

# Marketing Initiatives Application Guide



## Program Overview

This program provides grant funding to support new campaigns or projects that promote and/or position a community or region to take advantage of opportunities that support economic vitality and diversification. These marketing projects must be new initiatives that stand alone from existing marketing activities.

## Funding Terms

Up to \$20,000 in grant funding to a maximum of 50% of the eligible project budget.

## Application Intake Deadlines

Northern Development approves Recreation Infrastructure projects on a tri-annual basis.

Applications must be received prior to midnight on the [intake deadline day](#) to be eligible for consideration in that funding cycle.

In fairness to all grant applicants, applications that are received after the deadline will be moved to the next funding cycle.

## Eligibility

### Eligible Applicants

\*All applicants must be located within [Northern Development's service region](#).

- Local governments
- Registered First Nations bands
- Registered non-profit organizations

### Eligible Projects \*\*

- Business attraction initiatives
- Investment attraction initiatives
- Resident recruitment initiatives
- Visitor attraction initiatives
- \*\* Projects are not limited to the above

### Eligible Tactics \*\*

- Branding development and evolution
- Web-based strategies
- Social media campaigns
- Wayfinding and other interpretive signage
- Print advertising campaigns
- \*\* Tactics are not limited to the above

## Eligible Costs

- Graphic design
- Web design and development
- Marketing content development
- Brand development
- Filming and film production
- Photography
- Design and production of trade show exhibits
- Printing costs
- Advertising costs
- Signage
- Translation of marketing material
- Copy writing and media buying
- PST

## Ineligibility

### Ineligible Costs

- GST
- Costs incurred (work started and/or deposits paid) prior to signing an agreement with Northern Development
- Maintenance related to recurring or ongoing marketing initiatives
- Operational costs and staff wages
- Costs related to hosting, travelling to, or attending meetings, conferences, workshops, trade shows, industry events, or trade missions
- Hospitality costs including meals or alcohol, lodging, clothing and uniforms, and all giveaways
- Regular website maintenance and website hosting
- Postage (including for direct mail campaigns), phone, office space rental, photocopying, or in-house printing
- Incentives, promotional items, giveaways, prizes and merchandise for resale
- Purchases of equipment or tools
- Project cost over-runs
- In-kind (volunteer) labour and/or monetized donations (donated materials, equipment, or services from third parties). These are encouraged, but cannot be considered as a cash equivalent contribution under this program

## Application and Program Requirements

All applicants are required to confirm and/or submit the following information. Only applications that meet these requirements will be processed.

- Submit a complete Northern Development [Marketing Initiatives application form](#)
- The project should be complementary to an existing marketing plan
- The applicant should clearly define how the project is distinct and separate from any regular/annual marketing initiatives
- Include details on how the project will have a positive economic impact on the community
- The applicant must identify specific and measurable outcomes to qualify for funding. Successful applicants will be required to report on the measurable outcomes at project completion and approximately one year after project completion
- A detailed budget for the marketing initiative, including supporting quote(s)
  - Quotes must outline the proposed scope of work, the vendor and cost(s) excluding GST
- Identify other project funding sources in addition to Northern Development's funding, including verification of approval where confirmed
  - Project funding cannot exceed project costs
- Applicants are responsible for securing a resolution of support and must provide a copy to Northern Development.
  - The appropriate government agency is determined based on the location of the project. For example:
    - A project within a First Nations community/reserve requires a band resolution of support
    - A project within the municipal boundary requires a resolution of support from the municipality
    - A project outside the municipal boundary that is not within a First Nations community requires a resolution of support from the regional district
  - Sample Resolution: *THAT, the (insert appropriate government name) supports the application to Northern Development Initiative Trust from the (insert applicant organization name) for the (insert project name).*
- Certificate of incorporation (if applicable)

## Application Assessment

Projects must demonstrate how they will make a positive economic impact for the local area, target markets beyond the local area, and deliver specific and measurable outcomes to qualify for funding.

Northern Development looks for projects that align with a number of its own strategic priorities, including:

- Collaboration between communities or multiple groups on the project
- Direct First Nations participation
- Direct economic benefits for both local governments and First Nations as a result of the project
- Broad regional economic impact as a result of the project

## Reporting

Applicants should be aware that there are reporting requirements for this program and should be prepared to meet them.

All Marketing Initiatives projects supported by Northern Development must be evaluated and verified following the completion of the project prior to releasing funding. A project is considered complete when the marketing tactics associated with the project, campaign or initiative are completed and all related expenses have been invoiced. Reporting on measurable outcomes will be required from all successful applicants approximately one year after project completion. If an applicant fails to submit their reporting form(s), future projects will be ineligible for funding.

## To Apply

Please review all program documents in detail as incomplete applications will not be reviewed.

Completed application forms with all supplementary materials are to be provided electronically through the [Online Application System](#).

## Resources

- [Important Dates](#)  
Intake deadlines, Regional Advisory Committee Meeting and Board Meeting schedules.
- [Funding Program Matrix](#)  
Available funding programs and eligibility criteria.
- [Application Process](#)  
Details on the process of applying and getting approved for Northern Development funding.
- [Post-Approval Process](#)  
Process and responsibilities for successful funding applicants.

## Questions?

### **Northern Development Initiative Trust**

301-1268 Fifth Avenue  
Prince George, BC V2L 3L2

250-561-2525

[info@northerndevelopment.bc.ca](mailto:info@northerndevelopment.bc.ca)

[www.northerndevelopment.bc.ca](http://www.northerndevelopment.bc.ca)

## Application Requirements – Step by Step

Select the program you want to apply to from the Active Programs menu.

*Please note that applications should contain all relevant information requested as part of the application form. Fields with a **red asterisk \*** are mandatory and will need to be completed before you can proceed further through the application form.*

### Applicant and Project Information

- Information about you, and the organization you are applying for, will populate automatically. Input the name of the project, the project's proposed start and end date, a concise description of the project and its rationale.
- You also have the option to include additional milestones/dates related to your project.

### Project Funding Information

- Enter the detailed project budget, including all relevant expense items, into the budget section. You will have the ability to upload any quotes in this section that support the budget.
- Enter the grant amount you are requesting from Northern Development. Please refer to the program guide for funding terms.
- Enter all other funding sources. For funding sources that are confirmed, you will need to provide the date the funding was confirmed and upload a confirmation document. For funding sources that are NOT confirmed, you will provide the expected date of the funding decision. This information is required to proceed further with the application.
- *Please note that the application will not proceed further if the project budget and funding are not balanced.*

### Attachments

- Through the application form, you will be prompted to upload documents, required or optional, that support information supplied as part of the application. The Attachment section is where you can upload any additional documents that you want to submit that supports the project scope, rationale or other details.

### Project Overview

- Identify the local or First Nations government that is providing a resolution of support.
- Upload the secured resolution of support, if secured.
- Provide the scheduled meeting date for the resolution of support, if not secured.

### Key Deliverables

- Provide a concise outline of the project economic benefits of the project to the local and/or regional economy.
- Provide the specific outcomes of the project that will be measured to determine its effectiveness.

## Attachments

Upload any supporting documents not already included in the application such as consultant proposals.