

Government of
Northwest Territories

Tourism Product Diversification and Marketing Program Guidelines

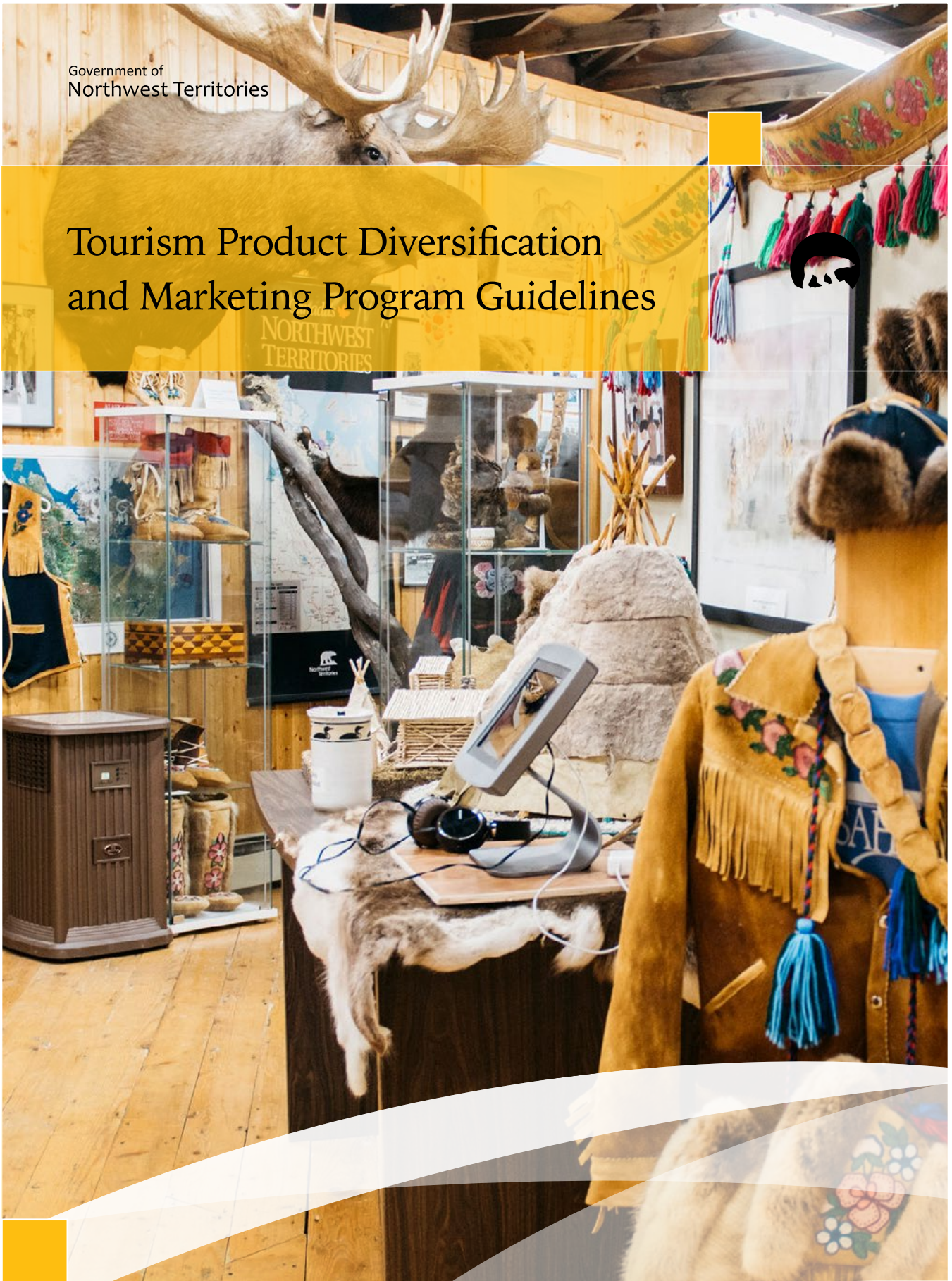


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Program Details

The Tourism Product Diversification and Marketing Program (TPDMP) can help you reinvent, 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 Indigenous 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 Indigenous 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 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 Tourism Development Officer during the application process.

Required Documents

When applying to TPDMP, applicants must submit; a completed schedule application form (if applying to more than one schedule an application form must be filled out for each schedule), a detailed project proposal including a budget with quotes, and revenue and visitor forecasts.

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?

All sections of the application form need to 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 of questions on the application form that will act as a brief summary that will compliment the proposal:

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 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 application form, you need to submit a budget with quotes 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 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 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 applications with budgets must be received by the advertised deadline by your regional Tourism Development Officer. 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

If you have questions on the Program 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

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