



ARTS
CREATIVE COMMUNITIES
APPLICATION FORM: Cultural Tourism Strategy
Deadline: Ongoing

(See Creative Communities Program Guidelines and Guide to Filling out the Application Form)

Applicant Details

Lead Applicant _____

On behalf of a partnership (Please list all partners)
(Partnerships must consist of two or more organizations, each of which is expected to make a clear and identifiable contribution to the project. This differs from a Funding Partnership. Please see the *Creative Communities Program Guidelines*.) Local tourism agencies may apply only in partnership with local arts organizations.

Contact Person _____
Mailing Address _____
City/Town _____ Postal Code _____
Telephone _____ Facsimile _____
Email _____ Web _____

Project Title _____

Summary of Project: (Maximum 50 words)

Scope of Project
 Regional Community/Communities (please list) _____

Population of the community/region being served by the project: _____

Cost of Project: \$ _____ Amount Requested: \$ _____
Start Date: _____ (d/m/y) End Date: _____ (d/m/y)
Last Operating Budget: \$ _____

Lead Applicant is a(n): (select one)
 Municipality/Local government(s) Association of Arts organizations
 Regional government Local Tourism Agency
 Band or Tribal Council Other: _____

Description of Project**What opportunities and goals have you identified in your Cultural Plan that a Cultural Tourism Strategy will address?**

Please consider the following when answering this section. (Max. 500 words)

- Has your community completed a Cultural Mapping Process?
- What gaps or needs have you identified in your Cultural Plan?
- Why and how is a Cultural Tourism Strategy crucial to your community's cultural development?
- What are some of the benefits of developing a Cultural Tourism Strategy for your community?

In developing a Cultural Tourism Strategy, describe the work to be undertaken, including the desired outcomes.

Please consider the following when answering this section. (Max. 500 words)

- How will you ensure that your process includes consultation and collaboration with your local arts and culture, and tourism sectors?
- What is your goal upon completion of the Cultural Tourism Strategy?

Who have you identified to lead the process of developing a Cultural Tourism Strategy? Give an overview of all the people and organizations responsible for the work and their respective qualifications. Attach a CV of the consultant you plan to hire. If a consultant(s) have not been identified include the Request for Proposals (RFP) or a selection plan.

Please consider the following when answering this section. (Max. 500 words)

- Why is this person(s) most suitable for this/these role/s?
- A priority should be knowledge of the arts and tourism sectors and the Cultural Planning process.

How will the Cultural Tourism Strategy be implemented and by whom?

Please consider the following when answering this section. (Max. 500 words)

- How will local government foster, support and add value to the Strategy?

Workplan/Timeline

What work has been done to date to prepare for the development of a Cultural Tourism Strategy? (Max. 250 words)

- Note: 2010 Legacies Now cannot fund activities listed in this section.

For example:

Date	Activity and Description

Provide a detailed workplan that includes key milestone dates, the activity to be undertaken and those responsible for the activity. (Max. 1 page)

- 2010 Legacies Now cannot provide retroactive funding.

For example:

Key milestone dates	Activity	Who's Responsible for Activity

Evaluation

What will constitute success for your community as a result of a Cultural Tourism Strategy? How will you measure the outcomes?

Please consider the following when answering this section. (Max. 500 words)

- We encourage both quantitative and qualitative measures.
- Long and short-term measures must be considered.
- Include those responsible for the evaluation, the standards to be used, and the timing or frequency of the evaluation.

For example:

Success Measures	Evaluation Methods
Clear strategy and direction for the role of cultural tourism in community cultural development.	Support and approval of Cultural Tourism Strategy by community and local government(s).
Increased resources for arts and culture.	Increased per capita investment in arts and culture sector by local government(s).
Expanded awareness of cultural opportunities by tourists.	Increased number of visitors accessing local cultural experiences.

Budget

Please complete the attached budget form.

- See *Creative Communities Program Guidelines* for maximum contribution levels
- Funding requested from 2010 Legacies Now can be no more than 50% of the overall cost of the project
- In-kind contributions can be a maximum of 25% of the overall cost of the project
- Please provide notes to the budget to explain how amounts were determined
- Applicants can receive funding from the Creative Communities Program more than once per calendar year, as long as a Final Report for the previous project has been completed and accepted by 2010 Legacies Now

Supporting Materials

Do not include visual support material (books, CDs, DVDs) with your application, they will not be returned.

Ensure you include:

- CVs of consultants. If consultants have not been identified include the Request for Proposal (RFP) or a selection plan
- Any letters of agreement between participating organizations
- Any reports or studies undertaken to date that have helped the community prepare for the project
- A copy of your community's Cultural Plan
- Any financial quotes to back-up budget figures
- Letters of support for the project (if a partnership, letters must be provided from all from all partners/communities/participants indicated in this application)
- Certificate of incorporation (if an arts organization)
- Last annual report, including financial statements (audited where available)

How to Apply

1. Read the *Creative Communities Program Guidelines*
2. Contact the Arts area at 2010 Legacies Now to discuss your proposal and eligibility criteria
 Phone: 778-327-5160/Toll free: 1-866-427-2010
 Email: arts@2010legaciesnow.com
3. See the *Creative Communities Guide to Filling Out the Application Form*
4. Complete the *Creative Communities Application Form* (note that each program category has a separate application form) and provide all the supporting material.
5. Send completed application to:
Arts - Creative Communities Program
2010 Legacies Now
#400 - 1095 West Pender Street
Vancouver, B.C. V6E 2M6

Declaration by the Applicant

We certify that:

1. To the best of our knowledge all the information contained in this application and the attachments is true and complete.
2. By applying to 2010 Legacies Now we agree that 2010 Legacies Now is able to publish our organization's name as an applicant.
3. If successful, within sixty days of the project being complete we will send a report outlining the results to 2010 Legacies Now. All or portions of the results may be released publicly by 2010 Legacies Now.
4. If successful, the financial records of this project will be available for audit and on site inspection by 2010 Legacies Now or its designate.
5. If successful 2010 Legacies Now will be given appropriate recognition as a funding partner as per the Contribution Agreement.

Two authorized members of the lead organization must sign the application. **Unsigned applications will not be considered and will be returned.**

Name (please print): _____ Name (please print): _____

Position: _____ Position: _____

Signature: _____ Signature: _____

Date: _____ Date: _____