

2024/25 Tourism Cooperative Marketing Fund Overview

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 Tourism Cooperative Marketing Fund overview provides brief outlook on the changes to the funding guidelines. These adjustments were carefully considered to enhance the efficiency, transparency, and overall effectiveness of the fund in supporting Yukon's tourism sector and are based on a funding review conducted this Fall:

- A shift from the first-come, first-serve approval process to a structured assessment and an 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.
- 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"> • Applicants 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:

tcmf@yukon.ca

Updated 07/17



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.

