



Tourism Product Diversification and Marketing Program

FAQs

What is the TPDMP Program?

The Tourism Product Diversification and Marketing Program (TPDMP) provides funding to successful applicants to re-invent, improve, or expand tourism products and operations to meet future market demands. The objectives of the program are to:

- Increase the number of Tourism products
- Diversify the Tourism Industry
- Capture a greater share of the non-consumptive Tourism outdoor adventure market
- Increase the number of clients seeking Tourism products and services in the NWT

Who can apply?

All NWT Businesses, Tourism Operators, and Tourism interests including not-for-profit and Indigenous organizations currently in the NWT. Specific eligibilities are provided for under individual schedules in this Program.

I don't have a Tourism Operators License. Can I still apply?

Yes. You may still apply to the program if you meet one or more of the criteria listed above.

How do I apply to the Program?

Once you have discussed your idea with your Regional Tourism Development Officer, you will need to complete and sign an application form for every Schedule you are applying to. These will act as cover pages to your entire application package (also known as a Full Proposal).

Once complete, attach all supporting documentation and submit them to your Regional Tourism Development Officer by the advertised deadline.

What is considered a Full Proposal?

A full proposal is considered a well thought out and detailed application package consisting of all required documentation. For an application to be considered a full proposal, in addition to a complete and signed application form, applicants must submit a complete budget including quotes, letters of support, and financial statements.

In the past, I needed to submit an EOI. Is that required this year?

TPDMP has changed to a one stage process and applicants will only be required to submit a full proposal. To increase the likelihood of your proposal's success, it is strongly recommended that you discuss your project idea with your Regional Tourism Development Officer prior to the development of your proposal.

The full proposal will need to include:

- a completed schedule application form (if applying to more than one schedule an application form must be filled out for each schedule),
- a detailed project proposal including a budget with quotes, and
- revenue and visitor forecasts.

I have an idea for a project, but I am not sure if it's eligible.

Who can I talk to?

It is strongly recommended that you reach out to the Tourism Development Officer in your region to discuss your project idea prior to the development of your proposal.

I have questions about the application form.

How do I fill this out?

Start by filling out the applicant information portion of the application form so the evaluation committee can identify you.

Important: In the budget section you will need to identify if you are requesting funding from other TPDMP schedules and add the total amount being requested from the program. In addition to the budget section, you will need to answer three project cost questions specific to the schedule you are applying to.

You will then be asked a series of brief questions about your eligibility, project, and finances related to TPDMP. Please answer these as thoroughly as possible.

Lastly, please use the short checklist at the top of the application form to ensure that you have included all required documentation and sign and date the form.

How much funding can I apply for?

There are three schedules under TPDMP to which you may apply. It is important to note that these are the maximums allowable and are not guaranteed. Financial assistance may be provided to projects deemed as providing the greatest economic benefit to the NWT.

Schedule 1: Business Planning and Transition Assistance

- Up to \$20,000 is available per applicant.

Schedule 2: Product Development and Enhancement

- Up to \$150,000 annually or up to \$250,000 over multiple years. Funding thresholds will be based on the applicant's Business Market Trade standards business level at the time of application.

Schedule 3: Marketing Assistance for Tourism Businesses

- Up to \$15,000 per applicant.

Schedule 4: Safety

- Up to \$10,000 per applicant.

I have received TPDMP funding in the past. Can I apply again?

Yes. You may apply to TPDMP every year. The only exception being under **Schedule 2 Product Development and Enhancement**. Once you reach the \$250,000 over multiple years, you will need to wait 5 years before you are eligible to apply again.

What do I need to include in my application?

The short checklist on the application form ensures that all the documents required for the application are submitted at the same time. It is important that all documents are submitted together to ensure your application is complete and reviewed by the evaluation committee.

When applying to TPDMP, applicants must submit:

- a completed schedule application form (if applying to more than one schedule an application form must be filled out for each schedule),
- a detailed project proposal including a budget with quotes, and
- revenue and visitor forecasts.

How much is the equity component for each schedule?

The equity requirement for Schedules 1, 2 and 3 is 15%, and for Schedule 4 is 50% of the total project cost. Under Schedule 2, applicants may apply Sweat Equity towards the total Equity requirement.

Schedule 1 – Business Planning and Transition Assistance

- Equity requirement of 15%.

Schedule 2 – Product Development and Enhancement

- Equity requirement of 15%.

- Up to \$10 000 in existing Equity (capital infrastructure for which no previous contribution funds have been received from the GNWT) and/or Sweat Equity may be applied towards the project.

Schedule 3 – Marketing Assistance for Tourism Businesses

- Equity requirement of 15%.
- Any other information requested by the Tourism Development Officer during the application process.

Schedule 4 – Safety

- Equity requirement of 50%.

What does sweat equity include and how much of the equity component can be sweat equity.

Sweat equity is a person or company's contribution towards a business venture or project. In most cases it comes in the form of physical labour, mental effort and time. It is generally not monetary. For the purpose of TPDMP – Schedule 2 the portion of existing equity or sweat equity can include up to \$10,000.

TPDMP Funding	Applicant Equity	Total Project Cost	Existing Sweat Equity (up to \$10K)	Cash
85%	15%	100%		
127,500	22,500	150,000	5,000	17,500
85,000	15,000	100,000	10,000	5,000
63,750	11,250	75,000	4,250	7,000
42,500	7,500	50,000		7,500

When will I be notified if my application is approved?

You will be notified with a decision within 8 weeks of the program deadline.

Why does my application get denied and referred to other programs like SEED?

Due to limited funding available in the TPDMP program and the high number of requests for funding, the evaluation committee will sometimes defer applicants to other programs such as SEED in order to fund a project.

Why do I have to apply in the current fiscal year for funds for the next fiscal year?

In order to maximize the time required to complete projects, the application period starts well beforehand in the current fiscal year to ensure funds are dispersed as early as possible in the new fiscal year.

My application was denied, who can I talk to?

If an applicant is not satisfied with the decision of the approving authority because:

(a) New information which materially affects the applicant's demonstrated need, viability or proposed benefits becomes known to the applicant after the date the completed and signed application is forwarded to the approving authority; or

(b) The applicant has cause to believe that the provisions of this Program were not fairly and adequately applied in the funding decision;

Then the applicant may appeal to the DM of ITI. Appeals must be in writing and received by the DM no later than 30 (thirty) days following the date that the applicant has received notification of the approving authority's decision. Reasons other than (a) or (b) above will not be considered grounds for appeal.