TOURISM DIGITAL ASSISTANCE PROGRAM
COMMUNITIES 2024/2025

TOURISM
NOVA SCOTIA

digital
nova scotia

Cheticamp

Darmouth

Annapolis Royal

PROGRAM OVERVIEW

Let potential visitors know about all the incredible things to see and do in your community to inspire them to come spend at local businesses. The Tourism Digital Assistance Program - Communities (TDAP - Communities) can help you develop online tools to effectively promote your community as a travel destination and better serve your visitors.

Through TDAP - Communities, Tourism Nova Scotia (TNS) is partnering with Digital Nova Scotia (DNS) to match program participants with qualified digital consultants to address defined digital needs. Participants may receive any combination of the following services:

- Ecommerce
- Online Booking
- Website Design & Development (includes AI Powered Chatbot and Automations)

- Search Engine Optimization (SEO)
- Data Analytics
- Digital Marketing
- Social Media
- Copywriting

- Audio & Podcast Services
- Branding & Design
- Photography and/or videography to fill content gaps

HOW DOES IT WORK?

Eligible applicants will complete an online application, outlining their digital challenges and opportunities. Approved applicants will be matched with a qualified consultant for up to $15,000 (tax inclusive) in services. Of this amount, up to $2,500 can be used for digital ad spends, and up to $2,500 can be used for photography or videography services. Any remaining funds will be allocated towards additional services offered through this program.

Photography deliverables will include 20 images selected by TNS as outlined in a Statement of Work. Funding is meant to bridge content gaps, but does not substitute for a complete photo shoot. Final edited photos and/or videos created through this program will be owned by TNS and shared with the participants to use in their marketing, and may be used by TNS in marketing campaigns and channels, and uploaded to the TNS digital content library.

Projects will start between late spring and fall, depending on participant preference, and must be completed by March 31, 2025. Approved applicants will enter into a Letter of Agreement with DNS, commit to timely task completion and communications between DNS, TNS, and a digital consultant, and complete an end-of-project report within required timelines. An initial meeting will take place between TNS, DNS, the approved applicant, and the digital consultant before project work begins.

WHO IS ELIGIBLE?

This program is open to:

- Nova Scotia Municipalities, Chambers of Commerce, member-based organizations with a focus on tourism or Regional Destination Marketing Organizations focused on a specific community/communities.
- Organizations in operation for over a year, with a demonstrated effort/interest to promote travel to the community.
- Applicants who demonstrate a need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2025.
- Organizations in good standing with the provincial Registry of Joint Stock Companies, if applicable.

A panel from TNS and DNS will review and score applications. Priority is given to:
- Applicants who demonstrate a well-defined digital need and efforts in building tourism, such as championing a geographic area or product cluster, and can describe how these digital offerings will positively impact tourism in their community.
- First time applicants.

* Past participants must clearly identify how additional services will support and build on previous work completed through the program.

TNS and DNS are committed to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia, and we support partners who share in this commitment. We will prioritize applications from organizations that are operated by equity-seeking groups or that include activities that help give a voice to these communities. For example, preference will be given to applications from Mi'kmaw and African Nova Scotian organizations.

Applicants with overdue program reporting/deliverables with TNS or DNS will not be eligible.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Given the growing number of travellers that start their trip-planning research on the internet, a well-designed and maintained digital footprint is critical to attracting potential travellers to a region, community, or generating interest in a type of tourism product. Communities can inspire people to visit by making it easy to find compelling information online about what there is to see and do and what makes your region an exciting place to visit. Having a strong online presence is a powerful marketing tool that helps communities reach more people and build stronger awareness with potential travellers.

HOW TO APPLY?

Eligible applicants can complete the online application form at:

https://digitalnovascotia.com/programs/tourism-digital-assistance-program-communities/community-tourism-organization-application/

Application deadline is **Wednesday, May 1, 2024 at 4 p.m. (ADT)**

Please note:

- When you submit your application, you will receive a confirmation email. If you do not receive a confirmation email, please contact tdapcommunities@digitalnovascotia.com to confirm receipt of the application.
- Incomplete applications will not be scored.
- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program panel will balance the program partners to better represent various tourism regions, and the diversity of tourism in Nova Scotia.
- TNS and DNS may determine during evaluation that a proposal/proponent is not eligible.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- Successful applicants will enter into a written contract with DNS, requiring them to deliver on the activities as jointly identified.

PROGRAM CONTACT

For more information please contact:

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ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.

ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's $2.5 billion ICT and digital technologies sector, representing over 380 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.