

Marketing Initiatives Application Guide



Program Overview

The Marketing Initiatives 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.

Such projects may include, but are not limited to:

- Business attraction initiatives
- Investment attraction initiatives
- Resident recruitment initiatives
- Visitor attraction initiatives

The projects may use a number of tactics including, but not limited to:

- Branding development and evolution
- Web-based strategies
- Social media campaigns
- Wayfinding and other interpretive signage
- Print advertising campaigns

Projects must demonstrate how they will make a positive economic impact for the local area, target markets beyond the local area, and deliver on specific and measurable outcomes in order 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

Funding Terms

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

Eligible Applicants

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

Eligible and Ineligible Costs

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

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 Intake Periods

Northern Development approves Marketing Initiatives projects on a quarterly basis.

Applications must be received prior to midnight on the quarterly submission deadline day to be eligible for consideration in that funding cycle. In fairness to all grant applicants, grant applications that are received after the quarterly deadline will be moved to the next funding cycle.

Please consult the [Important Dates](#) page on our website to identify our intake deadlines.

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 must be located within Northern Development's service region.
- 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 in order 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.
- A resolution of support by the respective local or First Nations government, based on project location.
- Certificate of incorporation (if applicable).

Reporting

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 should be provided electronically to Northern Development by email.

info@northerndevelopment.bc.ca

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?

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