

GUIDELINES

RMI Visitor Activity Enhancement Program

GENERAL INFORMATION



The Resort Municipality Initiative (RMI) Visitor Activity Enhancement Program provides annual funding to enhance the visitor experience through funding support for the development and production of a wide range of festivals, events and entertainment for an equally wide range of target groups. A limited amount of program funding is also available on an application basis to allow the Town to be responsive to new festival and event opportunities that have the potential to build our tourism economy.

HOW IS THE PROGRAM FUNDED?

Through the Province of British Columbia's RMI program the Town of Osoyoos and 13 other designated BC Resort Municipalities receive funding that allows the dedication of financial resources to improve tourism-based infrastructure and programs in an effort to attract more visitors and encourage longer stays without impacting traditional funding sources such as property tax revenue. As a condition of the RMI program each of the Resort Municipalities are required to develop a Resort Development Strategy that details how the RMI funds will be invested in the respective communities to achieve key program outcomes. One of the initiatives to which RMI funding is allocated in the Town of Osoyoos Resort Development Strategy is the Visitor Activity Enhancement Program.

WHO MAKES THE FUNDING DECISIONS?

The RMI Visitor Activity Enhancement Program is ultimately under the direction of Town of Osoyoos Council.

WHAT CRITERIA WILL BE CONSIDERED?

The RMI program funds projects designed to have a positive impact on the Osoyoos and area tourism economy by focusing on the following key outcomes:

- Increased resort activities and amenities;
- Increased visitor activity;
- Increased private investment;
- Increased employment in the community;
- Increased tourism component in the local economy;
- Increased municipal tax revenue; and
- Diversification of municipal tax base and revenue.

In addition to alignment with the above detailed key outcomes, the following criteria is taken into consideration when assessing funding applications submitted through the RMI Visitor Activity Enhancement Program:

- Financial responsibility must be demonstrated through the submission of detailed budgets that can demonstrate financial need;
- Submitted budgets must identify matching or leveraged funds from other sources to supplement the requested RMI funding; and
- Only applications in relation to the development of new festivals or events or the enhancement of existing festivals or events will be considered.

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WHAT CRITERIA WILL BE CONSIDERED? (Cont'd)

- Preference will be given to festivals & events scheduled to increase visitation during non-peak times of year (Spring, Fall and Winter) and outside of long weekends with a budget between \$5,000 - \$10,000
- Applications for the coming year must be received by October 31st.
- Eligible applications are generally not for profit community groups or charitable organizations. Applications from for-profit businesses can only be considered following approval of a Partnering Agreement by Town Council

INELIGIBLE EXPENDITURES

Funding provided by the Province through the RMI Program cannot be used for operating type expenditures such as those listed below. This is not an all-inclusive list, if you're unsure as to the eligibility of an expenditure please ask for clarification as applications requesting funds for ineligible expenditures will be rejected.

- Salaries or wages;
- Volunteer recognition;
- Payroll benefits;
- Infrastructure maintenance or repair costs;
- Feasibility studies;
- Research; and
- Reporting Requirements.

REPORTING REQUIREMENTS

The RMI funding agreement signed with the Province includes monitoring and reporting requirements. To demonstrate to the Province that the funding was used for projects identified in the approved Resort Development Strategy and that it grew the Osoyoos and area tourism economy in some way, RMI Visitor Activity Enhancement Program funding recipients are required to provide the following to the Town not more than forty- five calendar days after the date of the event:

- a) A detailed budget and accounting of how the RMI funds were invested;
- b) Visitor surveys detailing relative satisfaction with the event;
- c) Estimated attendance at the event;
- d) Estimated number of out of town visitors drawn by the event;
- e) Digital photographs and spectator/participant testimonials from the event for use in the Annual RMI Report; and
- f) Estimated incremental accommodation occupancy created by festival or event.

To help encourage submission of the requisite reporting information, 10% of any RMI funding approved will be withheld until the event report is received by the Town.

INQUIRIES

Please direct questions regarding the RMI Visitor Activity Enhancement Program to:

Town of Osoyoos
Attention: Chief Administrative Officer
250.495.6515
info@osoyoos.ca