

2024/25 Tourism Cooperative Marketing Fund (TCMF) Overview

The Tourism Cooperative Marketing Fund (TCMF) will continue to make \$700,000 available annually to support businesses, communities and organizations to promote and market Yukon visitor experiences and services through innovative and impactful marketing campaigns.

This overview document provides a brief summary of the changes to the TCMF guidelines. These adjustments were carefully considered to enhance the efficiency, transparency and overall effectiveness of the fund and are based on a funding review conducted this past fall:

- A shift from the first-come, first-serve approval process to a structured assessment and evaluation committee format.
- TCMF will now have two intake dates – February 1 and October 1, which is a move from the existing April 1 intake timeframe. This year we will have an additional intake May 1, 2024, to account for the changes and help with the transition.
- The guidelines have been updated to expand digital advertising activities.
- The fund will be moving to SurveyMonkey Apply.

Eligible Applicants	Maximum Funding
Yukon tourism businesses, First Nations governments, municipalities, non-government organizations featuring visitor experiences, festivals and events	\$25,000
Yukon Destination Marketing Organizations	\$50,000

Funding Structure	
Traditional and online advertising	<ul style="list-style-type: none"> • 50% of eligible expenses will be covered by TCMF and 50% will be covered by the applicant
Approved trade and consumer shows*	<ul style="list-style-type: none"> • Western Canada (BC, AB, SK, MB): \$1400/show • Central Canada (ON, QC): \$2800/show • Atlantic Canada (NB, NS, NL, PE): \$3800/show • United States: \$3800/show • Overseas: \$4200/show
Familiarization tours, sales calls and sales missions	<ul style="list-style-type: none"> • Businesses can receive up to \$2000/activity

* These are flat rates for one business to attend one show, regardless of how many people a business sends to the show.

FOR MORE INFORMATION, PLEASE CONTACT:

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What's new for 2024/25 TCMF?

- ✓ Fund applicants will need to create a profile on our new fund management platform, SurveyMonkey Apply. Applications and project reporting will take place within the fund management platform.
- ✓ The fund will now support the placement of online ads through influencer campaigns.
- ✓ The fund will now support the purchase of high-resolution photos or videos for specific marketing campaigns.
- ✓ Yukon tourism business applicants must now have a [Travel Yukon Listing](#).
- ✓ The \$2,000 cap for restaurants and bars, has now been removed. Advertisements must promote specialized visitor experiences (i.e. tastings, establishments tours, special menus).
- ✓ The funding ceiling for Yukon tourism businesses has changed from \$15,000 to \$25,000.

FAQ

1. Why are there now two intakes instead of one?

Having two intakes will allow clients to take advantage of marketing activities as they arise throughout the year. This will also reduce the initial influx of applications and make fund administration more efficient.

2. Who will be assessing the applications?

An evaluation committee, made up of representatives from the department's Tourism Marketing Unit, Visitor Services Unit and Destination Development Unit will evaluate applications. The Destination Development manager will have final approval. Applications will be assessed using the Assessment Matrix on page 11 of the 2024/25 TCMF Guidelines.

3. When will the fund management platform open for applicants?

On March 22, 2024, at 9:00 a.m. the SurveyMonkey Apply platform will open for applicants. Applicants will be required to create a profile and complete an application. Applications will close May 1, 2024 at 4:30 p.m. Applications made after May 1 will be assessed in the next funding intake, which closes October 1, 2024 at 4:30 p.m.

