

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:

Address:

City/Town:

Province:

Postal Code:

Nova Scotia Registry of Joint Stocks number:

Has your business been in operation for more than one year?

Yes No

If no, please provide details of your operation to-date, or plan for operating:

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:

Do you currently have a website? Yes No**Current Business Website URL (if applicable):****Do you have access to your current website?** Yes No Not sure

Current Listing Link on www.novascotia.com (Note: Business/Organization is required to have a listing in good standing on www.novascotia.com 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

Applicant Availability:

Please tell us about your availability to participate in the workshop portion of the program. Our third virtual workshop will take place May 4-5, 2021. If you cannot attend these dates, please note this.

Note: The program requires work developing written content, gathering images and other key information for the new website, and reviewing course orientation materials. Participants need to allocate some time after the workshop (May 6 and over the following week) to finalize the website and meet virtually with Boostflow.

Preferred date:

(Please choose all that apply)

- May 4-5 2021
- I am unavailable on these dates but interested in future/alternate methods of delivery of this program

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

- Beginner
- Intermediate
- Advanced

Participants in this program need to have access to a location with high-speed internet for the duration of the workshop. Do you have access to high-speed internet?

- Yes
- No

Participants will need to use a laptop or desktop computer to access all the features of the program. Do you have access to a laptop or desktop computer?

- Yes
- No

Assessment of Alignment to Tourism Nova Scotia and Industry Priorities:

Please answer the following questions about your business.

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?

Yes No

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.**

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?

If you have a current Wix website, and are applying to the program to further develop or add enhanced features to it, please describe what you would like to achieve by participating in the program:

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 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 2021-22 (year-round or seasonally).
- I agree to participate in all aspects of the program if I am a successful applicant (pre-work, participating in the workshop, follow-up work and 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 Digital Nova Scotia for the cost of the workshop of \$150, and for any travel costs associated with participating in the 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.