



Program Guidelines

TOURISM RESTART INVESTMENT PROGRAM (TRIP)

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Introduction

As restrictions related to the COVID-19 pandemic begin to ease, tourism businesses can start to plan for the reopening of tourism in the Northwest Territories (NWT). Through a partnership between the Government of the Northwest Territories (GNWT) Department of Industry, Tourism and Investment (ITI) and the Canadian Northern Economic Development Agency (CanNor), the Tourism Restart Investment Program (TRIP) is a one-time funding program that supports tourism operators and tourism-related businesses as they prepare to restart their operations and welcome back visitors. - The program includes combined funds of \$800,000 from CanNor and \$640,000 from ITI for a total program budget of \$1,440,000.

As restrictions are lifted and tourism operators and tourism-related businesses prepare for the return of leisure visitors, these funds are meant to inject investment dollars to:

- develop marketing activities for Canadian (domestic) and international audiences,
- train and develop capacity in tourism experience delivery for new and returning employees,
- adapt and enhance protocols for tourism activities, and
- upgrade infrastructure for health and safety requirements to keep visitors and employees safe.

The purpose of the TRIP is to restart the tourism industry in the NWT and to assist tourism operators and tourism-related business impacted by the travel restrictions related to the COVID-19 pandemic. It is mandatory that the applicant identify and use NWT goods, services and construction to support local employment and community economies. Costs that cannot be committed in the NWT, must be clearly identified and explained in the application.

Who Can Apply?

- A tourism operator with a valid tourism operator licence (TOL)
- A tourism-related business in the NWT
- Non-profit organizations – tourism-related and/or TOL holder

Definition of Tourism-Related Business

For the purpose of this program, the definition of a tourism-related business is *a business that relies on out-of-territory travellers for a significant portion of their income*. Examples of tourism-related businesses are those that provide accommodations, restaurants, entertainment, services and activities for people who are travelling.

Who is Not Eligible?

For the purpose of this fund, airlines and hotel chains are excluded from this definition of tourism, unless the airline business or hotel chain holds a valid tourism operator licence (TOL).

Other ineligible applicants include:

- Territorial, municipal or other governments, agencies of government and crown corporations
- Tourism operators or tourism-related businesses/non-profit organizations that are in default on a GNWT repayment plan or BDIC loan
- Unregulated accommodation providers

Eligible Expenses

The following expenses are examples of what the TRIP funding can be used for. The following list is not exhaustive and all expenses submitted with an application will be reviewed.

MARKETING AND PROMOTION

- Production costs associated with preparing new and/or revised marketing materials for Canadian (domestic) and international audiences
 - Website development
 - Ecommerce and online booking systems
 - Digital experiences
 - Promotional materials (e.g. digital, print)

TRAINING AND CAPACITY DEVELOPMENT

- Funding for recruitment-related costs for staff and for short-term training opportunities for tourism employees to gain new skills or to upgrade skills and assist tourism businesses in the NWT to support and encourage a well-trained tourism labour force. Training related to safety protocols for the delivery of tourism activities will be prioritized.
 - Recruitment-related costs (e.g. head-hunters, advertising costs, travel costs for employees such as flight, gas and accommodation)
 - Course registrations
 - Course materials
- Non-NWT resident owners of an NWT tourism business may claim only course fees and course materials as eligible training costs.
- **Other factors:**
 - Training outside of the community or territory will not be funded if equal training opportunities exist within the applicant's community of residence or within the NWT and are offered within the same fiscal year.
 - Training outside of Canada will not be considered.

TOURISM PRODUCT AND INFRASTRUCTURE: SAFETY ENHANCEMENTS

- Development costs associated with COVID-19 safety-related adjustments to products and infrastructure
 - Building supplies and materials
 - Shipping costs (includes shipping supplies or transporting staff by charter, no clients)
 - Equipment, machines, infrastructure renovations or upgrades for safety purposes
 - Safety supplies and equipment (e.g. PPE, Plexiglas shields or barriers, hand sanitizer)
- Restart costs
 - Equipment maintenance
 - Liability insurance
 - Business licence

It is mandatory that the applicant identify and use NWT goods, services and construction to support local employment and community economies. Costs that cannot be committed locally or in the NWT, must be clearly identified and explained in the application.

Ineligible Expenses

The following expenses will not be considered for funding:

- GST/PST/HST
- Wage or salary subsidies
- Long-term training of more than 12 weeks (e.g. university courses or programs)
- Per diems
- Merchandise (e.g. inventory) or give-aways (e.g. swag)

This list is not exhaustive. All expenses submitted with an application will be reviewed and considered. An explanation will be provided to the applicant if a requested expense is declined.

Any costs already covered by the Pandemic Relief Extension Program (PREP) or the Supplement for Tourism Accommodation Relief (STAR) Program are not eligible under the TRIP.

Applicants who have benefited from the PREP or the STAR Program may be required to submit documentation for the mid-term check in with their TRIP application for review.

Project Value and Equity Requirement

The maximum contribution to a successful applicant under the TRIP is \$18,000 for eligible expenses in any of the aforementioned categories.

The TRIP will contribute up to 90% of the value of eligible costs and the applicant must contribute cash equity of 10%. This may **not** include sweat equity or in-kind contributions.

HOW THE EQUITY BREAKDOWN WORKS (EXAMPLES)

TRIP	Applicant	Total
90%	10%	100%
\$18,000	\$2,000	\$20,000
\$13,500	\$1,500	\$15,000
\$9,000	\$1,000	\$10,000
\$4,500	\$500	\$5,000

Application Requirements

Applicants are required to complete:

- An application form;
- A one-page description of how the funding will be used;
- Budget (itemized)
- Relevant supporting documents which may include, but not be limited to:
 - Quotes (e.g. goods)
 - Estimates (e.g. consultants or contractors)
- Applicants who have benefited from the PREP or the STAR Program may be required to submit documentation for the mid-term check in with their TRIP application for review to ensure no profit is generated.

It is mandatory that the applicant prioritize the use of NWT goods, services and construction to support local employment and community economies. Costs, including quotes that cannot be committed locally or in the NWT must be clearly identified and explained in the application.

ITI may follow up with the applicant to request additional information before the application is reviewed by the evaluation committee.

Application Process

Application forms are available online at www.iti.gov.nt.ca/TRIP

The deadline for applications is October 20, 2021.

Applicants should submit a completed application form to their regional ITI Tourism Development Officer, along with the required supporting documentation outlined above.

Contact information for Tourism Development Officers in each region can be found at the end of the guideline.

Applicant Notification

Applicants will receive a confirmation that their application has been received. If you do not receive a confirmation within 48 hours, please contact your regional ITI tourism development officer to confirm your application was received.

Applicants will be notified of the status of their application within three weeks after the deadline.

Evaluation Committee

The evaluation committee will include tourism representatives from the regional ITI offices, Director, Tourism and Parks, and the Tourism unit at ITI headquarters.

Appeal Process

In the event an applicant is unsuccessful in their application and/or is not satisfied with the decision of their ITI regional office, they can appeal in writing to the Assistant Deputy Minister, Economic Development, Department of Industry, Tourism and Investment, Government of the Northwest Territories.

Appeals may be sent by email to parksandtourism@gov.nt.ca

Appeals should outline in writing the reasons why the applicant is appealing the decision.

Acknowledgement

If an applicant receives TRIP funding, ITI and CanNor would like for the applicant to share this news. An acknowledgement of support from ITI and CanNor helps demonstrate how public funds are being used to support the tourism industry in these on-going and unprecedented circumstances.

Please acknowledge that support was received through the TRIP in any communications related to project(s).

For example, in written communications, please use the following written message:

We acknowledge the support of the Canadian Northern Economic Development Agency and the Government of the Northwest Territories.

Include an acknowledgement online and on social media, and in press releases and other promotional material related to the project which received TRIP support.

Reporting and Reconciliation of Support

If an applicant receives funding through the TRIP, project and financial reporting is required as part of the terms and conditions in the contribution agreement. Details about reports are outlined in the contribution agreement.

Note: If an applicant reports out of territory expenses that exceed 10% of the amount approved in the contribution agreement without a reasonable explanation, ITI reserves the right to invoice the applicant for the difference.

Contact

For more information or to apply, please visit www.iti.gov.nt.ca/TRIP or contact the Tourism Development Officer in your region.

Beaufort Delta

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Dehcho

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North Slave

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