

Skills Development & Training – Website Criteria/Guidelines 2010 – 2011

Note: this form is available electronically (call 780.968.3511 or e-mail Marissa Brewer at Marissa.Brewer@gov.ab.ca to request assistance)

Overview:

The primary role of the Skills Development and Training Program specifically identifies an education component aimed at supporting regional operators by providing relevant and timely education and training that will increase their knowledge of the tourism industry and ultimately “Grow Their Business”. Operators who commit to the ERTG Skills Development & Training program will have the opportunity to achieve significant benefits by applying new perspectives and tools to their respective businesses and operations.

Guidelines have been provided to ensure fair access to funding by all participants registered in the Skills Development & Training program.

Pre-requisite to Applying and Guidelines:

1. Funding is available to participants enrolled in the ERTG Skills Development & Training “Grow Your Business” program for website development, design or search engine optimization
2. Pre-requisite to applying:
 - a) Applicant must have completed the Marketing One-on-One mentorship and submit recommended report specific to website improvements
 - b) Applicant must be a member in good standing of the Edmonton Regional Tourism Group
3. Opportunity to create a new website
4. Availability of revamping or enhancement of existing website
5. After discussing the project with the Skills Development Training Coordinator a proposal is required. All requests to be supported by a **funding proposal form** (template available). The proposal should include:
 - a) A description of the website development as outlined in Marketing One-on-One mentorship
 - b) The projects objectives and performance measures (ability to demonstrate web stats, etc.)
 - c) Copy of quote (s) on anticipated costs and estimated budget
 - d) Include “Edmonton’s Countryside” logo and “Recommended Experience” logo on website (availability upon request). Recommended Experience logo only available upon accreditation (completion of program)
 - e) Include links on website to encourage cross promotion within your region
6. Operators require approval prior to execution of project

7. Distribution of funds will be allocated **after project evaluation form** (template available) is received, reviewed and verified by the ERTG office. Project evaluation form to include:
 - a) Project summary to include proof of domain registration and print out of home page
 - b) Project budget
 - c) Project expenses supported by itemized invoices, cancelled cheques, receipts, etc.
8. Funds will **not** be released **prior to completion** of project (no exceptions)
9. Copies of all supporting/backup documents, invoices, and proof of payment must be provided with the evaluation form to substantiate project completion and will be evaluated and verified within 45 days in order to release funds
10. Total of **\$700 (exclusive of GST)** available per operator (one time request)

11. How do I apply:

- a) Contact Skills Development & Training Coordinator (Marissa Brewer) to discuss criteria/guidelines and funding proposal
- b) Complete funding proposal and obtain approval of application
- c) Commence with project upon completion of steps (a) and (b)
- d) Upon completion of project, an evaluation form is required to substantiate project completion

Disclaimer:

The ERTG has the right to decline funding available for any proposal submitted. Program funding is limited to one year supported by the Rural Community Agriculture Program and Rural Alberta Development Funding Program.