

MAGAZINE PUBLISHERS TRAVEL SUPPORT PROGRAM / GUIDELINES 2019-2020

WHAT IS THE MAGAZINE PUBLISHERS TRAVEL SUPPORT PROGRAM?

This program provides financial support for BC magazine publishers to send delegates to attend select magazine conferences, domestic and international trade events for the purpose of promoting their publications, securing new business opportunities and professional development. Companies will be allotted up to \$3K per fiscal year (April 1 – March 31), to attend specified markets as defined in the guidelines. The maximum grant of \$3K represents **50%** of total eligible costs from attendance at the conferences and events.

ELIGIBLE APPLICANTS

Applications will be considered from BC owned and controlled magazine publishers who fulfill either or both of the following criteria:

- Member of the Magazine Association of BC;
- Member of Magazines Canada and is headquartered in British Columbia.

BC-owned and controlled magazine publishers additionally need to be companies incorporated in British Columbia or Canada with its head office in British Columbia. A majority of the issued common voting shares must be held by BC residents.

Delegates sent by magazine publishers must be BC residents. Only one delegate per publisher will be supported to attend an individual event. BC residents are defined as Canadian citizens or Permanent Residents who have resided in BC for at least 200 of the 365 days preceding the date of application and who have filed income tax returns in BC in the taxation year prior to the date of application. Substitution of delegates is allowed, and information about alternate delegates can be provided at the application stage.

ELIGIBLE MARKET SITES AND APPLICABLE FUNDING SUPPORT

Creative BC has identified the domestic and international conferences and events that are eligible for assistance in this fiscal year, being:

Domestic (Within BC) – up to \$500 in support per event: MagsWest (MagsBC conference, only magazine publishers outside the Lower Mainland may apply for support to this event)

Domestic (Outside BC) – up to \$1,000 in support per event: Alberta Magazine Publishers Association, Magazines Canada events (Arts & Literary Magazines Summit, Business Leadership Summit, MagNet)*

International – up to \$1,500 in support per event: Association of Writers & Writing Programs (AWP) Conference, Niche Media events, American Magazine Media Conference, Association of Media & Publishing Annual Meeting, The Folio: Show (for large magazines), American Library Association (ALA) Annual Conference, ALA Midwinter, FIPP World Congress, FIPP Digital Innovations

* If the magazine publisher is receiving a grant from Magazines Canada to attend their professional development events, this amount will reduce the eligible costs used in calculating the final supported amount from Creative BC. Example as per below:

Sample Final Cost Breakdown for Magazine Publisher A to attend Magnet 2018. Magazine Publisher A received \$860 as a travel subsidy from Magazines Canada to attend the event. According to the costs calculated below, Creative BC will fund 50% of Magazine Publisher A’s final costs, being \$748 (50% of \$1,496).

Item	Final Cost
Conference Registration	\$400
Airfare	\$600
Accommodation 3 nights x \$200	\$600
Per diem 4 days x \$60	\$240
Ground Transportation (taxis, shuttles, rental cars, interurban)	\$120
Vehicle Fuel Costs (if applicable)	\$0
Sub-total (Base Budget)	\$1,960
Marketing Materials (max of 20% of Base Budget)	\$200
Overhead Allowance (max of 10% of Base Budget)	\$196
Less: Magazines Canada Grant (if applicable)	-\$860
TOTAL	\$ 1,496
Creative BC funding (50% of final costs)	\$ 748

APPLICATION PROCEDURES AND ELIGIBILITY

Eligible BC magazine publishers will be required to submit the following items upon application to the program:

- Information about the magazine(s) in publisher’s portfolio, including a short summary of content, audience and distribution (online, print, or both), and any online and circulation statistics;
- General objective or business plan answering the following questions:
 - How will receiving magazine travel support and attending the selected markets on your application, enhance and expand the existing scope and capacity of your business?
 - How will it help your company and publications be more competitive?

- What are your company goals and how will receiving this funding contribute to your overall business strategy?
 - Sample of magazine (PDF attachment or link to online publication); and
 - Resume(s) or Biography(ies) of the delegate(s) attending the markets.

The application items will be submitted through the Creative BC online submission form available on the website.

Applications will be reviewed on a competitive basis according to the information submitted and how well the proposed activities fit within the publisher's goals and business strategy. Funding is awarded on a rolling basis until all funds have been expended for this program.

FINANCIAL PARTICIPATION

Creative BC will provide financial assistance to selected companies to help offset registration, travel and accommodation costs of markets attended throughout 2019/20. Creative BC's contribution must not exceed **50%** of final approved eligible costs. Creative BC reserves the right to reduce the award following review of the final costs. If the publisher should receive complimentary conference registration or travel from the event organizers, those amounts are considered to be outside of the final reportable eligible costs. You may only include expenses for which a receipt can be provided.

Magazine publishers who have successfully applied for funding will be eligible for up to \$3K in travel funding support to attend selected events. Only one delegate from the publisher may attend the selected event. The payment will be made 50% upon signature of the contract, and 50% upon submission and approval of the final report (to be submitted within 30 business days after attendance at the last event).

A maximum participation of between \$500 and \$1,500 per market is set by Creative BC depending on the location and costs of the event (refer to the earlier paragraph "Eligible Market Sites and Applicable Funding Support"), and represents no more than **50%** of the applicant's final cash expenditures to attend.

ELIGIBLE EXPENSES

The following items are considered eligible expenses:

- Per Diem - \$60 per day in Canada and \$80 per day outside Canada
- Accommodation – up \$300 per night
- Registration Fees (if applicable)
- Return airfare (based on economy fare)
- Ground transportation (rental car, vehicle fuel costs, taxi, shuttle bus)

- Design and printing of marketing materials, payable to third parties (e.g. brochures, business cards, etc.) capped at no more than 20% of the approved direct travel costs
- Overhead allowance is capped at a maximum of 10% of the approved direct travel costs (to cover related long distance, in-house photocopying, courier costs and administrative expenses)

REPORTING

After attending the final event of the 2019/20 fiscal year, publishers will have 30 business days to submit an online final report which will ask for the following information for each event attended:

- A narrative summary outlining meetings held, intelligence garnered, and if applicable, deals initiated and sales secured and/or pending;
- Detailed cash expenditures;
- Copies (PDFs) or email confirmations of conference registration; and
- Copies (PDFs) of supporting invoices and receipts.

The final report is to be submitted through an online submission form through the Creative BC website. Failure to submit a final report to Creative BC within the specified time period may result in forfeiture of the award. In addition, follow-up surveys may be conducted 6 and 12 months after the market has concluded to confirm any additional sales and deals signed (e.g., distribution agreements, franchise agreements, contract publication deals, subscription sales, advertising sales, etc.).

FORFEITURE OF AWARD

Successful applicants who fail to submit a final report to Creative BC within the specified time period will be given one written reminder. Should all materials not be provided following this reminder, the successful applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

FOR MORE INFORMATION

Please contact:

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