



EXPERIENCES FUND APPLICATION CRITERIA

In order to promote destination development and ensure there are attractive activities and offers for community and visitors, an Experiences Fund was created to support initiatives that produce new experiences. This fund is guided by Destination Silver Star's core values of creativity, leadership, collaboration, and fairness, which inspire the creation of meaningful and impactful experiences. The fund is utilized to test these new experiences, however once an experience is deemed successful, the business or sector is encouraged to continue promotion and delivery of the experience independent of funding.

FUND GOALS

Destination Silver Star launched the Experiences Fund to:

- Attract visitors to meaningfully engage in our destination
- Support the destination organization's strategy, including driving increased visitation and longer length of stays during off-peak periods
- Incentivize member businesses to collaborate on creating new or enhanced experiences that are unique and authentic
- Facilitate positive change or improvement to the existing community and visitor experience
Increase user-generated content and sharing of experiences on social channels

REQUIREMENTS

Experience Funds can only be awarded under the following conditions:

- The experience must benefit multiple members, either through direct partnership(s) or by way of a coordinated theme across a minimum of two or more partners.
- Applicants are encouraged to work with community, commercial entities, arts, culture, and events to generate ideas and experiences that have broad appeal and provide rich visitor engagement opportunities.
- Projects – specific, time-limited activities or series of activities designed to meet certain goals.

ELIGIBILITY

All experience fund applications should meet the following eligibility criteria:

DSS supports innovation where there is demonstrated need and likelihood of effectiveness. The organization demonstrates a commitment to the project through a contribution of in-kind and/or financial support.

Other criteria include:

- Applications should provide reference to one or more of Destination Silver Star 's values.
- Applications should outline the target audience and the anticipated number of attendees or residents served by the program.
- Appropriate support from other funding sources should be evident.

- Projects that will be ongoing after the fund's end should provide plans for long term funding
- Additional consideration for weather-independent and non-core resort experiences, such as arts & culture, heritage, health & wellness, or other themed experiences.
- Must have a matching contribution of some sort.
- If applicable, must acquire any and all required approvals from SilverStar Mountain Resort, the Regional District, or other involved parties.

INELIGIBLE REQUESTS INCLUDE

- Regular operational expenses

Charitable Contribution

APPLICATION PROCESS

The application process will require the following information to be provided:

1. Provide the lead business, organization, or member name, address and contact information.
2. Provide all additional businesses that will coordinate with, and benefit from, this experience.
3. Provide the name of the experience and brief explanation of the project.
4. What are the requested dates and duration of this experience?
5. What are the goals/expectations for the project?
6. How will the experience(s) meet the Experience Fund Goals?
7. How will the success of the project be measured and reported?
8. What is the estimated budget for the project? Please specify what expenses will be covered through the Experience Fund partnership project.
9. Will there be a charge for the experience?
10. What type of marketing support will your business provide to promote this experience?
11. Is this intended to be an ongoing event, project, or experience?
12. What are the risks associated with this project (i.e. weather, permitting, minimum attendance requirements...)? Please describe contingency plans to mitigate these risks.

SELECTION CRITERIA, PROCESS AND FUNDING

The following criteria will be utilized to evaluate each application:

1. New or enhanced experience (not pre-existing)
2. Level of collaboration with other stakeholders
3. Unique, authentic experience that is a good fit for Silver Star
4. Potential to attract out-of-town visitors and generate room nights
5. Level of weather-independence
6. Level of shareability (i.e. inspires social media sharing)
7. Overall feasibility
8. Marketing and promotional plan
9. Marketing/promotional support
10. Appeals to visitors and locals (residents and 2nd homeowners)

Applications will be assessed on a rolling basis until the funding pool is depleted.

Funding will be awarded by way of a co-investment funding agreement between the lead organization or contact or Destination Silver Star.

FOLLOW UP EVALUATION REPORTING FORM

All organizations who receive funding are required to provide a final project evaluation no later than 60 days from the conclusion of the event or completion of the project, and include reporting for the following:

1. Describe any significant accomplishments, success stories, knowledge gained and/or lessons learned.
2. Briefly summarize goals and objectives outlined in your original proposal.
3. Report specific results of each of the above-stated goals and objectives (including the number of persons served, social media engagement, earned media and final budget spend).
4. Describe any significant factors that may have impacted your ability (positively or negatively) to implement the funded project (e.g., challenges or opportunities)
5. Will the funded activities be continued? Please provide details.
6. Do you have feedback on how the Destination Organization might be more helpful to organizations it funds (e.g., application process, review process, level of funding)?

NEXT STEPS

Applicants are strongly encouraged to discuss their project, questions and eligibility before applying. Please express interest in applying by email to info@destinationsilverstar.com.

When promoting a project that Destination Silver Star has supported, we ask that you acknowledge the partnership by using our logo on promotional materials, and by mentioning us on social media. By acknowledging Destination Silver Star, you help us raise awareness, generate interest in supporting community initiatives, and encourage more support and funding for projects like yours in the years to come.

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