



Policy # 7001

1408 Twp. Rd. 320 / Postal Bag 100, Didsbury, AB Canada TOM 0W0
T 403.335.3311 F 403.335.9207 Toll Free 1.877.264.9754
www.mountainviewcounty.com

Policy Title: Visitor Experience Funding

Policy No.: 7001

Approval: County Council

Effective Date: March 1, 2016

Approval Date: February 24, 2016

Amended Date: May 9, 2018

Supersedes Policy No.: New

Policy Statement: Mountain View County will provide financial assistance to recognized Visitor Information Centres and projects within the geographical boundary of Mountain View County to enhance their ability to operate, deliver services to the community and heighten the overall visitor experience


Purpose: The purpose of this policy is to establish funding criteria and an approval process for the distribution of funds to recognized Visitor Information Centres and Mountain View County visitor experience related projects.

Principles:

1. Mountain View County is committed to provide a fair and uniform response to funding requests from recognized Visitor Information Centres for operating and/or improvements/enhancements to Visitor Information Centre's located within the geographical boundary of Mountain View County.
2. Mountain View County will support recognized Visitor Information Centres and internal visitor experience related projects as a part of their Economic Development initiatives because they: aide in marketing visitor related businesses throughout the county, showcase the region and help to identify gaps within the tourism industry.



Procedure Title: Visitor Experience Funding
Procedure No.: 7001-01
Approval: CAO
Effective Date: March 1, 2016
Approval Date: March 14, 2016 (February 24, 2016 Council Meeting)
Amended Date: April 18, 2017
Supersedes Procedure No.: New



1. Definitions

- 1.1 Administration - means employee(s) of Mountain View County.
- 1.2 Annual Grant Funds - the amount of funds allocated annually to the Economic Development budget.
- 1.3 Applicant - Person or group applying for funding on behalf of an accredited Visitor Information Centre.
- 1.4 Council - means the Council of Mountain View County.
- 1.5 Financial Report - means the report an applicant is required to remit, by December 31, to the County that outlines how the funds received, were actually spent.
- 1.6 Grant Application - the application form that the applicant remits to the County, as part of its efforts to obtain a grant under this policy, outlining a specific project or program.
- 1.8 Project or Program - the specifics of the application for which any approved funding will be allocated to.
- 1.9 Visitor Information Centre - an accredited Visitor Information Centre under the Alberta Visitor Information Providers (AVIP) Program.

2. General

- 2.1 County Council shall annually establish a budget amount to be distributed under this policy.
- 2.2 Requests must be made in writing on the approved application form.
- 2.3 Additional information may be requested by Mountain View County to aid in the application review process.
- 2.4 Up to a maximum of \$5,000 may be approved for each Visitor Information Centre or visitor experience related project in any given year.
- 2.5 The approved funding may be used for operating costs, and/or Visitor Information Centre Enhancement(refer to section 5.3).
- 2.6 The application must include the amount requested, and all other sources of funding.

- 2.7 The Economic & Community Development Officer will be responsible for providing a recommendation to Council on how the funds should be allocated. Council will make the final decision on allocation of funds.
- 2.8 Administration will notify applicants in writing of Council's decision and approved funds will be forwarded to the successful applicant.
- 2.9 Unallocated funds may be used for specific county projects that are tourism related and contribute to visitor experience; these projects may be in collaboration with other municipalities.
- 2.10 The annual budget will not be carried over if the funds are not allocated within that year.
- 2.11 The County may approve all, part, or deny any request received.

3. Eligible

- 3.1 The Visitor Information Centre must be accredited by the Province of Alberta under the Alberta Visitor Information Providers Program, or organization acting on behalf of the Visitor Information Centre registered under the societies act.
- 3.2 The property or visitor experience related project must be located within the geographical boundary of Mountain View County.
- 3.3 Meeting the eligibility requirements of this Procedure does not guarantee funding approval.

4. Ineligible

- 4.1 Goods or services serving an individual or private interest such as promotional or marketing materials that only benefit 1 business.
- 4.2 The purchase of land for the purpose of expansion.
- 4.3 Capital improvements to any buildings.
- 4.4 Purchase of office equipment or equipment that may be deemed an asset.

5. Guidelines

- 5.1 All applicants must clearly demonstrate how receiving funds from Mountain View County will enhance and add value to the visitor experience.
- 5.2 Grants may be used for general operational expenses such as general maintenance. Volunteer hours will not be compensated for the purpose of operational or any expenses.
- 5.3 Approved funding may also be used for fixed outdoor assets such as benches, signage, mapping, garbage and recycling collection etc. that would enhance the ambiance of the Visitor Information Centre property.
- 5.4 Special project requests will be reviewed on a case by case basis. County Council has the authority to amend funding criteria, as they deem appropriate to meet the needs of the Visitor Experience Funding Program.

- 5.5 Notification must be provided, in writing, to the Economic Development Officer upon completion of the project.
- 5.6 Accountability of funds
 - 5.6.1 Approved applicants pursuant to this policy, shall be accountable for the expenditure of funds provided.
 - 5.6.2 The entire amount of the financial support provided must be used exclusively for the project, operational expenses or fixed outdoor assets identified in the application.
 - 5.6.3 The project, operational expenses or fixed outdoor assets must be completed within the calendar year in which the support was requested for.
 - 5.6.4 If the organization is unable to complete the project, or cover the operational expenses or purchase the fixed assets, a written letter of request for an extension must be submitted. If an extension request is not received, or if an extension is not granted, the organization shall return the funds provided to the County.
 - 5.6.5 Organizations receiving support pursuant to this policy must repay to the County any unexpended portion of the funds provided, or any amounts expended for the purposes other than those specified in the application.
 - 5.6.6 If the organization does not comply with the above requirements, future financial support from the County pursuant to this policy may not be considered.

End of Procedure