



Tourism Product Diversification and Marketing Program Guidelines

Updated October 2017



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Program Details

The Tourism Product Diversification and Marketing Program (TPDMP) can help you re-invent, improve or expand your tourism product and operation to meet future market demands by providing funding for business planning, product development and packaging as well as marketing.

What is the purpose?

The objectives of TPDMP 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

Applying

Who is eligible?

An applicant needs to be in one of the business categories below to apply for funding under this Program:

1. A business that complies with the legal requirements to carry on business in the NWT, and are:
 - a. Corporation registered and in good standing under the NWT Business Corporations Act;
 - b. Co-operative Association in good standing under the NWT Co-operative Associations Act; or
 - c. a partnership or sole proprietorship registered and in good standing with the Department of Justice, Legal Registries Division where required, and a holder of a valid NWT municipal business licence where required.
2. A society in good standing and registered in the NWT.
3. A municipality, band council, economic development agency or Aboriginal organization in the NWT.
4. Representing a group of separate businesses or operations intending to develop a market ready Tourism Product Package.
5. Intending to start a business in which Aboriginal cultural tourism is a significant component (Note: eligible for only Schedule 1: Business Planning and Transition Assistance).



Funding:

Under TPDMP support can be provided in three schedules:

Schedule 1: Business Planning and Transition Assistance

- Up to \$25,000 is available per applicant
- Funds may be applied toward the development of business plans to enhance an existing tourism product or develop a new product with the intent of increasing revenues for an existing Tourism Businesses and attracting new visitors to the NWT
- Costs may include: consulting fees and costs for business plan development, or costs associated with consulting related to obtaining a Tourism Operator Licence

Schedule 2: Product Development and Enhancement

- Up to \$250,000 over a single or multiple years. Recipients who receive up to \$250,000 will be able to re apply again after five years has elapsed from receipt of the contribution.
- Funds may be applied towards the development of a new tourism product or the enhancement of an existing product with the intent of attracting new visitors to the NWT.
- Costs may include: Start-up, capital acquisition, skills upgrading, services or amenities upgrading, website development, or development costs associated with product offerings.

Schedule 3: Marketing Assistance for Tourism Businesses

- Up to \$10,000 per applicant.
- Funds may be applied towards marketing projects.
- Costs may include: travel to trade shows, brochure/pamphlet development, launch campaigns, or development/modification of websites.

Costs of Fees:

Schedule 1 – Business Planning and Transition Assistance

- Equity requirement of 15% including Sweat Equity.

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 economic development officer during the application process.

Required Documents:

TPDMP is a two-stage application process. The first step is an application called an Expression of Interest (EOI). After the EOIs are reviewed, applicants with approved applications will be invited to submit a full proposal with more details about the proposed project.

How to fill out the application form

Checklist

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

Applicant Identification

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

What Do I Need in My Expression of Interest?

All sections of the EOI application form need to be completed and a project budget submitted with the EOI application. There are four sections of questions on the Expression of Interest (EOI) application:

1. Business, Market and Trade Ready Questions
 2. Budget Questions (budget for the project)
 3. Project Questions
 4. Financial Questions (finances related to your business)
1. Business, Market and Trade Ready Questions
 - a. **How do you communicate with your customers?**

The answers to the business, market and trade ready questions show the methods you and your business use to communicate with your customers and respond when they contact you. How you share information with your customers indicates where your business stands on the readiness scale for marketing and for travel trade.

2. Budget Questions (budget for the project)

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

The budget information required on the EOI application form is straightforward:

- the amount of money you are asking from the program
- which program schedule you are applying for (see the program website for a detailed description of the three schedules in this Program), and
- how much equity you intend to contribute to the project (the minimum is 15%)

In addition to this information on the EOI application form, you need to submit a budget for the proposed project or your application will be considered incomplete and not reviewed.

3. Project Questions

a. **What is your proposed project and the expected outcomes?**

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

- Indicate when the project would start and finish.
- In a concise way (short paragraph or bullet points), describe what you are planning to purchase, build or do with requested funding for the proposed project.
- Four questions are about the measures for expected outcomes when the proposed project is implemented:
 - 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

These measures are the targets for the project to reach, if successfully funded. 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 EOI application.

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 EOI application.

4. Financial Questions (finances related to your business)

- a. 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 TPDMP 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 or other financial institution. 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 EOI applications with budgets must be received by the advertised deadline by your Regional Tourism Development Officer. If you have any questions about the EOI application, it is recommended that you contact your Regional Tourism Development Office for assistance before the Program deadline. You can find the deadline for submissions for EOI applications at: www.iti.gov.nt.ca/en/TPDMP

If your EOI application is approved, you will be invited to submit a full proposal. Invitation to submit a full proposal does not guarantee funding.

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



North Slave Region

PO Box 2668
Yellowknife, NT X1A 2P9
Phone: 867-767-9212
Fax: 867-873-6109
E-mail: Tourism_NorthSlave@gov.nt.ca

Beaufort Delta Region

PO Box 2589
Inuvik, NT X0E 0T0
Phone: 867-777-7196
Fax: 867-777-7321
E-mail: Tourism_BeaufortDelta@gov.nt.ca

Sahtu Region

PO Box 149
Norman Wells, NT X0E 0V0
Phone: 867-587-7171
Fax: 867-587-3018
E-mail: Tourism_Sahtu@gov.nt.ca

Dehcho Region

PO Box 240
Fort Simpson, NT X0E 0N0
Phone: 867-695-7500
Fax: 867-695-7501
E-mail: Tourism_Deicho@gov.nt.ca

South Slave Region

207 McDougal Road
Fort Smith, NT X0E 0P0
Phone: 867-872-8046
Fax: 867-875-5551
E-mail: Tourism_SouthSlave@gov.nt.ca



TOURISM PRODUCT DIVERSIFICATION MARKETING PROGRAM – EXPRESSION OF INTEREST

PROGRAMME DE DIVERSIFICATION ET DE COMMERCIALISATION DES PRODUITS TOURISTIQUES – DÉCLARATION D'INTÉRÊT

Checklist

For your expression of interest (EOI) application to be complete, please provide:

- ☐ Completed and signed application form
- ☐ Budget

Note: Please submit only what is requested on this application form for the expression of interest. If you are invited to submit a full proposal, additional information will be requested at that time.

Liste de vérification

Veuillez fournir les documents suivants pour que votre déclaration d'intérêt soit complète :

- ☐ Formulaire de demande dûment rempli et signé
- ☐ Budget

Remarque : Veuillez fournir uniquement les renseignements demandés dans le présent formulaire de déclaration d'intérêt. Des renseignements supplémentaires vous seront demandés si vous êtes invité à présenter une proposition complète.

Application Information / Identification du candidat

Legal Business Name:

Dénomination sociale de l'entreprise :

Operating Business Name:

Nom commercial :

Project Title:

Titre du projet :

Contact Name:

Personne-ressource :

Mailing Address:

Adresse postale :

Phone:

Téléphone :

Fax:

Télécopieur :

Email:

Courriel :

Website:

Site Web :

Eligibility Requirements

Please check all that apply. You are:

- ☐ A business that complies with the legal requirements to carry on business in the NWT, and are:
 - ☐ a Corporation registered and in good standing under the *NWT Business Corporations Act*;
 - ☐ a Co-operative Association registered and in good standing under the *NWT Co-operative Associations Act*; or
 - ☐ a partnership or sole proprietorship registered and in good standing with the Department of Justice, Legal Registries Division, where required, and a holder of a valid NWT municipal business licence, where required.
- ☐ A society in good standing and incorporated under the *NWT Societies Act*.
- ☐ A municipality, band council, economic development agency or Aboriginal organization in the NWT.
- ☐ Representing a group of separate businesses or operations intending to develop a market ready Tourism Product Package.
- ☐ Intending to start a business in which Aboriginal cultural tourism is a significant component (Note: Eligible for only Schedule 1: Business Planning and Transition Assistance).

Conditions d'admissibilité

Cochez tout ce qui s'applique. Vous êtes :

- ☐ Une entreprise qui opère légalement aux TNO en tant que :
 - ☐ société enregistrée et conforme à la *Loi sur les sociétés par actions* des TNO;
 - ☐ association coopérative enregistrée et conforme à la *Loi sur les associations coopératives* des TNO;
 - ☐ société de personnes ou entreprise à propriétaire unique, enregistrée, en règle avec les bureaux d'enregistrement du ministère de la Justice et, au besoin, titulaire d'un permis commercial municipal valide.
- ☐ Une société en règle et incorporée conformément à la *Loi sur les sociétés* des TNO.
- ☐ Une municipalité, un conseil de bande, une agence de développement économique ou une organisation autochtone des TNO.
- ☐ Le représentant d'un groupe d'entreprises ou d'activités distinctes qui veulent créer et commercialiser un forfait touristique.
- ☐ En train de lancer une entreprise dans laquelle le tourisme culturel autochtone aura une place importante (remarque : uniquement admissible au volet 1 – Planification des activités et aide à la transition).

1. Business, Market and Trade Ready Questions	Renseignements commerciaux et mise en marché
What type of marketing materials do you have? Check all that apply: ☐ Brochures ☐ Business cards ☐ Website ☐ Other (please specify):	De quel matériel de marketing disposez-vous? Cochez tout ce qui s'applique : ☐ Brochures ou dépliants ☐ Cartes professionnelles ☐ Site Web ☐ Autre (précisez) :
What is your customer-facing year-round phone and email contact? Phone: Email:	Quelles sont les coordonnées où vos clients peuvent vous joindre en tout temps? Téléphone : Courriel :
When closed for the season, what type of automated response service do you provide for customers? ☐ Website ☐ Email address ☐ Voice-mail message ☐ Not applicable: open year-round ☐ None	Quand vous fermez pour la saison, quel type de réponse automatisée avez-vous pour les clients? ☐ Site Web ☐ Courriel ☐ Message vocal ☐ Ne s'applique pas : ouvert toute l'année ☐ Aucun
Do you have a published customer billing, payment or cancellation policy? ☐ Yes ☐ No	Avez-vous établi et publié une politique concernant la facturation, le paiement ou l'annulation? ☐ Oui ☐ Non

2. Budget Questions	Budget
Note: If you are invited to submit a full proposal under Schedule 2, you will be asked to include financial statements with the full proposal.	Remarque : Vos états financiers vous seront demandés seulement si on vous invite à présenter une proposition complète dans le cadre du volet 2.
What is the total project budget? Note: Attach project budget to application. If you do not attach a budget, your application will be considered <i>incomplete</i> .	Quel est le budget total du projet? Remarque : Veuillez joindre le budget du projet à votre déclaration d'intérêt, ou cette dernière sera jugée <i>incomplète</i> .
Which program schedule are you applying for and how much are you requesting? (Check all that apply.) ☐ Schedule 1: Business Planning and Transition Assistance ☐ Schedule 2: Product Development and Enhancement ☐ Schedule 3: Marketing Assistance for Tourism Businesses	Cochez tous les volets s'appliquant à votre demande et précisez les montants liés. ☐ Volet 1 – Planification des activités et aide à la transition : ☐ Volet 2 – Élaboration et amélioration de produits : ☐ Volet 3 – Aide à la commercialisation adaptée aux entreprises touristiques :
How much equity are you contributing to your project?	Montant de votre mise de fonds pour ce projet :

3. Project Questions / Projet

Project Start Date (YYYY-MM-DD):

Project End Date (YYYY-MM-DD):

Date de début du projet (AAAA-MM-JJ) :

Date de fin du projet (AAAA-MM-JJ) :

Provide a brief description of the project (what are you planning to purchase, build or do?):

Décrivez brièvement le projet (que voulez-vous acheter, construire ou faire?) :

How will your project increase the number of tourism products you have available to clients?

En quoi ce projet augmentera-t-il le nombre de produits touristiques offerts aux clients?

How many new products will you offer?

Combien de nouveaux produits offrirez-vous?

How will your project increase the number of paying clients to your business?

Comment votre projet augmentera-t-il le nombre de clients qui payent?

How many more paying clients do you expect?

Combien de nouveaux clients qui payent croyez-vous pouvoir obtenir ainsi?

How will your project increase the expected revenue to your business?

Comment votre projet augmentera-t-il les revenus attendus par votre entreprise?

What is the projected increase?

Quelle est l'augmentation des revenus prévue?

Are there other measurable objects or targets for your project?

Y a-t-il d'autres indicateurs ou objectifs mesurables dans le cadre de ce projet?

3a. Project questions for Schedule 2 or Schedule 3 applicants only / Projet – Volets 2 et 3 seulement

Who is your intended or target market(s) for the project?
Quels marchés visez-vous avec ce projet?

How will you market the completed project (e.g. new or enhanced product) to your identified target market?
Une fois le projet achevé (p. ex. produit amélioré ou nouveau produit prêt), comment le mettrez-vous en marché pour atteindre votre public cible?

4. Financial Questions

Have you received funds in the past from any of the following program schedules?

☐ Yes ☐ No

If yes, please check all that apply, and indicate when you received the funds, and the amount:

☐ Schedule 1: Business Planning and Transition Assistance
When (YYYY-MM-DD):

☐ Schedule 2: Product Development and Enhancement
When (YYYY-MM-DD):

☐ Schedule 3: Marketing Assistance for Tourism Businesses
When (YYYY-MM-DD):

Finances

Par le passé, avez-vous déjà reçu des fonds dans le cadre d'un des trois volets du programme?

☐ Oui ☐ Non

Si oui, cochez tout ce qui s'applique et indiquez chaque fois le montant et la date :

☐ Volet 1 – Planification des activités et aide à la transition :
Date (AAAA-MM-JJ) :

☐ Volet 2 – Élaboration et amélioration de produits :
Date (AAAA-MM-JJ) :

☐ Volet 3 – Aide à la commercialisation adaptée aux entreprises touristiques :
Date (AAAA-MM-JJ) :

Are you or your business currently in arrears/owe money with any GNWT department or agency, including the NWT Business Development and Investment Corporation (BDIC)?

☐ Yes ☐ No

If you answered "yes" to the previous question, please provide in the space below to which departments or agencies do you owe, how much you owe and what is your repayment status?

Vous ou votre entreprise devez-vous de l'argent à un ministère ou à un organisme du GTNO, quel qu'il soit, y compris à la Société d'investissement et de développement, ou avez-vous des paiements en retard?

☐ Oui ☐ Non

Si vous avez répondu « oui », veuillez préciser les ministères ou organismes auxquels vous devez de l'argent, les montants à payer et l'état du remboursement.

Is your business currently in arrears/owe money on any other loans or debt?

☐ Yes ☐ No

If you answered “yes” to the question above, please describe how much you owe to which lenders (including government agencies such as the Canada Revenue Agency, individuals, credit card companies, banks and credit unions) and your repayment status?

Vous ou votre entreprise avez-vous d’autres arriérés ou dettes, quels qu’ils soient?

☐ Oui ☐ Non

Si vous avez répondu « oui », précisez les personnes ou organisations auxquelles vous devez de l’argent (agences gouvernementales comme l’Agence du revenu du Canada, particuliers, compagnies de cartes de crédit, banques, caisses populaires, etc.), de même que les montants à payer et l’état du remboursement.

I acknowledge that the personal information that I am providing on this form is being collected under the authority of section 40(c) of the Northwest Territories *Access to Information and Protection of Privacy Act* (Act) and is protected under the privacy provisions of the Act. I declare that all of the information provided in this application is true and correct to the best of my knowledge.

I hereby consent to the use and disclosure of this information by the Government of the Northwest Territories under section 48 of the Act, including the use and disclosure necessary to meet program funding requirements, and/or to the public of my name, business name (if applicable), project title, and region of operation.

If you have any questions about the collection or use of personal information, contact the Information and Privacy Coordinator of the Department of Industry, Tourism and Investment at 1-867-767-9202.

Je comprends que les renseignements personnels que je fournis dans le présent formulaire sont recueillis en vertu de l’alinéa 40c) de la *Loi sur l’accès à l’information et la protection de la vie privée* des Territoires du Nord-Ouest (la Loi) et sont protégés aux termes des dispositions de cette dernière sur la vie privée. Je déclare que tous les renseignements fournis dans le présent formulaire sont vrais et exacts au mieux de ma connaissance.

J’autorise par la présente le gouvernement des Territoires du Nord-Ouest à utiliser et à divulguer ces renseignements en vertu de l’article 48 de la Loi, notamment tout renseignement nécessaire pour répondre aux exigences du programme en matière de financement, ou à utiliser et à divulguer publiquement mon nom, la dénomination sociale de l’entreprise (le cas échéant), le titre du projet et la région d’exploitation.

Pour toute question concernant la collecte ou l’utilisation des renseignements personnels, communiquez avec le coordonnateur de l’accès à l’information et de la protection de la vie privée du ministère de l’Industrie, du Tourisme et de l’Investissement au 867-767-9202.

Name (Printed):

Nom (en caractères d’imprimerie) :

Signature / Signature

Date (YY/MM/DD) / Date (AA-MM-JJ)