

Be the Change.



GROWING RURAL TOURISM

Entrepreneurship Challenge
February 11-13, 2019



PRIZES CAN BE USED FOR:

- Product Development Services
- Marketing Materials or Expenses
- Market Research
- Human Resources Directly Related to the New Product or Experience
- Relevant Training

RULES AND ELIGIBILITY

- One entry is allowed per person or business in the challenge.
- Competitors must be residents of Alberta.
- The competition is not open to non-profit organizations or consortia.
- Previous applicants may apply.
- Previous winners may only apply after two years and must submit a new product or experience.
- Ongoing projects are not eligible.
- The product or experience must be new or innovative (as determined by the organizing committee).
- To be considered as a competitor, you must fill out an application and submit it with a business plan, and the \$50 non-refundable application fee.
- The organizing committee and their family members are not eligible to compete in the challenge.
- The challenge committee reserves the right to extend the deadline for applications to the competition.
- The competition committee reserves the right to refuse any application that it deems, in its sole discretion, as being ineligible.
- The prize money must be used within one year of the date of the challenge or the award will be forfeited.
- Winners will be required to submit a financial report once the money has been used.
- The business plan submitted with each entry will only be accepted in a typewritten format. Business plans that are hand written will not be accepted.
- All information provided by competitors within the application form must be accurate. Any false or misleading information may cause competitors to be disqualified or to forfeit any prizes awarded.

APPLICATION FORM

PLEASE ANSWER ALL THE QUESTIONS COMPLETELY TO THE BEST OF YOUR ABILITY. YOUR RESPONSES WILL ALLOW THE ENTREPRENEURSHIP CHALLENGE COMMITTEE AND JUDGES TO ASSESS THE FULL POTENTIAL OF YOUR PRODUCT.

Company Name: _____

Name of Contact: _____

Address: _____

Phone: _____

Cell Phone: _____

Fax: _____

Email: _____

Website: _____

Describe your proposed new product in 250 words. Please attach on separate document:

GROWING RURAL TOURISM ENTREPRENEURSHIP CHALLENGE

Name of product: _____

Describe your existing business: _____

Describe your target market: _____

Describe the geographic regions that would find your product appealing: _____

Define the demographic (ex. age, gender, income, education, household composition) and psycho-graphic market (en-corporate.canada.travel/resources-industry/explorer-quotient) that would find your product appealing:

Explain how your product is unique: _____

Which of the following steps have you taken to develop your new product?

- MARKET RESEARCH
- MARKETING PLAN
- PRICING STRUCTURE
- OPERATIONS PLAN
- PROJECT SCHEDULE
- FINANCIAL PLAN
- RISK ASSESSMENT
- HUMAN RESOURCES PLAN

Business development specialists are available, free of cost, to provide support and help you with your business planning. Find a business specialist near you at cfna.albertacf.com

Please provide a broad development/operational budget for your new product: (Attach separately)

If you are successful with securing funding from the challenge, describe how you will use the funds? (Attach separately)

Personal information provided in this form is collected in accordance with Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP) and is protected by the privacy provisions of that Act. Camrose Regional Exhibition collects, uses and discloses personal information in accordance with Part 2 of FOIP. Should you require further information about the collection, use and disclosure of personal information, please contact 1-800-296-8112.

PROJECT PLAN

YOUR ATTACHED PROJECT PLAN SHOULD INCLUDE THE FOLLOWING INFORMATION:

1. PROJECT TITLE

Provide the official title and working title (if different).

2. PROJECT OWNER

Provide the name and contact information of the organization and project manager responsible for the project and its deliverables.

3. PROJECT DEFINITION

Provide an executive summary that gives the reader a strong understanding of the project.

4. PROJECT BACKGROUND

Provide a brief history of the project and the organization's role in the project.

5. PROJECT GOALS AND OBJECTIVES

State the goals and objectives of the project. Goals refer to the desired end results that the project will achieve in fulfilling the organization's mission. Objectives are specific, measurable and results-oriented steps the organization will take to achieve the project goals.

6. TOURISM TARGETS AND RESULTS

State how the project will impact tourism, including indicators that you will use to measure results. Sample indicators are hotel occupancy, number of visitors, number of packages or operators listed on Travel Alberta website, and the number of tourism-related businesses or employment. Results may be both quantitative (e.g., number of tourism events) and qualitative (e.g., observations, interviews, media scan).

7. MARKET POTENTIAL AND FEASIBILITY

Describe the research you have done to analyze the market potential and feasibility of your idea. **Research is designed to provide useful information and it can range from a series of short phone calls to hundreds of hours analyzing technical information.

8. LINKAGE TO ORGANIZATIONAL BUSINESS PLAN

State how the project contributes to achieving your organization's business plan.

9. SCOPE

Define the parameters of the project, including what is in scope and out of scope.

10. ASSUMPTIONS

State the basic assumptions about the project that are required for the project to succeed.

11. CONSTRAINTS

Identify constraints on the project and approaches to address these constraints.

12. ORGANIZATION CAPACITY

Indicate the capacity of the organization to undertake the project (e.g., labour, skill, financial).

13. ROLES AND RESPONSIBILITIES

Present the project's organizational and reporting structure, including roles, responsibilities and accountabilities of the organization and all partners.

14. RISKS AND CONTINGENCIES

Identify risks to undertaking the project and achieving its deliverables. Identify if the probability and impact are high, medium or low, and strategies to mitigate risks.

ADDITIONAL ATTACHMENTS

PROJECT CRITICAL PATH

You will be provided with one year to develop your product or experience. Please attach a project schedule outlining the tasks to be completed, who is responsible, and the target date for completion of each task.

FINANCIAL PLAN

Attach a financial plan outlining costs required for the product and funding sources.

- Budget including development, marketing and operating costs. This should also include your sales projections.
- A set of financial goals and objectives for the product/experience
- Procedures for monitoring and evaluating results
- Pricing Structure

MARKETING PLAN

Attach a plan that describes how your new product will be incorporated into your overall business marketing plan.

EXECUTIVE SUMMARY

The executive summary should be a brief summary of your business plan.

The purpose is to develop a summary of your tourism product/experience that previews the main points of your business planning for the reader. It is best to write this section after you have finished writing the rest of your plan.

QUESTIONS? CONTACT: Growing Rural Tourism c/o Chuck Erman, 4250 Exhibition Drive, Camrose, AB T4V 4Z8
Phone: 780-672-3640 • Toll Free: 1-800-296-8112 • Fax: 780-672-8140 • E-mail: cre@cre.ab.ca

The Growing Rural Tourism Entrepreneurship Challenge is hosted by Camrose Regional Exhibition as part of the Growing Rural Tourism Conference. The challenge helps tourism operators develop new products and experiences and grow their businesses. Participants will receive valuable feedback from industry experts to kick-start their projects.

Requirements for Growing Rural Tourism Entrepreneurship Challenge:

APPLICATIONS FOR THE CHALLENGE ARE DUE BY MONDAY, JANUARY 21, 2019 by 11:59pm.

A complete business plan, showing how you will develop and market your product, a completed application form and the \$50 non-refundable application fee can be mailed to:

**Camrose Regional Exhibition, c/o Chuck Erman
4250 Exhibition Drive, Camrose, AB T4V 4Z8**

CHEQUES CAN BE MADE OUT TO: Camrose Regional Exhibition

Although all applications and business plans will be reviewed and considered for the challenge, only 10 applications will be chosen to present to the judges live. The finalists will be chosen based on the information in the applications and business plans provided.

FINALISTS WILL BE NOTIFIED BY MONDAY JANUARY 20, 2019.

The challenge will take place Monday, February 11, 2019 at the Growing Rural Tourism Conference located at Camrose Regional Exhibition.

All applicants are encouraged to take in the Growing Rural Tourism Conference sessions. Applicants may choose to attend the entire conference at the Challenge rate of \$150.

CONTEST FORMAT

- If you are one of the 10 finalists, you will have 25 min to present your new product or experience to a panel of expert judges and receive their feedback.
- You will be provided with a counter top presentation space for displaying any items required.
- As chosen by the panel, the top three finalists will be required to hold a 5 minute presentation at the Award Gala for audience voting.
- The winner of the challenge will be announced at the Award Gala the following night, Tuesday, February 12, 2019.
- The winners will have one year from the date of the competition to develop their product or experience.
- Winners will be required to provide financial reporting to the organizing committee once the money has been spent.
- Winners will be required to present their results at the Growing Rural Tourism Conference in 2020.

