



## CELEBRATE MOUNTAIN HERITAGE APPLICATION

### FOR THE BANFF HERITAGE TOURISM CORPORATION'S HERITAGE TOURISM COMMUNITY PARTNERSHIPS

THE BANFF HERITAGE TOURISM CORPORATION IS SUPPORTING INITIATIVES THAT FURTHER THE MISSION AND GOALS OF THE HERITAGE TOURISM CORPORATION. LOCAL INDIVIDUALS, BUSINESSES AND ORGANIZATIONS CAN SUBMIT A PROPOSAL FOR PROJECTS, PROGRAMS, SPECIAL EVENTS, SPONSORSHIPS AND VARIOUS RELATED COMMUNICATIONS AND MARKETING ENTERPRISES. THE 'CELEBRATE MOUNTAIN HERITAGE' PROGRAM HAS BEEN CREATED TO EXTEND THE REACH AND ENRICH THE ACHIEVEMENTS OF THE BANFF HERITAGE TOURISM CORPORATION.

AT THIS FALL'S ANNUAL HERITAGE TOURISM AWARDS CEREMONIES ALL OF THE SUCCESSFUL PARTNERSHIPS WILL BE RECOGNIZED AND THERE WILL BE A CELEBRATION OF PAST ACCOMPLISHMENTS AND ANNOUNCEMENT OF FORTHCOMING COMMUNITY PARTNERSHIP OPPORTUNITIES.

PROPOSALS THAT DEMONSTRATE MATCHING SUPPORT WILL BE REVIEWED MORE FAVORABLY THAN THOSE WITHOUT MATCHED FUNDING. THIS YEAR, INITIATIVES WILL BE SUPPORTED BY THE BHTC TO A MAXIMUM OF \$5,000 EACH.

THE 'CELEBRATE MOUNTAIN HERITAGE' PROGRAM HAS BEEN CREATED TO PROVIDE COMMUNITY PARTNERSHIP OPPORTUNITIES TO INITIATIVES THAT SERVE THE HERITAGE TOURISM STRATEGY FOR BANFF NATIONAL PARK AND THAT UPHOLD THE PURPOSE OF THE CORPORATION.

EACH POTENTIAL COMMUNITY PARTNERSHIP OPPORTUNITY SHOULD:

- MAKE VISITORS AWARE THAT THEY ARE IN A NATIONAL PARK AND WORLD HERITAGE SITE
- BE A PRODUCT OR SERVICES THAT IS CONSISTENT WITH THE HERITAGE VALUES OF BANFF NATIONAL PARK
- ENCOURAGE ENVIRONMENTAL STEWARDSHIP
- STRENGTHEN EMPLOYEE ORIENTATION OR TRAINING AS IT RELATES TO SHARING HERITAGE UNDERSTANDING WITH VISITORS
- ENRICH THE VISITOR EXPERIENCE
- BE UNIQUE OR NEW

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- HAVE AN ENDURING LEGACY FOR THE COMMUNITY
- BENEFIT BANFF NATIONAL PARK
- RAISE THE PROFILE OF HERITAGE TOURISM AND THE BANFF HERITAGE TOURISM CORPORATION

**ELIGIBILITY:** APPLICANTS DO NOT NECESSARILY NEED TO RESIDE IN THE BOW VALLEY, HOWEVER, THE PROPOSED INITIATIVE MUST TAKE PLACE IN BANFF NATIONAL PARK.

**DEADLINE:** THE DEADLINE TO APPLY IS JUNE 9<sup>TH</sup>, 2006

**SELECTION PROCESS:** THE EXECUTIVE DIRECTOR WILL RECEIVE PROPOSALS FROM POTENTIAL COMMUNITY PARTNERS, WILL REVIEW THEM AGAINST THE ELIGIBILITY CRITERIA, AND WILL PRESENT TO THE SELECTION COMMITTEE. THE APPLICANT CAN MAKE WRITTEN OR ORAL PRESENTATIONS OF THE PROPOSED PROJECT TO THE COMMITTEE. PROPOSALS THAT DEMONSTRATE MATCHING SUPPORT WOULD BE REVIEWED MORE FAVORABLY THAN THOSE WITHOUT MATCHED FUNDING. IF THE COMMITTEE FAVORABLY REVIEWS THE APPLICATION, THEY WILL MAKE A RECOMMENDATION FOR APPROVAL BY THE BHTC BOARD OF DIRECTORS. INITIATIVES WILL BE SUPPORTED BY THE BHTC TO A MAXIMUM OF \$5,000 EACH. AT THE DISCRETION OF THE COMMITTEE, THIS APPROVAL PROCESS WILL TAKE PLACE TWICE EACH YEAR.

THE EXECUTIVE DIRECTOR WILL CONDUCT IN-PROGRESS EVALUATION OF EACH FUNDED INITIATIVE AND WILL WORK WITH EACH PARTNERS, AS NEEDED, TO ENSURE FULL COMPLETION OF THE INITIATIVE. IN ADDITION, THE EXECUTIVE DIRECTOR WILL ENSURE THAT ALL PROJECT OBJECTIVES ARE BEING MET, THAT THE PROMISED RESULTS ARE BEING DELIVERED AND WILL HALT PAYMENT OF FUNDS IF KEY MILESTONE DATES PROPOSED BY THE PARTNER AND AGREED TO BY THE CORPORATION ARE NOT BEING MET.

THE COMMITTEE WILL PARTICIPATE IN THE EVALUATION OF INITIATIVES TO IDENTIFY BEST PRACTICES AND INCORPORATE IMPROVEMENTS INTO FUTURE PLANNING AND DEVELOPMENT. THEY WILL MAKE RECOMMENDATIONS FOR POSSIBLE CONTINUED FUNDING.

THE COMMITTEE WILL RECOGNIZE ALL OF THE SUCCESSFUL PARTNERSHIPS AT THE ANNUAL HERITAGE TOURISM AWARDS.

**INSTRUCTIONS:** DESCRIBE THE PROJECT AND THE BUSINESSES OR ORGANIZATIONS INVOLVED, KEEPING THE PROPOSAL TO A MAXIMUM OF TWO PAGES. PROVIDE A DETAILED BUDGET, THE TIMELINES OF THE PROJECT, AND THE MEASUREMENTS OF SUCCESS. INDICATE HOW THE GOALS OF YOUR PROJECT MATCH OUR CRITERIA. SUBMIT THE PROPOSAL BY EMAIL TO [ROBYN@BANFFHERITAGETOURISM.COM](mailto:ROBYN@BANFFHERITAGETOURISM.COM) OR MAIL TO P.O. Box 3219, BANFF, AB, T1L 1C8.