team.
- b. Describe your proposed experience/project.
- c. What will you charge for your experience? Define your season and schedule. Describe how people will book your experience.
- d. How are you going to promote and market your experience? Describe your target markets. What is your long-term marketing plan?
- e. How will you measure success?
- f. How will your experience become self-sustaining? What is your plan for multiple years of operation?
- g. Why do you require assistance from the tourism task team?
- h. Is there anything else that you would like to tell us?

#### **5. Budget**

In a separate document, outline your revenues and expenses for the next year. Indicate where the assistance from the tourism task team will be allocated. Indicate if you are anticipating money from other funding sources (*see attached samples*).