

POWER UP! Application

The following application is provided for information purposes only. Please use this document to prepare your application for the Power Up! Program. The application intake will open on September 20th, 2021 at 9:00 am PST through an online application form. **Applications submitted prior to September 20th in any format will not be accepted.**

Any questions regarding the program or this application form can be directed to Beth Sangara at Beth.Sangara@DestinationBC.ca or 778-572-1830.

The information below will be required to complete the official application. As we anticipate that the program will be fully subscribed, you are encouraged to submit your application as soon as possible once the official intake is open.

Business Information

Business Name:

Business Phone Number:

Attendee Name:

Attendee Job Title:

Attendee Cell / Mobile Number:

Attendee Email Address:

Businesses must be registered, headquartered, and have a physical place of business in BC. Please enter your business address, and community:

Street address:

Community:

Is this business owned by a BC resident(s)?

- Yes
- No

Are the business' sole or primary operations located in BC?

- Yes
- No

What tourism region does your business operate in? *Please select one primary region.*

- Vancouver, Coast and Mountains

- Vancouver Island
- Thompson Okanagan
- Kootenay Rockies
- Cariboo Chilcotin Coast
- Northern BC
- Don't know / Not sure

Business Website:

- Please enter your website URL (e.g. [https://www.examplewebsite.ca/...](https://www.examplewebsite.ca/)):
- We do not currently have a website.

Is this business owned by a Woman, an Indigenous person, a Person of Colour, and / or a Youth aged 19-30? *Please select all that apply.*

- Yes – This business is owned or co-owned by a Woman.
- Yes – This business is owned or co-owned by an Indigenous person.
- Yes – This business is owner or co-owned by a Person of Colour.
- Yes – This business is owned or co-owned by a Youth aged 30 or under.
- No.
- Don't know / Not sure.

This business is *[please select one]*:

- Privately owned (incorporated or sole proprietorship)
- A Non-Profit organization
- Don't Know / Not sure

When was this business established?

Does your business **sell goods or services** that are primarily focused on attracting and servicing visitors?

- Yes
- No

What is your business type? *(Please select the primary type that best suits your business)*

***Please note:** restaurants, retail stores, spas, or businesses with more than 50 employees are not eligible for the program.

- Accommodation
- Activity
- Attraction
- Winery, cidery or brewery with a retail space and offering a visitor experience (e.g., tasting room or tour)
- Other, please specify:

This business operates (*please select one*):

- Year-round
- Seasonally

If seasonal, please identify the months of operation:

What is your BC Business Number? *

[*Learn more about Registering your Business in BC](#)

What is your Provincial Sales Tax (PST) number?

What is your Goods and Service Tax (GST) Number?

Has your business registered with WorkSafe BC?

- Yes
- No

How many employees does the business have on its payroll, including both full-time, part-time and seasonal staff?

- 1-10
- 11-30
- 31-49
- 50

If selected for the Power Up program, are you able to provide login access to the backend of your business' website, social media accounts and other accounts as necessary to complete the service?

- Yes
- No

Does your business have social media accounts on the following platforms? *Please select and populate all that apply.*

- Facebook - Please enter the account URL (e.g. [https://www.facebook.com/...](https://www.facebook.com/))
- Twitter - Please enter the account URL (e.g. [https://twitter.com/...](https://twitter.com/))
- Instagram - Please enter the account URL (e.g. [https://www.instagram.com/...](https://www.instagram.com/))
- Youtube - Please enter the account URL (e.g. [https://www.youtube.com/user/...](https://www.youtube.com/user/))
- LinkedIn - Please enter the account URL (e.g. [https://www.linkedin.com/...](https://www.linkedin.com/))
- Other, please specify:
- None
- Don't know / Not sure

Service Areas

Businesses may choose **one** of the following service areas that they deem a priority for their business. Full service area descriptions are available here: [Program Guide](#).

To be eligible for the program, applicants must demonstrate a minimum level of digital knowledge.

Please select the service the business is interested in. *Please select one.*

***Please note that you are not eligible to select a service area for which you have already received access to other programs funded by the provincial or federal government.**

- Digital Strategy.
If selected, directs to proficiency questions [here](#)
- Search Engine Optimization (SEO)
If selected, directs to proficiency questions [here](#)
- Website Review
If selected, directs to proficiency questions [here](#)
- Email Marketing
If selected, directs to proficiency questions [here](#)
- Social Media Strategy
If selected, directs to proficiency questions [here](#)
- Digital Advertising
If selected, directs to proficiency questions [here](#)

Digital Strategy

Does your website have a booking engine?

- Yes
- No
- Don't know

If yes, is a confirmation email sent when a booking is completed on your website?

- Yes
- No
- Don't know / Not sure

Do you have a privacy policy or terms of use page on your website?

- Yes
- No
- Don't know

Does your business have one or more active social media channels?

- Yes
- No

- Don't know

Does your business have any digital marketing ads currently in-market?

- Yes
- No
- Don't know

Does your business have budget available for digital advertising?

- Yes
- No
- Don't know

Is Google Analytics currently set-up on your website?

- Yes
- No
- Don't Know

If no, does your business have another analytics integration on your site?

- Yes
- No
- Don't Know

If yes, Which one?

Are you familiar with Google Analytics, including navigating through reports, and using features such as segmentation?

- Yes
- No
- Don't know

Does your business currently use an email marketing platform such as Mailchimp, Salesforce, or Campaign Monitor?

- Yes
- No
- Don't know

Do you have experience reviewing an email performance dashboard and making recommendations?

- Yes
- No
- Don't know

Are you familiar with Google Tag Manager?

- Yes
- No

- Don't know

Does your business currently survey your customers to assess their satisfaction with your business?

- Yes
- No
- Don't know

If yes, what survey tool do you use? _____

Are you familiar with any of the following terms, tools, and concepts? *(please select all that apply)*

- Title tag
- Meta description
- H1 and headings structure
- 404 errors
- Redirects
- Image alt text
- Keyword research
- Google Analytics

Do you have experience with any of the following aspects of social media marketing? *(please select all that apply.)*

- Copywriting
- User-generated content (UGC)
- Social media strategies
- Social media campaigns

SEO

Is Google Analytics currently set-up on your business website?

- Yes
- No
- Don't Know

If no, do you have another analytics integration on your site?

- Yes
- No
- Don't Know

If yes, which one?

Are you familiar with Google Analytics, including navigating through reports, and using features such as segmentation?

- Yes
- No
- Don't know

Are you familiar with any of the following terms, tools, and concepts? *(please select all that apply)*

- Title tag
- Meta description
- H1 and headings structure
- 404 errors
- Canonical errors
- Redirects
- Image alt text
- Keyword research
- Google Analytics

Website Review

Does your website have a booking engine?

- Yes
- No
- Don't know

If yes, Is a confirmation email that sent when a booking is completed on your website?

- Yes
- No
- Don't know

Do you have a privacy policy or terms of use page on your website?

- Yes
- No
- Don't know

Is Google Analytics currently set-up on your website?

- Yes
- No
- Don't Know

If no, do you have another analytics integration on your site?

- Yes
- No

Don't Know

Are you familiar with Google Analytics, including navigating through reports, and using features such as segmentation?

- Yes
- No
- Don't know

Do you currently use an email platform such as Mailchimp, Salesforce, or Campaign Monitor?

- Yes
- No
- Don't know

Are you familiar with Google Tag Manager?

- Yes
- No
- Don't know

Does your business currently survey your customers to assess their satisfaction with your business?

- Yes
- No
- Don't know

If yes, what survey tool do you use? _____

Are you familiar with any of the following terms, tools, and concepts? *(please select all that apply)*

- Title tag
- Meta description
- H1 and headings structure
- 404 errors
- Redirects
- Image alt text
- Keyword research
- Google Analytics

Email Marketing

Is a confirmation email sent when a booking is made with your business?

- Yes
- No
- Don't know

Do you currently use an email platform such as Mailchimp, Salesforce, or Campaign Monitor?

- Yes
- No
- Don't know

Do you have experience reviewing an email performance dashboard/analytics and making recommendations?

- Yes
- No
- Don't know

Social Media Strategy

Does your business have one or more active social media channels?

- Yes
- No
- Don't know

If yes, please identify your active social media channels:

Do you have experience with any of the following aspects of social media marketing? *(please select all that apply)*

- Copywriting
- User generated content (UGC)
- Social media strategies
- Social media campaigns
- Content Calendar

Digital Advertising

Does your business have any digital marketing ads currently in-market?

- Yes
- No
- Don't know

Does your business have budget available for digital advertising?

- Yes
- No
- Don't know

Is Google Analytics currently set-up on your website?

- Yes
- No
- Don't Know

If no, do you have another analytics integration on your site?

- Yes
- No
- Don't Know

Are you familiar with Google Analytics, including navigating through reports, and using features such as segmentation (or similar for another analytics platform)?

- Yes
- No
- Don't know

Are you familiar with Google Tag Manager?

- Yes
- No
- Don't know

All Applicants

If approved, are you able to utilize the funds and work with your assigned consultant within the project timeline (November 2021-February 2022)?

- Yes
- No
- Don't know

Has your business received funding from other federal or provincial funding programs for the service area you have requested here?

- Yes
- No
- Don't know

If yes, please list all:

Please briefly describe why you selected this service area, how it will benefit your business, and how this service fits within your broader digital marketing plans for your business (500 words maximum).

Declarations

By submitting your application, you are declaring that all the following statements are true as they relate to your business. All information provided is true and accurate.

- I understand that grant funding received through this program must be used to support the development and improvement of the digital marketing service of the business this application identifies only.
- I confirm that I understand that the personal information collected through this application process is collected for the administration of Power Up Program including to confirm residency, under s.26(c) of the Freedom of Information and Protection of Privacy Act.

SAMPLE