



# Terrace Hotel Marketing Grant

## APPLICATION FORM – 2024

### Instructions:

- Please fill in the form as it is provided below. All applications are due by October 31, 2024.
- **Usage of Funds:** All funds of \$2500 must be used only for tourism marketing programs and projects and fully spent by December 31, 2024. See Appendix A for a full list of eligible marketing tactics. Please note: all advertising needs to reference Terrace and for print/digital ads, include the Visit Terrace logo and website. Social media posts need to include #visitterrace. If advertising accommodation specials, please include a tracking mechanism such as a booking code or specific rate in order to track the impact of marketing activities.
- **Disbursement of Funds:** Funds are released in (one or two phases): 50% upon application approval to initiate your marketing project and the remaining 50% after submitting a Post Project Report in a template provided by Tourism Terrace.
- **Post Project Report:** This brief report will include a description of the marketing project and tactics carried out by the accommodation provider, key performance indicators, and key learnings, along with invoices totalling the amount sponsored by Tourism Terrace. In the event of an audit of Municipal and Regional District Tax (MRDT)

### Hotel Partner Information

Name of Accommodation	
Key Contact (name and title)	
Phone	
Email	

### Marketing Project Name

### Proposed Marketing Project & Tactics

*Provide a high-level description of the marketing project and/or specific marketing tactics, along with the estimated timing or run dates for the project. For example: "Stay and Play" Campaign to promote shoulder season travel with targeted social media and digital ads, scheduled from September to November.*





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**Please submit applications to:**

Liz Smaha, Executive Director, Tourism Terrace  
T: 250.641.8722 email: [liz.smaha@visitterrace.com](mailto:liz.smaha@visitterrace.com)

### **Appendix A**

The following is a list of eligible grant marketing activities. If your proposed activity is not listed below, please contact Liz Smaha to discuss whether it is an eligible use of MRDT funds.

- Microsite or landing page
- Email marketing
- Paid search/search engine marketing
- Paid social media
- Display (image and video)
- Social media
- Consumer/trade shows
- Radio
- Television
- Photography/Video
- Print advertising
- Brochures
- Rack cards
- Flat sheets
- Guides
- Maps
- Written content
- Travel media relations
- Influencer marketing
- Market research/data acquisition
- Marketing coordination
- Purchasing of rental items for the hotel