

Website Bootcamp Program Application

This document is intended only to help applicants prepare their application. Only applications submitted through the online form will be considered. Please submit your application online at: <https://digitalnovascotia.com/portfolio-items/tourism-website-bootcamp/>.

If you have questions about the application process, please contact: Jennifer McKeane, Tourism Development Advisor at 902-717-3623 or email TNSBusiness@novascotia.ca.

Applicant Information:

Business/Organization Name:

Business / Organization Mailing Address:

City/Town:

Province:

Postal Code:

Nova Scotia Registry of Joint Stocks number:

Contact Details of person with Signing Authority for Business/Organization:

Name:

Title:

Email:

Telephone:

Contact Details of person from Business/Organization who is applying to participate in program: (if different from above)

Name:

Title:

Email:

Telephone:

Current Business Website URL (if applicable):

Current Listing Link on www.novascotia.com (Note: Business/Organization is required to have a listing in good standing on www.novascotia.com at time of application to be eligible for this program):

Tourism Region(s) business is located: (please choose all that apply)

- Halifax
- South Shore
- Yarmouth & Acadian Shores
- Bay of Fundy & Annapolis Valley
- Northumberland Shore
- Cape Breton – Ceilidh Trail
- Cape Breton – Cabot Trail
- Cape Breton – Bras d’Or Lake Scenic Drive
- Cape Breton – Fleur-de-lis Trail, Marconi Trail & Sydney Area
- Eastern Shore

Program Availability:

Please tell us about your availability to participate in a workshop. There will be one to three workshops held between December 2020 and March 2021. We will make every effort to schedule the workshops in locations that best meet the needs of the majority of participants. To help us determine the demand for times and locations, please indicate your preference for the times and locations listed below.

Preferred month: (Choose all that apply)

- Late December 2020
- January, 2021
- February, 2021
- March, 2021

Preferred time of the week: (choose all that apply)

- Weekends
- Weekdays

Preferred Location: (please choose all that apply)

- Halifax Metro
- South Shore
- Yarmouth & Acadian Shores
- Bay of Fundy & Annapolis Valley
- Northumberland Shore
- Cape Breton Island
- Eastern Shore

Assessment of Alignment to Tourism Nova Scotia and Industry Priorities:

Is the primary focus of your business to attract and service visitors?

- Yes
- No

Please explain how your business attracts and services visitors?

What sector of the tourism industry do you work in (please select all that apply)?

- Fixed-roof Accommodation
- Campground
- Food and Beverage
- Festival or Event
- Outdoor Adventure
- Tour Operator
- Attraction
- Other (please specify) _____

Are there any outstanding or pending claims/litigation against your business or businesses your organization represents?

If yes, please explain below:

Assessment of new website need:

The goal of the program is to help tourism businesses build a strong website to improve credibility, build brand recognition and close sales. **Please answer the following questions about your business.**

Do you currently have a website for your business?

Yes/No

If yes, what challenges are you experiencing with your current website that inhibits your ability to connect with visitors?

What efforts are you currently making to connect with customers online?

Alignment of need with program services:

Why do you feel you would be a good fit for this program?

How will a new website align with your overall online marketing goals?

How would you describe the current level of technical ability of the person applying to participate in this program?

(This is just to inform facilitator for content planning purposes.)

Beginner

Intermediate

Advanced

Evaluation Terms & Conditions

Applicants must agree to the following terms and conditions to be considered eligible to participate in the Website Bootcamp. Please review the information carefully and click the “I agree” button at the bottom.

- I have read and agree to comply with the terms stated in the Program Guidelines.
- I understand that only those businesses/organizations with a listing in good standing on www.novascotia.com at time of application will be considered in the application evaluation process.
- I understand that the project deliverables will be identified in a Letter of Agreement.
- I understand that to be eligible for this workshop program, my tourism business / organization must be operating in 2020-21 (year-round or seasonally).
- I agree to participate in all aspects of the program if I am a successful applicant (pre-work, attending workshop in the 2020-21 fiscal year (before March 2021), follow-up virtual meetings) through to completion and complete a final report based on the terms in the Letter of Agreement.
- I understand that I am required to pay Tourism Nova Scotia for the cost of the workshop of \$150, and for travel costs associated with attending the two-day in-person workshop if my application is successful.
- I understand that I am required to pay any monthly subscription fee, URL registration or renewal and other fees as required for as long as I wish to keep the website developed during the workshop active.
- The privacy rights of online visitors to our website are fully protected by Nova Scotia's Freedom of Information and Protection of Privacy Act. Any personal information collected from program applicants relates directly to the operation of programs and will not be used for any other purpose.

By agreeing to the above terms and submitting this application on behalf of the business identified above, I certify that I am an authorized officer of the business and that the information provided in this application is true and correct to the best of my knowledge and belief.

I have read and agree to the terms and conditions outlined above

____ **I agree**

To obtain access to or to correct personal information you have submitted in this application, please contact Jennifer McKeane, Tourism Development Advisor at Jennifer.mckeane@novascotia.ca

Thank you for applying to participate in the **Website Bootcamp**. Tourism Nova Scotia will review your application and contact you.