



Program Guidelines

TOURISM RESTART INVESTMENT PROGRAM (TRIP)

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Introduction and Program Objective

The COVID-19 global pandemic placed the tourism industry in an unprecedented situation over the past two years. Now that restrictions related to the COVID-19 pandemic have lifted, tourism operators can plan for the restart of tourism in the NWT.

Through a renewed 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) has been updated for delivery in 2022-23 to support tourism operators as they prepare to reopen their operations and activities for visitors to enjoy. The program includes combined funds of \$600,000 from CanNor, \$150,000 from ITI for a total program budget of \$750,000. Applicants will need to contribute a minimum of 10% equity to their proposed projects.

These funds are meant to stimulate the tourism industry by supporting licensed tourism operators, operating within the territory, by investing dollars in marketing and promotions, reopening maintenance, and recruitment and training.

Who Can Apply?

- A tourism operator with a valid Tourism Operator Licence issued pursuant to the *Tourism Act*, S.N.W.T. 2006, c. 26.

Who is Not Eligible?

- Tourism operators that have defaulted on a Business Development and Investment Corporation loan or with overdue receivables that have been transferred to the Financial Reporting and Collection division of the Department of Finance at the time of applying to TRIP.
- Related parties with overdue receivables will also be considered when determining a Tourism Operator's eligibility for funding.

Program Structure and Priority Areas

The following schedules outline what the TRIP funding can be used for. Applicants may apply to more than one schedule. The following list is not exhaustive and all expenses submitted with an application will be reviewed.

SCHEDULE 1: MARKETING AND PROMOTION (UP TO \$6,500)

- 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)

SCHEDULE 2: REOPENING OPERATIONS (UP TO \$10,000)

- Reopening maintenance:
 - Fuel costs (e.g., gas, oil, propane, cord wood, wood pellets); and
 - Shipping costs (includes shipping supplies or transporting staff by charter, no clients).
- Safety equipment (e.g., personal protective equipment, hand sanitizer, COVID-19 reduction barriers).
- Restart costs:
 - Equipment maintenance;
 - Liability insurance; and
 - Business licence.
- **For lodge owners only:** 50 percent cost for one round-trip charter flight or a maximum of \$7,500 (whichever is less)

SCHEDULE 3: RECRUITMENT AND TRAINING (UP TO \$6,000)

- Recruitment-related costs (e.g., head-hunters, advertising costs, travel costs for employees such as flight, gas and accommodation).
- 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.
 - Course registrations.
 - Course materials.
 - Travel (accommodation and flights only)
- 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.
 - Tourism operators may not apply to Tourism Training Fund and to TRIP for the same training request; and
 - Training outside of Canada will not be considered.

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. **Priority will be given to those applicants using NWT goods and services. Applicants may submit expenses incurred on or after May 20, 2022.**

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.

Maximum Contribution and Equity Requirement

The *maximum* contribution for a successful applicant in TRIP is:

- \$6,500 under Schedule 1
- \$10,000 under Schedule 2
- \$6,000 under Schedule 3

for a total contribution not exceeding \$22,500.

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

HOW THE EQUITY BREAKDOWN WORKS (EXAMPLES)

TRIP	Applicant	Total
90%	10%	100%
\$22,500	\$2,500	\$25,000
\$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)

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 July 4, 2022.

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, Mineral and Petroleum Resources, Department of Industry, Tourism and Investment, Government of the Northwest Territories.

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

E-mail: Tourism_BeaufortDelta@gov.nt.ca

Dehcho

E-mail: Tourism_Deicho@gov.nt.ca

North Slave

E-mail: Tourism_NorthSlave@gov.nt.ca

Sahtu

E-mail: Tourism_Sahtu@gov.nt.ca

South Slave

E-mail: Tourism_SouthSlave@gov.nt.ca

ITI reserves the right to amend these guidelines at any point in time, including the list of eligible and ineligible applicants and costs.