



DESTINATION
BRITISH COLUMBIA™

January 30, 2018

Robyn Cyr
Columbia Shuswap Regional District
rcyr@csrd.bc.ca

RE: Notification of funding decision for 2018/19 Co-operative Marketing Partnerships Program

Dear Robyn;

Thank you for your application to Destination British Columbia's Co-operative Marketing Partnerships Program for 2018/19.

Now entering its third year, the Program supports BC's tourism industry to align in innovative ways and continues to grow in popularity.

During the 2018/19 intake, Destination BC received 62 applications, representing 12 Sectors and 50 Community Consortia, with funds requested totalling \$5.26 million. Destination BC's budget for the program is \$4.0 million, the same level as 2017/18. The calibre of the applications was high, creating a very competitive environment. Through a comprehensive and rigorous evaluation process, all of the applications have now been assessed, and funding decisions have been made.

Taking into account the existing program budget, we scored your application against the Program criteria and are pleased to advise that you will be provided partial funding of your request. Your application for Destination BC co-operative marketing funding has been approved, in principle, in the amount of \$57,500.

A revised application based on the approved funding amount must be submitted to coop@destinationbc.ca no later than February 28, 2018. Contracts will be issued shortly after the revised applications are received. At that time, you will also be notified of the Destination BC tools and resources available for your use, to continue the alignment efforts under this program. Please note, funding is not confirmed until a contract has been signed.

Destination BC will issue a formal funding announcement for the Program once all contracts have been signed. Please do not issue any public communication about your funding until you have consulted with our team. Destination BC will review your announcements, and would be pleased to provide a quote from the corporation.

In order to ensure the Program continues to meet industry needs and supports Destination BC's strategic priorities, a review of the Program will begin shortly. Our staff will engage industry in this process and details will be provided in the coming months.

We look forward to working with your organization and partners to help grow tourism in British Columbia together. If you have any questions, please contact Kim Hood (Kim.Hood@DestinationBC.ca), Manager, Marketing Co-op Programs.

Sincerely,

Kim Hood
Manager, Marketing Co-op Programs

cc: Peter Harrison
Director, Industry Partnerships & Visitor Services