



Visitor Map Partnership Program

2027 PROGRAM GUIDELINES

1. Introduction

The Southern Gulf Islands Tourism Partnership's (SGITP) visitor map partnership program is a competitive, application-based, cost-shared program that provides support for visitor-focused print maps to individual island communities.

The Visitor Map Partnership Program enables eligible entities that share common tourism goals to access funds to improve accurate visitor servicing. Applications must support SGITP's approved annual tactical plans and its mandate to create a regenerative visitor economy that improves social, cultural, environmental, and economic outcomes for island residents.

The Visitor Map Partnership Program is a shared funding model with reporting periods and tracking of expenses to approved funding, and not a grant.

All applicants must submit an application. Completed applications are due no later than **January 31 at 11:59 pm PST**. If that date falls on a weekend, the deadline moves to the following Monday. Early submissions are strongly encouraged. Late applications will not be accepted.

As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in Section 5. Submitting an application does not guarantee funding. Please review this entire document prior to applying.

2. Program goals

- Leverage local expertise for on-island visitor servicing that supports geographic and economic dispersion across each community.
- Create a collaborative framework to improve access to clear, accurate, and useful information for leisure visitors across the Southern Gulf Islands.
- Complement regional tourism efforts with community-level activities encouraging place-appropriate visitation.



- Educate visitors with the aim to promote respectful behaviour that minimizes adverse impacts on communities.

3. Eligible applicants

SGITP provides funding through the Visitor Map Partnership Program to all eligible applicant groups on a competitive basis as per the guidelines outlined in the document.

All eligible applicants must be in good standing with any federal, provincial, or local requirements. To be eligible, applicants must be one of the following:

- Non-profit organizations
- Chambers of Commerce
- Community groups
- Industry associations

The following entities are not eligible for the program:

- Privately owned businesses
- For-profit enterprises
- Government organizations

Additionally, the Visitor Map Partnership Program requires that eligible applicants:

- Are good faith partners of SGITP, demonstrating a cooperative, respectful, and constructive working relationship
- Comply with SGITP branding requirements, using only approved brand elements where authorized
- Represent a single island community

Collaborative applications where two or more eligible organizations work together on a single map project are encouraged.

4. Funding

The Visitor Map Partnership Program is a cost-shared program. Applicants are eligible to apply for up to a \$5000 contribution from SGITP towards eligible expenses. Funding requests cannot exceed project costs. Applicants may make in-kind contributions to the project.

- SGITP reserves the right to award less than \$5000 and/or award funding that ensures regional distribution.
- To manage the funds available, SGITP may award partial funding and limit the number of approved applications.
- Funding support only covers eligible project costs, including; graphic design, printing, and on-island distribution.
- Applicants are expected to contribute to project costs. In-kind contributions such as staff time, volunteer hours, or internal administration may be included as part of the project, but are not reimbursable.

5. Evaluation criteria

Applications will be evaluated based on the following criteria and should be addressed in the appropriate section of the application.

- Improved visitor experience (30%)
 - a. Clearly targets leisure visitors, addressing their interests, preferences, and needs.
 - b. Provides clear wayfinding and on-island orientation.
 - c. Ensures proposed content is relevant, engaging, and appropriate for a visitor audience.
- Alignment with SGITP's regional efforts (30%)
 - a. Supports SGITP's unique value propositions: art, food, nature, and wellness.
 - b. Demonstrates how the initiative encourages or educates visitors on responsible behaviours.
 - c. Shows potential benefits across economic, social, cultural, and environmental outcomes.
- Resources to execute the project effectively (40%)
 - a. Shows capacity for collaboration with SGITP, partners, and local businesses/organizations to strengthen relationships that support tourism.
 - b. Presents a feasible and well-planned project proposal.
 - c. Demonstrates strong project management, including accurate spending and timely reporting.
 - d. Provides clear and responsible budgeting.
 - e. Illustrates potential for progression and/or continuous improvement in future years.

6. Program requirements

Applicants must adhere to the following Visitor Map Partnership Program requirements. Consideration may be made for special circumstances outside of the requirements and where a strong rationale for doing so is provided. Pre-approval from SGITP is required.

Minimum requirements

- Contribution to project costs is a requirement; applicants must propose how funds or in-kind contributions will support the project if funding is provided by SGITP.
- Funding request may not exceed \$5000 or eligible project costs.
- All successful applicants are required to actively respond to SGITP inquiries and reporting requirements. Failure to comply may result in ineligibility for future years.
- SGITP will not approve projects that overlap or are considered redundant. Overlapping projects should coordinate a project jointly. Applicants can contact SGITP for directions on any perceived overlaps or redundancy.
- All materials must comply with Provincial and Federal advertising regulations.

Map content requirements

- All assets (photos, logos, cartographic artwork) must be properly licensed for use.
- Maps should serve a typical visitor audience, offering practical guidance for leisure activities rather than functioning as business directories or promotional tools.
- Maps should educate visitors to minimize negative impacts on local communities.
- Complement regional efforts by highlighting arts, food, nature, and wellness activities.
- Display the SGITP logo correctly and include acknowledgment of funding.
- Ensure all information is accurate, relevant, and useful to visitors.
- Materials must reflect safe, responsible, and respectful travel practices. Avoid depicting unsanctioned trails or experiences that are not publicly accessible.

7. Application process

- Applications must be received by **January 31 at 11:59 pm PST**. If that date falls on a weekend, the deadline moves to the following Monday. Applications must be sent via email to exec@southerngulfislands.com. Application templates will be provided. Incomplete or late applications will not be considered. Early submissions are encouraged.
- As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in Section 5. Submitting an application does not guarantee funding.



- Successful applicants may be contacted by staff after funds have been awarded to update their application, which will be reflected in the funding contract.
- SGITP reserves the right to select and approve project proposals which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals.

Funding notifications and MOUs

- Applications are reviewed in February, decisions will be issued in early February.
- Funding is confirmed via an MOU outlining each party's obligations, signed by an approved signatory.
- Funds are dispersed 50% on signing the MOU and 50% after the project report is submitted.

Project execution changes

- Any changes to the approved project after signing the MOU must be submitted in writing and approved by SGITP before execution.

Project reporting

- A Project Report is due by December 31 and must follow the SGITP template.
- Reports must include a detailed list of suppliers and expenses totaling the approved funding.
- Failure to submit the report will result in withholding final payment and may affect eligibility for future funding.

Funding payment and requirements

- Payments are based on the funding notification and fulfillment of MOU requirements.
- Applicants facing cash flow issues should contact SGITP to discuss options.
- Any significant cost changes or barriers must be reported to SGITP.
- Unspent funds or funds used on ineligible activities must be returned. Contact SGITP if full allocation cannot be spent.
- Projects and all funding must be completed within the calendar year.

SGITP has the right to modify these program guidelines at any time.