

# **TOURISM PEI**

## **Regional Foundation Fund**

(2010/2011)

### **Program Outline:**

The Regional Foundation Fund is intended to support regional tourism development, organizational capacity and where they exist, Regional Destination Centres. The program is exclusively for Regional Tourism Associations (RTA's). The Foundation Program is intended to strengthen each region and Prince Edward Island's appeal as a destination.

### **Eligible Projects:**

The Regional Foundation Program will support the following regional activities:

- Regional research, planning and strategic development.
- Management and operation of Regional Destination Centres

### **Regional Destination Centres:**

Deliverables for Destination Centre agreements are:

- Formal agreement for the management of a regional VIC including: coordination, staffing, payroll, implementation and operation.
- Providing shoulder season services to visitors
- Immediate revenue generation outside of government
- Organizational product growth

This is a multi faceted model to allow the association to combine operational and management staffing monies with organizational product support and revenue generation.

### **Foundation Grants (Non-Destination Centre Based)**

To address the priority of Regional Tourism Associations, without Destination Center agreements, in providing human resource support the organization's product research and development at a strategic level, Tourism PEI is offering a regional foundation grant to be used for strategic organizational planning, priority setting, professional development and revenue generation

Deliverables for Regional Foundation Grants are:

1. Development, and/or updating, of a research based strategic business plan for the organization in concert with the Prince Edward Island Strategy for Tourism Competitiveness".
2. Increased non-government generated revenue
3. Professional development for members
4. Increased regional product

**Program Eligibility:**

The Regional Foundation Fund will only accept applications from Regional Tourism Associations (RTA's).

**Project Assistance:**

Regional Foundation funding will be provided to RTA's by way of negotiated single or multi-year agreements (three years) as appropriate. The intent is to provide a funding platform for RTA's to develop strategic priorities.

Financial support provided by the Regional Foundation Fund will not normally exceed 60% of total regional budget. Where applicants are also seeking support from other funding agencies, the level of assistance provided through the Regional Foundation Fund will be determined in the context of overall public sector support.

**Program Application:**

Proposals/Applications are to be submitted by January 15th of each year.

**Project Criteria:**

In assessing applications to the Regional Foundation Fund, consideration will be given to the following criteria:

1. The extent to which the project supports the objectives of the "Prince Edward Island Strategy for Competitiveness."
2. The extent to which the project supports the further development of Prince Edward Island's primary tourism products as identified in the "Strategy" and the vertical markets identified as priorities for growth by government and industry.
3. The extent to which the project outcomes will benefit regional tourism development
4. The proposed method of project evaluation.

**Application Process:**

All projects will be rated and this will be a merit based competitive process. Once approved, agreements will be negotiated that will outline funding benchmarks and time lines with an annual hold back until final reports are received and accepted. Annual grant balances must be claimed on or before March 31st of the fiscal year in which the project is approved upon submission of a financial statement, activity report and project evaluation.

**Contact:**

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**TOURISM PEI**  
**Regional Foundation Fund**  
**(2010/2011)**

**Application**

Regional Tourism Association: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**Description of Proposed Project:**

Please attach a description of the proposed project to this application form. The project description should include the following elements:

- Detailed Description of Activities and Outcomes for the Association
- Amount of funding requested from the Fund
- Project Objectives
  - Indicate specific project goals/objectives
  - Describe how these objectives will be achieved
  - Relevance of project to Five-Year Tourism Strategy
- Expected
  - Applicable deliverables;
    1. Development and/or updating of a research based strategic business plan for the organization in concert with the the "Prince Edward Island Strategy for Tourism Competitiveness" and government and industry market priorities for product growth.
    2. Increased product
    3. Increased non-government generated revenue
    4. Professional development for members
    5. Organizational product growth
    6. Formal agreement for the management of a regional VIC including: coordination, staffing, payroll, implementation and operation.
    7. Providing shoulder season services to visitors
- Estimated Project Costs & Revenue Sources
- Projected Dateline for Project Completion
- Describe Project Management & long-term viability

Personal information on this form is collected under authority of the *PEI Freedom of Information and Protection of Privacy Act* for program administration purposes. Questions regarding the collection or use of this information can be referred to the Tourism PEI at 902-368-5874.