

2012/13

Community Tourism Infrastructure Contribution Program Criteria and Guidelines



What is the Community Tourism Infrastructure Contribution (CTIC) Program?

The Community Tourism Infrastructure Contribution (CTIC) Program provides funding to community governments and non-government organizations to support new and innovative infrastructure projects. The projects must support tourism in communities and promote nearby parks and natural attractions.

The Community Tourism Infrastructure Contribution Program is administered by the Department of Industry, Tourism and Investment. The goals of the Program are to:

- Increase the attractiveness of NWT communities to visitors;
- Encourage partnerships between non-government organizations and private industry in the tourism sector;
- Increase the use of communications technology in tourism products;
- Create opportunities for the local economy and residents through the enhancement of tourism operations at the community level.

Is My Proposal Eligible for Funding?

Applications will be accepted for funding in the following areas:

1. Capital projects that increase tourism in communities. Capital costs are defined as one-time project costs, after which, there will only be recurring operational or running costs.
2. Communications infrastructure projects that enhance current tourism products or attractions.
3. Development of innovative information technology tourism products or service.
4. Planning studies or site development for future capital projects if applicant can demonstrate that future resources are available for project completion.

The following criteria must be met:

- A. Projects must align with the community tourism plan where applicable. If there is no community tourism plan in place, the applicant must demonstrate that they have support from the community.
- B. The project must provide positive tourism benefits to the community and surrounding area.

Proposals must demonstrate that...

- √ Your organization operates on a non-profit basis and works to benefit the tourism industry and local economy in your community.
- √ Your project will increase the attraction of your community to visitors.
- √ Your project enhances partnerships between non-government community groups and the private sector tourism industry.
- √ There are resources available for any O&M costs related to the project.
- √ If this is a multi-year project, future resources can be leveraged from other sources.

FUNDING PARAMETERS

1. Projects up to \$50,000 (Fifty Thousand Dollars)

- May receive a maximum contribution of 75% of the total budget (up to \$37,500 per applicant).

2. Projects over \$50,000 (Fifty Thousand Dollars)

- May receive a maximum contribution of 50% (up to \$50,000 per applicant).

**Please note that these are the maximum amounts and applicants may apply for less than the indicated amount.*

**Applications MUST demonstrate resources and funding leveraged for the total project cost.*

**Operational costs are not eligible (insurance, permits, administration, wages).*

**Administration costs that are provided in-kind do not count towards equity or leveraged funds from other sources.*

**The Department of Industry, Tourism and Investment will not guarantee approval of multi-year funding.*

- Applications must be submitted 6-weeks **prior** to the project start date.

Timelines

Funding is available on a first come, first serve basis. It is therefore strongly recommended you contact your Regional Tourism Staff as soon as possible.

Application deadline for 2012/13 is May 25, 2012.

For Your Information

- Keep a copy of the proposal and budget for your files.
- If your project is approved, a contribution agreement will be sent to you for signing. Contribution agreements outline when financial and activity reports are due. If your organization wants to make changes to your original budget or project activities, a request to do so should be provided in writing.

YOU MAY BE REQUIRED TO PROVIDE THE FOLLOWING:

- A. A copy of your certificate of insurance.
- B. Final activity and financial report (year-end reporting forms will be sent with contribution agreement).
- C. Photos of project activities.
- D. Funding partners
- E. A description of the activities completed and the success from these activities and how they have contributed to the local tourism sector.
- F. Proof of good-standing under the *NWT Societies Act*

If you have questions on the program or would like to submit an application please contact ITI at the appropriate regional office below. These staff can also provide advice on preparing an application.

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