



FUNDING GUIDELINES

The City of Revelstoke is a designated Resort Municipality and receives funding through the Ministry of Tourism, Arts and Culture to develop recreational and tourism infrastructure and amenities that align with the objectives of the Resort Development Strategy. To review the Strategy go to: <https://revelstoke.ca/1705/Resort-Development-Strategy-2019-2021>

These funding guidelines ensure fair access to funding, transparency, and accountability. This enables us to report on progress towards achieving our objectives. Please identify in your application how your infrastructure project aligns to the criteria and the requirements below.

FUNDING CRITERIA

1. Promote Revelstoke as a destination:
 - Attracts and/or serves visitors and tourists
 - Provides exceptional visitor experience
 - Aligns with the Tourism Revelstoke brand
 - Increases regional, national or international reputation and exposure
2. Increase year-round tourism and recreation industry development and growth by:
 - Stimulating economic activity in the spring and fall
 - Encouraging additional night stays
 - Increasing opportunities for corporate tourism development in off-peak season
 - Increasing cultural tourism product development for off-peak season
 - Increasing revenue and exposure for local businesses year-round
 - Providing opportunities for local residents to access and experience year-round
 - Increasing opportunities for employment in the community
3. Contribute to a diverse range of tourism and visitor amenities and experiences:
 - Is unique or new; not directly duplicating a similar amenity or parts thereof
 - Fills an identified gap or supports a funding priority such as:
 - Active Family activities and experiences
 - Zoomer experiences and activities
 - Sustainable tourism experiences
 - Arts & Culture amenities and experiences
 - Indigenous Cultural experiences
 - Experiential tourism
 - Food tourism
 - Large-scale recreation/sporting events
4. Ensure long term viability:
 - The project or event is structured for success and has the resources to deliver
 - An organization/team of individuals is committed to operating or delivering in future
 - The project or event has the potential to continue to grow or attract visitors year over year
 - Existing or related amenities or events have been developed effectively in the past, met their objectives and delivered a remarkable experience to visitors

- The amenity or project identifies Key Performance Indicators (KPI's) to capture information about and measure the success or utilization of this amenity
5. The project or amenity fosters responsible travel and supports sustainable growth of the recreation/tourism industry by:
- Reducing the impact on the environment
 - Respecting the natural landscape
 - Reducing tourism emissions and waste
 - Encouraging use of public or shared transportation

FUNDING REQUIREMENTS

1. This funding is available for festivals and events, or projects including construction of infrastructure to support visitor attraction, recreational activities, or cultural events and programming that require infrastructure or equipment for successful delivery.

Please refer to the Resort Development Strategy page number as indicated below for more information on the specific funding category and identified priorities.

- For Recreation Trails and Infrastructure please go to RDS page #20
 - For Arts, Culture and Event Tourism Infrastructure please go to RDS page #21
 - For Festivals, Events, Animation and Tourism Programming or Services, go to RDS page #23
2. Funding is NOT available for salaries or administration fees.
3. There is no set or matching fund ratio.
4. Each application is individually assessed by City staff, Tourism Revelstoke, and/or Chamber of Commerce staff according to the above listed criteria. Recommendations are then made to the Tourism Initiatives Committee and approved by a quorum of Committee members, following which Council makes a resolution to allocate RMI funds to the recommended projects.
5. Applicants are encouraged to contact one of the above at the conceptual stage to discuss ideas.
6. Completed applications can be submitted by email, dropped off in person to the Revelstoke Visitor & Business Information Centre, or as a fillable PDF.
7. Grant Applications must include the following information:
- Applicant Information
 - Project Information, including:
 - Title of the project
 - Event or Project Manager – name of person responsible for the project
 - Project description (what is being done)
 - Milestones, including start and completion dates, etc.
 - Equipment operating responsibilities - Identify who will be responsible for operating the equipment or maintaining the facility
 - Project Criteria
 - How this project or amenity meets the identified criteria
 - Project outcomes and how they will be achieved
 - Additional social or economic benefits to the community
 - Project budget, including:
 - funding sources
 - project and activity costs

- how operating costs will be financed
 - Key Performance Indicators and monitoring strategy - identify how the actual outcomes will be measured, including:
 - Summary statistics (numbers, demographics, traveler type, # out of town guests, etc.)
 - Usage figures (members, spectators, users, event participants, etc.)
 - Successes and challenges, actual learnings
 - Any unexpected observations and/or surprises arising from the activity
8. Upon approval, applicants will sign a funding agreement with the City of Revelstoke.
 9. A hold-back percentage may apply and will be released once agreed-upon deliverables are met.
 10. A Final Report is required to be submitted within 45 days of completion.
 11. Funds should be spent within 12 months of the application approval date, unless approved for a multi-year project

