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# Tourism Product Diversification and Marketing Program Guidelines

## Program Description

The Tourism Product Diversification and Marketing Program (TPDMP) can help reinvent, improve or expand tourism products and operations to meet future market demands by providing funding for business planning, product development and packaging, and marketing and safety upgrades.

The TPDMP is designed to:

- Increase the number of tourism products available throughout the NWT;
- Diversify the NWT's tourism industry;
- Capture a greater share of the non-consumptive tourism outdoor adventure market; and
- Increase the number of clients seeking tourism products and services in the NWT.

## Who Can Apply?

An applicant needs to meet at least one of the following conditions to apply for funding under this Program:

- Is an NWT licensed tourism operator or tourism related business as defined in this policy;
- Is an economic development agency operating in the NWT;
- Is an Indigenous Government or organization in the NWT;
- Intends to start a tourism business (Schedule 1);
- Is a municipality or community in the NWT;
- Represents a group of separate businesses or operations intending to develop a travel ready tourism product package;

Some funding schedules require applicants to complete a Business, Market and Trade Ready Assessment which includes a business evaluation questionnaire. Funding thresholds for these schedules will be determined based on the applicant's [Business Market Trade standards](#) business level at the time of application.

Applicants must be in good financial standing with the Government of the Northwest Territories (GNWT and/or any Public Agencies (NWTHC, NTHSSA, Prosper NET, Aurora College, etc.), meaning they have no current delinquent debts owing to the GNWT or any



Public Agency at the time of application. Related parties with delinquent debts will also be considered when determining an applicant's eligibility for funding.

Meeting the eligibility criteria for this Program, does not guarantee approval of financial support. Financial assistance may be provided to those projects deemed as providing the greatest economic benefit to the NWT.

## **How Will Funding be Allocated?**

TPDMP support is divided into 4 schedules. Applicants may apply on any or all schedules in any given year:

### **Schedule 1: Business Planning and Transition Assistance**

- Up to \$20,000 is available per application.
- Used to develop business case for new products or to improve existing products with the goal of attracting new clients and increase spending.
- Costs may include consulting fees and other costs:
  - to get a Tourism Operator License or
  - for the development of a tourism business plan.

### **Schedule 2: Product Development and Enhancement**

- Up to \$150,000 per application.
- The maximum contribution amount depends on the applicant's Business Market Trade Standards business level ([link](#)).
  - Up to \$25,000 in contribution assistance for Business Ready applicants
  - Up to \$75,000 in contribution assistance for Market Ready applicants
  - Up to \$150,000 in contribution assistance for Travel Trade Ready applicants
- Funds may be applied towards the development of tourism business plans intended to launch a new product or enhance existing products with the intent of increasing revenues to Tourism Businesses and/or attracting new visitors to the NWT.
- Costs may include:
  - new tourism infrastructure engineering and technical feasibility assessments
  - upgrading services or amenities to attract a new market or expand appeal to existing market, or
  - development costs associated with new tourism product packages.
- Applicants who have received \$250,000 over 5 years can re-apply after five years from the receipt of the most recent contribution.



### Schedule 3: Marketing Assistance for Tourism Businesses

- Up to \$15,000 is available per application.
- The maximum contribution amount depends on the applicant's Business Market Trade Standards business level ([link](#))
  - Up to \$7,500 in contribution assistance for Business ready applicants
  - Up to \$10,000 in contribution assistance for Market ready applicants
  - Up to \$15,000 in contribution assistance for Travel Trade ready applicants
- Funds can be used for marketing projects in line with the Northwest Territories Tourism Marketing Strategy
- Costs may include:
  - development of marketing materials,
  - cooperative marketing opportunities,
  - development/launch of campaigns,
  - development/modification to websites, and
  - costs to attend travel trade and consumer shows (available to Market and Trade Ready businesses only)

### Schedule 4: Safety

- Up to \$10,000 is available per applicant.
- Funds may be applied towards ensuring the safety of visitors while they are engaged in a guided tourism activity.
- Costs may include:
  - maintenance that requires the services of licensed mechanic or tradespeople or
  - costs associated with physical upgrades to infrastructure and/or equipment.

## Costs and Fees

### Schedule 1: Business Planning and Transition Assistance

- Equity requirement of 15% (fifteen percent) of eligible project costs.

### Schedule 2: Product Development and Enhancement

- Equity requirement under this Schedule is 15 % (fifteen percent) of eligible project costs.
- Up to \$10,000 in existing Equity (capital infrastructure for which no previous contribution funds have been received from the Government of the Northwest Territories (GNWT) and/or any Public Agencies (NWTCHC, NTHSSA, Prosper NWT, Aurora College, etc.) and/or Sweat Equity may be applied toward the Equity requirement).



### **Schedule 3: Marketing Assistance for Tourism Businesses**

- Equity requirement of 15% (fifteen percent)

### **Schedule 4: Safety**

- Equity requirement of 50% (fifty percent)

## **Application Process**

When applying to TPDM, applicants must submit a completed application form. If applying to more than one schedule, applicants must fill out one application form for each schedule.

### **Checklist**

The short checklist ensures that all the documents required for the application are submitted at the same time. If an application is incomplete, it will not be reviewed.

### **Applicant Identification**

The top of the application form has space for the applicants' contact information and project title.

### **What Do I Need to Include in my Application?**

All sections of the application form must be completed.

A detailed project proposal must be included with the application form. The proposal must include a budget including quotes, letters of support and financial statements.

There are four sections on the application form that will act as a summary to complement the proposal:

#### **1. Business, Market and Trade Ready Assessment Tool**

In order to determine your BMT level (Business Ready, Market Ready or Travel Trade Ready) please visit [www.iti.gov.nt.ca/en/TourismReady](http://www.iti.gov.nt.ca/en/TourismReady) and complete the evaluation materials. The BMT Standards Table will help you determine which Assessment tool you should complete.

#### **2. Budget Questions (budget for the project)**

How much funding do you need and how much equity are you planning on contributing toward your project?

The budget information required on the application form is straightforward:

- How much money are you requesting from the program;
- which program schedule you are applying for (see above), and



- how much equity you intend to contribute to the project (the minimum is 15% for schedules 1,2, and 3 and 50% for schedule 4; Sweat equity will be considered for Schedule 2.)
- In addition to this information on the application form, you must submit a budget with quotes for the proposed project or your application will be considered incomplete and not reviewed.

### 3. Project Questions:

What is your proposed project and what are the expected outcomes?

The information you provide in the project questions explains the proposed project and how you intend to use the funds.

- Indicate when the project would start and finish.
- Concisely, in a short paragraph or bullet points, describe what you are planning to purchase, build or do with requested funding for the proposed project.
- Describe targets for the project to reach, if successfully funded. These targets can include:
  - Increases in Tourism products available
  - Increases in paying customers using the proposed project
  - Increases in business revenue
  - Any other improvement you think is important to measure or take note of

If you need more information on how to present project outcomes and measures, please contact the Tourism Development Officer for your region before submitting your application. Contact details for ITI's Regional Offices are listed below.

NOTE: Applicants requesting funding from Schedule 2 (Product Development and Enhancement) and Schedule 3 (Marketing) are required to answer two additional questions about their proposed project related to marketing the new or enhanced experience:

- how the marketing will be done and
- who is the intended or target audience.

If you require assistance identifying your targets markets or describing how your project meets the needs of the target market, please contact your regional Tourism Development Officer to discuss this before submitting your application.



#### **4. Financial Questions (finances related to your business)**

Have you received funding from TPDMP before? Are there other financial considerations?

In the financial questions, applicants must indicate if they have been funded through TPDMP before. Applicants who previously received maximum funding through Schedule 2 are not eligible for TPDMP funding for five fiscal years. Applicants who did not receive the maximum amount allowable under TPDMP within the last five fiscal years may only receive partial funding.

You are also required to outline if your business is in good standing with the GNWT. If you are in arrears with (owe money to) any department of the GNWT or the Business Development and Investment Corporation (BDIC), this could affect your funding request.

## **Timelines**

Complete applications with budgets must be received by your regional Tourism Development Officer on or before the deadline. If you have any questions about the application, it is strongly recommended that you contact your regional Tourism Development Officer to discuss your idea prior to the development of your proposal. You can find the deadline for submissions for applications at:

[www.iti.gov.nt.ca/en/TPDMP](http://www.iti.gov.nt.ca/en/TPDMP)

## **What is the Appeal Process?**

An applicant who is not satisfied with the decision of the approving authority may appeal to the Deputy Minister who may delegate authority for reviewing the appeal.

Appeals must be in writing and received by the Deputy Minister no later than thirty (30) calendar days following the date that the applicant has received notification of the decision.

The delegated authority may vary or set aside the decision if, in his or her opinion:

1. The applicant has presented new information that materially affects the application and became known to the applicant after the date the completed and signed application was forwarded to ITI
2. The applicant believes that the provisions of this policy were not fairly and adequately applied.

Once a decision is made by the Deputy Minister or delegated authority, the applicant will be notified in writing. Appeal decisions are final with no further level of appeals.



## Contact

For full program details and more information about how to apply, go to:  
[www.iti.gov.nt.ca/en/TPDMP](http://www.iti.gov.nt.ca/en/TPDMP)

If you have questions on the Program or would like to apply, please contact your regional ITI office below. Your regional Tourism Development Officer can also provide assistance with an application.

### **Beaufort Delta Region**

Phone: 867-678-8023  
Fax: 867-777-7321  
E-mail: [Tourism\\_BeaufortDelta@gov.nt.ca](mailto:Tourism_BeaufortDelta@gov.nt.ca)

### **Dehcho Region**

Phone: 867-695-7500  
Fax: 867-695-7501  
E-mail: [Tourism\\_Dehcho@gov.nt.ca](mailto:Tourism_Dehcho@gov.nt.ca)

### **North Slave Region**

Phone: 867-767-9212  
Fax: 867-873-6109  
E-mail: [Tourism\\_NorthSlave@gov.nt.ca](mailto:Tourism_NorthSlave@gov.nt.ca)

### **Sahtu Region**

Phone: 867-587-7171  
Fax: 867-587-3018  
E-mail: [Tourism\\_Sahtu@gov.nt.ca](mailto:Tourism_Sahtu@gov.nt.ca)

### **South Slave Region**

Phone: 867-872-0912  
Fax: 867-875-5551  
E-mail: [Tourism\\_SouthSlave@gov.nt.ca](mailto:Tourism_SouthSlave@gov.nt.ca)

ITI reserves the right to amend these guidelines at any point in time, including the list of eligible and ineligible applicants and costs.