

Guidelines for completing the Expression of Interest Form

A completed Expression of Interest (EOI) form must be submitted by the application deadline of December 7th at 1pm. The form must be submitted in fillable PDF format (i.e. the same format as the EOI form you have downloaded). Incomplete or late applications will not be considered.

If you or your organization are facing any barriers to this grant submission process, contact our team at destinationdevelopment@gov.bc.ca for support.

For assistance on determining how your project aligns with actions and priorities identified in the [Strategic Framework for Tourism in B.C. 2022-2024](#) and the local and regional [destination development plans](#), please contact your regional destination management organization:

- **Vancouver, Coast & Mountains:** <https://www.destinationbc.ca/who-we-are/regional-community-industry-partners/vancouver-coast-mountains/vancouver-coast-mountains-team/>
- **Vancouver Island:** <https://vancouverisland.travel/corporate/our-organization/our-team/>
- **Northern B.C.:** <https://www.travelnbc.com/about-us/who-we-are/>
- **Cariboo Chilcotin Coast:** <https://industry.landwithoutlimits.com/about-us/staff/>
- **Thompson Okanagan:** <https://www.totabc.org/staff>
- **Kootenay Rockies:** <https://www.krtourism.ca/contact-us-2/>

APPLICANT INFORMATION:

1. Legal Name of Applicant

The legal name is the official name of the organization at registration or incorporation. This may be different from the organization's operating name (e.g. Legal Name 123456 Northern Ltd, operating publicly as ABC Moving Services).

2. Applicant Type

This information is important to determine if the applicant is an eligible recipient: local government (municipality or regional district), not-for-profit organization, or Indigenous government or Indigenous development corporation.

3. Business Number

Applicable for not-for-profit applicants. The business number is a unique 9-digit number assigned by the Canada Revenue Agency.

4. Applicant Mailing Address

This is the organization applying for the funding.

5. Primary Contact Information

This information is for the person authorized to represent the business or organization. This person will be the main point of contact regarding the EOI.

MANDATORY CRITERIA:

6. Is the project you are applying for shovel ready? Y/N

A shovel ready construction project is one where planning and engineering is advanced enough that—with sufficient funding—construction can begin within a very short time. Note that you may be asked to provide evidence that required permits and authorizations have been secured.

7. Has the project been endorsed by the organization (e.g. board of directors, council etc.)? Y/N This information confirms that your organizational leadership (e.g. Municipal council, board of directors etc.) has authorized the project to proceed if funding is in place.

8. Does the project support the tourism sector? Y/N
The project contributes to the competitiveness of the destination and supports the visitor economy.

9. Is the project visitor oriented and open to the public? Y/N
The project is targeted and used primarily by visitors and is not restricted to use only by members or by invitation.

10. Does the project have support from tourism and community stakeholders? Y/N
Examples of stakeholders include local and regional destination management organizations, economic development organizations, local government, and Indigenous communities. NOTE: if this project is about, impacts or is located in an Indigenous community, you must have a letter of support specific to the project authorized or endorsed by the Indigenous community or band council.

11. Will the project be completed before March 31, 2025? Y/N
The purpose of this fund is to support tourism recovery; therefore, the focus is on projects that can be completed in the near future.

PROJECT INFORMATION:

12. Project Name
Provide a short, clear, and concise name describing your project. Please include what the project is about in the title (e.g., Accessibility Improvements to Community Museum, Construction of First Nations Cultural Centre).

13. Project Location and Region
This is the physical location of the project, including the community and [the tourism region](#). If the project spans multiple communities, indicate [the tourism region](#) only.

14. Total Cost of Project – This is the total budget for the project.
Funding Request – This is the grant amount being requested from Destination Development (DD).
Funding Secured – This question confirms that, with the DD grant, all funding would be secured to proceed with the project.

15. What stream are you applying for? Activate / Elevate

1. Activate	2. Elevate
<p>Description: Supports projects that build, repair and/or rejuvenate physical tourism structures, amenities, and experiences to support visitors and benefit communities.</p>	<p>Description: Supports projects that help elevate quality and competitiveness of the tourism sector through improving tourism experiences, building capacity and skills, and adopting and</p>

*All projects in this stream must be shovel ready.	adapting technology and sustainability practices.
Funding up to \$1,000,000 per project	Funding up to \$500,000 per project
Sample Projects: New tourism attraction; campground development; improved water access; public visitor services (washrooms, EV chargers); thematic and/or Indigenous signage; event infrastructure; iconic recreational experience development; off season experiences.	Sample Projects: Accessibility and inclusion improvements; destination stewardship tools and infrastructure; community education programs (cultural, environmental and visitor awareness); climate change adaptation and mitigation; digital adaptation and automation; tourism experience revitalization/restoration.

PROJECT DESCRIPTION:

16. Project Summary

Provide a short one sentence description of the project (e.g. Upgrade washrooms and entrance doors to improve accessibility at the Community Museum)

17. Project Overview

This section will outline details of the project deliverables and the need or opportunity that the project fulfills to support tourism and visitation to the destination. Limit answer to 250 words or less.

18. The next three questions provide the information that we will evaluate to determine which projects will be invited to submit a full application. We encourage you to identify as much alignment as possible and, where you can, indicate how you are going to measure your success in meeting the objectives and supporting priorities.

a. Program Objectives

Review the program objectives on the program website:

- Foster distinct and globally competitive destinations
- Strengthen a year-round visitor economy
- Increase community vibrancy and resident support for tourism
- Support sustainability, accessibility and inclusion

Indicate which of the program objectives the project supports by checking all applicable boxes, then describe how the project supports the indicated objectives.

b. Strategic Alignment

Review the [Strategic Framework for Tourism 2022-2024](#). Indicate which of the priorities listed under the three pillars (People, Planet, Prosperity) the project supports by checking all applicable boxes, then describe how your project will advance the priorities indicated.

c. Destination Development Plans

Information on the destination development process and links to the strategies can be found here: <https://www.destinationbc.ca/what-we-do/destination-management/destination-development/>

Scroll to the bottom of the page, click on the region where your project is located, then find the relevant strategy. Start with the Highlights document to see an overview of the strategic priorities, and then you can review the full document if you would like more details. ***We also strongly recommend you contact your regional destination management organization to discuss how your project align with the plans.***

19. Additional Partners

Additional consideration will be given for projects that are regional in scope and span across multiple geographical jurisdictions and/or involve a partnership between two or more entities. These projects must identify a project lead that is an eligible applicant and clearly demonstrate support from all applicable communities and partners.

20. Application Attestation

This should be completed by the person making the application as it certifies that all the information contained in the application is true and correct to the best of their knowledge. Please note that information collected is subject to the Freedom of Information and Protection of Privacy Act.