



TOURISM PRODUCT DIVERSIFICATION AND MARKETING PROGRAM  
INDUSTRY, TOURISM AND INVESTMENT

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**TOURISM PRODUCT DIVERSIFICATION AND MARKETING PROGRAM**

**1. EVALUATION AND DECISION-MAKING CRITERIA**

Applicants that meet eligibility requirements detailed in the Tourism Product Diversification and Marketing Program (TPDMP) will be assessed according to the following grading template.

There are thirty-six (36) points available on the core grading rubric. The higher the point score the better.

Note that a high score does not guarantee funding. Section 2 (on page 8) of the TPDMP Policy makes this clear:

“Meeting the eligibility criteria for this Program, in and of itself, does not guarantee approval of financial support. Financial assistance may be provided to those projects deemed as providing the greatest economic benefit to the NWT.”

That said, how a project scores on the rubric will feature prominently in the final evaluation of the project for funding. The rubric starts on page 2, below.

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<b>Criteria</b>	<b>3 points</b>	<b>2 points</b>	<b>1 point</b>	<b>0 points</b>
<b><i>Does the applicant currently hold a TOL and are they in good standing with their license?</i></b>	The applicant currently holds a TOL and are in good standing.	The applicant is a new business requiring support to get stated and to obtain a TOL	The applicant is a tourism related business/Organization but are not directly involved in an activity that requires a TOL	The applicant is an arms length business with indirect involvement in tourism or is a TOL holder not in good standing with the GNWT.
<b><i>Does the Project create partnerships with other TOL holders, Regions or Communities?</i></b>	The business is expanding their operations into a new region and is partnering with another TOL holder, Region or Community.	The business is expanding their operations into a new region or is partnering with another TOL holder, Region or Community.	The business is somewhat expanding their operations into a new region or is partnering with another TOL holder, Region, or Community.	The business is not expanding their operations into a new region and is not partnering with another TOL holder, region or community.
<b><i>Is there a full budget with quotes? Is the equity amount and type clearly stated?</i></b>	The budget is complete and includes equity information. The quotes are accurate. Equity is cash valued at 15% or more.	The budget is complete or includes equity information. The quotes are accurate. Equity is cash valued at 15% or more.	Budget is complete and includes equity information. There are quotes missing or the quotes are inadequate.	There is no budget. Budget is incomplete.
<b><i>Applicant-contributed funds outside the Government of the Northwest Territories (GNWT).</i></b>	Applicant-contributed funds represent more than 75% of the total project costs.	Applicant-contributed funds represent between 50% and 75% of the total project costs.	Applicant-contributed funds represent between 40% and 50% of the total project costs.	Applicant-contributed funds represent less than 40% of the total project costs.
<b><i>Will government funds be continuously needed? Project sustainability?</i></b>	The project is a one-time investment with no expectation of government funds in the future.	The project is a phased project with realistic targets and timeframes. The project will require as set number of identifiable project investments.	The project is not a phased project and there are no realistic targets or timeframes. There is no set number of identifiable project investments.	The project will require on-going government funds (O&M)

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<b><i>Does the project directly result in increased employment outcomes in the local community, or communities.</i></b>	% of activity that takes place in the local community or communities.			
<b><i>Level 1 Communities</i></b>	76-100%	26-75%	10-25%	Less than 10%
<b><i>Level 2 Communities</i></b>	26-100%	11-25%	5-10%	Less than 5%
<b><i>Did the applicant explain the demand for the proposed plan, product, service, or marketing project?</i></b>	The applicant demonstrates strong demand for the project. The details are well researched and are realistic.	The applicant demonstrates some demand for the project. The details are realistic.	The applicant demonstrates demand for the project, but it is inaccurate or inadequate,	The applicant did not explain or demonstrate demand for the proposed project.
<b><i>Does the project increase and/or diversify the tourism products offered?</i></b>	The project increase AND diversifies tourism products and demonstrates benefits/spin offs for other businesses and/or increases the number of clients	The project increases AND diversifies tourism products.	The project increases or diversifies tourism products but not both	The project does not increase or diversify tourism products
<b><i>Does the applicant have the resources (human/financial) to complete the project? (financial statements)</i></b>	Yes, the applicant has all the resources required to complete the project	Somewhat, the applicant has human and financial resources to complete the project, but there are some concerns.	Somewhat, the applicant has the human OR financial resources to complete the project	No, the applicant does not have the resources to complete the project
<b><i>Does the project create employment for NWT residents? Will the community benefit from the proposed project? Are there letters of support?</i></b>	The project maintains and creates new employment within the applicant's business in the NWT and for other NWT businesses. There are good benefits to the community. Letters of support are included, are relevant to the project and represent multiple organizations.	The project maintains and creates new employment within the applicant's business in the NWT. There are some benefits to the community. Some letters of support have been provided.	The project maintains employment within the applicant's business in the NWT. There are minimal benefits to the community. Letters of support may not be included with the application.	The project creates or maintains no employment in the NWT. The community will not benefit. There are no letters of support.

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<b><i>Consistency with Industry, Tourism and Investment (ITI) Tourism Strategy? Or the NWT Tourism Marketing Plan</i></b>	The project is explicitly consistent with both ITI strategies and the NWT Tourism Marketing Plan?	The project is explicitly consistent with ITI strategies or the NWT Tourism Marketing Plan?	The project is generally consistent with ITI strategies and/or the NWT Tourism Marketing Plan?	The project is not consistent with ITI strategies and/or the NWT Tourism Marketing Plan?
<b><i>Does the region have confidence in the applicant to complete the project?</i></b>	The applicant's past performance demonstrates their ability to complete the proposed project on time and budget giving the region full confidence.	The applicant's past performance demonstrates their ability to complete the proposed project either on time or on budget giving the region some confidence.	The applicant's past performance demonstrates their ability to complete the project neither on time nor on budget giving the region little confidence.	The applicant's past performance does not demonstrate ability to complete the proposed project giving the region no confidence.
<b><i>Total Points (36 available)</i></b>				

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**Applicant:** \_\_\_\_\_ **Project:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Program Name and Schedule:** \_\_\_\_\_ **Funding Sought: \$** \_\_\_\_\_

Criteria	Average	Reviewer:	Reviewer:	Reviewer:
<i>Does the applicant currently hold a TOL and are they in good standing with their license?</i>		Award: Comments:	Award: Comments:	Award: Comments:
<i>Does the Project create partnerships with other TOL holders, Regions, or Communities?</i>		Award: Comments:	Award: Comments:	Award: Comments:
<i>Is there a full budget with quotes? Is the equity amount and type clearly stated?</i>		Award: Comments:	Award: Comments:	Award: Comments:
<i>Applicant/Leverage funding sources outside the Government of the Northwest Territories (GNWT).</i>		Award: Comments:	Award: Comments:	Award: Comments:
<i>Will government funds be continuously needed? Project sustainability?</i>		Award: Comments:	Award: Comments:	Award: Comments:

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<b>Criteria</b>	<b>Average</b>	<b>Reviewer:</b>	<b>Reviewer:</b>	<b>Reviewer:</b>
<p><i>Does the project directly result in increased employment outcomes in the local community, or communities.</i></p> <p><i>Level 1 Communities</i></p> <p><i>Level 2 Communities</i></p>		Award: Comments:	Award: Comments:	Award: Comments:
<p><i>Did the applicant explain the demand for the proposed plan, product, service, or marketing project?</i></p>		Award: Comments:	Award: Comments:	Award: Comments:
<p><i>Does the project increase and/or diversify the tourism products offered?</i></p>		Award: Comments:	Award: Comments:	Award: Comments:
<p><i>Does the applicant have the resources (human/financial) to complete the project? (financial statements)</i></p>		Award: Comments:	Award: Comments:	Award: Comments:
<p><i>Does the project create employment for NWT residents? Will the community benefit from the proposed project? Are there letters of support?</i></p>		Award: Comments:	Award: Comments:	Award: Comments:

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<b>Criteria</b>	<b>Average</b>	<b>Reviewer:</b>	<b>Reviewer:</b>	<b>Reviewer:</b>
<i>Consistency with Industry, Tourism and Investment (ITI) Tourism Strategy? Or the NWT Tourism Marketing Plan</i>		Award: Comments:	Award: Comments:	Award: Comments:
<i>Does the region have confidence in the applicant to complete the project?</i>		Award: Comments:	Award: Comments:	Award: Comments:
<b>Points (36 available)</b>				
<b>Total Points</b>				