



South Canadian Rockies Tourism Enhancement Funding Opportunities

STREAM ONE: Shoulder Season Enhancement Fund

Program Overview: The South Canadian Rockies Shoulder Season Enhancement Program provides financial support up to \$2,500 to regional businesses and organizations who are seeking to expand tourism revenue through initiatives, such as:

- Events;
- Experiences;
- Product development.

Initiatives must support destination development during the fall shoulder season:
September 7 - December 20, 2025.

Eligible Applicants: Support will be awarded to members based on their application. Applicants must be active members of the South Canadian Rockies Tourism Association, in good standing. Applications should showcase the proposed project and how it will directly enhance shoulder season revenue and maximize regional economic impact within the South Canadian Rockies. *Programs that focus on increased overnight stays, bolstered experiences, and development of tourism products will be prioritized.*

Program Details: Maximum of one application per organization, with a funding cap of \$2500. Post program reporting should indicate favourable results in overnight stays or increased revenue during the shoulder season for successful operators and will be required 15 days after the program completion, unless otherwise specified by the selection committee.

The intake period will be from August 8 - August 24, 2025.

STREAM TWO: Event Enhancement: Strategic Collaboration & Marketing Fund

The South Canadian Rockies Tourism Association is pleased to introduce the Event Enhancement Fund, a small grant program designed to elevate special events through regional collaboration. This fund provides up to \$1,500 to successful applicants and aims to encourage partnerships that extend event visitation periods and promote longer stays through joint offerings.

This fund is intended to support regional event operators and businesses in collaborating to leverage increased visitation in the region through the creation of joint experiences, such as packages or co-marketed promotions. These initiatives aim to encourage regional dispersal (assist in moving visitors around the region) and promote extended overnight stays.

Applicants must be the primary event organizers and provide a summary of their proposed collaboration, including evidence of the partnership through a letter of support and a shared marketing strategy for promoting the complementary experiences.

Funds may be used to support digital promotional activities (print is not eligible) and costs related to collaborative on-site efforts. *Example: A music festival could partner with a nearby restaurant or outdoor adventure company to offer combined packages or experiences. This might include a special dinner package before the event or a guided hike that visitors can enjoy as part of their visit.*

Eligible Expenses: Eligible activities include digital advertising campaigns, social media marketing activities, design of promotional tools, and other promotional strategies that align with regional tourism goals. Funds can be allocated toward advertising costs, content creation (influencer costs), outreach activities, and activities related to the direct promotion of the collaborative efforts of the event and partnering operator. Fees associated with trade show promotions, where there is a demonstrated collaboration with businesses, events, or SCR as the DMO, may also qualify for the fund.

Applicants must submit a general marketing plan including targeted audiences, channels, and measurable objectives, demonstrating how the promotion will elevate the profiles of both the event and partner business and will contribute to regional tourism growth.

This stream of funding will remain open until it is fully subscribed, with intake closing February 1, 2026.

Application Details:

- Application form must be completed
- Short cover letter introducing your business and the highlights of your project
- Minimum 1 letter of support
- Completed application must be submitted electronically to info@southcanadianrockies.ca or via Google Form (applicant requires a Google account to fill form in online). To receive a link to the Google form, please email our office at info@southcanadianrockies.ca.
- Applications will be reviewed by our Selection Committee
- Successful applicants will be notified via email. Unsuccessful applicants will also be notified and are able to set up follow up times to receive feedback.