

COMMUNITY TOURISM OPPORTUNITIES (CTO)- PROGRAM DETAILS

1. Express your interest to access CTO funding

When: February to March 15th

- Discuss your community's priorities for the upcoming year with Emilie, the Kootenay Rockies Community Development Specialist.
- Fill up the "CTO Expression of Interest" form and email it to Emilie@kootenayrockies.com
- If your proposal is approved by Tourism BC, you should receive a letter of confirmation for co-op funding by May

2. Accomplish your projects and submit your claims

When: from April 1st to March 15th

- Accomplish your projects following your initial plan. *If there are going to be any changes in the program, please discuss your concept with the Community Development Specialist before proceeding to implementation
- Provide your production/marketing company with the "Graphic Standards and Logo Use Manual" in order to respect the logo use requirements.
N.B. All project design must be pre-approved by Emilie with logo use prior to going into production.
- Submit your claims as soon as projects are completed:
 - Supply a cover invoice from your organization using the "Cover Invoice Template" with supporting document (original invoices from suppliers) by mail or email to Kootenay Rockies Tourism.

3. Provide your digital proofs of project completed

When: upon completion of project until March 31st

- Email all **digital** outputs in JPEG, PDF, MP3, WMV, MPG or MOV format. For website enhancements, create screen shots of the web pages supported by CTO funds and ensure the links from logo are active. For web marketing include the campaign overview and ensure tracking of web activity from Google analytics at a later date. ***Make sure the proofs submitted are from the best quality (High Resolution).**

4. Evaluate your projects

When: by May 15th

- Write a few sentences that summarize each project outcomes and lessons learned.
- Provide the number of impressions per project completed
 - For brochures/visitors guides/maps: total number printed
 - For print advertising: publication name, circulation of the publication or readership
 - For radio or TV: total audience number and total number of spots for each campaign
 - For consumer shows: how many people visited your booth and total attendance number
 - For web enhancements or campaigns: run Google Analytics or record the total number of hits to the webpage