

Government of  
Northwest Territories

# Community Tourism Infrastructure Contribution Program Guidelines



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Application form available at the end of this document

## Program Details

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

CTIC 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.

CTIC is administered by the GNWT Department of Industry, Tourism and Investment (ITI). The goals of the program are to:

- Enhance NWT community tourism assets to encourage people to visit and stay longer in communities;
- Encourage partnerships between non-government organizations and private industry in the tourism sector;
- Increase the use of communications technology in tourism products; and
- Enhance the local tourism economy.

## Applying

### Who is eligible?

- A municipal government, band council, economic development agency or Indigenous organization in the NWT.
- A non-profit society in good standing and registered in the NWT.

### Proposals must demonstrate:

- Your organization operates on a non-profit basis and benefits the tourism industry and local economy.
- Your project will increase the attractiveness of your community to visitors.
- Your project enhances partnerships between non-government community groups and the private sector.
- There are resources available for any operating costs.
- Your project must align with the community tourism plan (if no plan is available, you must demonstrate community support).

## Funding

Successful applicants may receive up to \$200,000 or 50% of project costs (whichever is less).

Costs can include:

- Capital projects and costs.
- Communication infrastructure.
- Development of innovative information technology tourism products or service.
- Planning studies or site development.

## Costs or Fees

Applicants are required to contribute a minimum investment of 50% equity. Equity may be from personal resources, leveraged from other funding sources or both.

## Required Documents

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. Communication 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 the applicant can demonstrate that future resources are available for project completion.

The maximum amount of funding per application is \$200,000 or 50% of the project costs (whichever amount is less). Applicants are required to contribute a minimum investment of 50% equity. Equity may be from personal resources, leveraged from other funding sources or both.

# How to fill out the application form

## 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 applicant's contact information and project title.

## What do I need to include in my application?

In addition to a complete and signed application form; applicants may be required to submit some or all of the following documents along with their application package.

- A detailed project proposal
- Budget with quotes
- Community Tourism plan/letters of support
- Proof of good standing under the NWT Societies Act (non-profit organizations only)
- Certificate of your organizations insurance.

On the application form, please provide a brief project description (one or two sentences) as well as budget information about:

- total project costs,
- equity, and
- other funding sources.

In addition to the information provided on the application form, you need to submit a complete project proposal which includes a complete budget breakdown for the proposed project or your application will be considered incomplete and not reviewed.

## Budget notes

1. Operational costs are not eligible (insurance, permits, administration, wages).
2. Administration costs that are provided in-kind do not count towards equity or leveraged funds from other sources.

## Project Questions

Starting on page 2 of the application form, there are eight (8) project questions. The information you provide for the project questions explains the proposed project and how you intend to use the funds. If you need to use additional pages, please do so.

1. Please provide a detailed description of your project. This answer should expand on the one or two sentence summary on the cover page.
2. Does your community support tourism and your project? Communities often have tourism plans that outline their tourism priorities. Does your project align with and support the community tourism plan? If your community doesn't have a tourism plan, you are required to submit a letter of support for your project from your community. You may also submit both.
3. Describe the benefits of your project to tourism for the community and surrounding area (e.g. community beautification, better communication with visitors to find tourism locations or services, etc.).
4. Describe the benefits of your project to community residents and the local economy (e.g. skills development and training, local employment, etc.).
5. Describe how your project will engage visitors and encourage them to spend more time in your community (e.g. tourism activities, common use spaces, etc.).
6. Describe how your project will enhance partnerships between non-government community groups and the private tourism sector (e.g. joint project opportunities).
7. Describe how your project will be funded for operations and maintenance (O&M) costs after the project is complete (e.g. heating, electric, water/sewer services, employee costs, etc.).
8. Considering the answers to the previous six questions, how will you measure the success of your project? If you require assistance identifying your project measures or describing how your project meets these measures, please contact your regional Tourism Development Officer to discuss this before submitting your application.

### **What is your project timeline?**

In question nine, indicate the start date and the end date for your project in the fiscal year for which you are requesting funding.

### **Who are your partners in this project?**

In question 10, list any other groups or organizations that are involved in or supporting your project (funding, sweat equity, etc.) and what their role is in the project (funder, investor, etc.).

## Timelines

Complete applications with budgets, community plans and/or letters of support from community governments must be received by your regional Tourism Development Officer by the advertised deadline. If you have any questions about the application form, 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 applications at:

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

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

### **Beaufort Delta Region**

Phone: 867-777-7196

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\\_Deicho@gov.nt.ca](mailto:Tourism_Deicho@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)