



BACKGROUND: Growth and Recovery by Investing in Tourism Fund

As the COVID-19 situation evolves, tourism as a global industry is in the spotlight as it has never been before. Tourism in the NWT and around the world is experiencing unprecedented financial losses in the face of COVID-19. Tourism touches and supports multiple sectors and requires ongoing investment to promote economic recovery and growth and to encourage diversified products, especially in the regions.

The federal and NWT governments have been working closely together at many levels to seek meaningful ways to provide relief and to enable recovery for the tourism industry in the NWT. Through a partnership between the Government of the Northwest Territories (GNWT) and the Canadian Northern Economic Development Agency (CanNor), the Growth and Recovery by Investing in Tourism (GRIT) Fund is a one-time infusion of funding to provide support to tourism operators and tourism businesses impacted by the COVID-19 pandemic. This investment in recovery for NWT tourism amounts to \$1.5 million, equally cost-shared between the two governments.

Program Objective

The NWT is under a Public Health Emergency which includes travel restrictions within the Northwest Territories. GRIT funds are meant to support tourism within the territory by injecting investment dollars into product development and marketing, as well as select operations and maintenance costs. The investment of these funds will help tourism operators prepare for NWT resident visitors as well as help them get ready for visitors when travel restrictions are lifted.

Program Structure

Applications to the GRIT Fund will be submitted through the regional ITI offices and reviewed by an evaluation committee through a continuous intake and evaluation cycle until the \$1.5 million fund is exhausted. Tourism businesses are required to contribute 10 percent cash equity and use NWT suppliers to stimulate the local economy. Projects must be complete by March 31, 2021.



Who Can Apply?

A tourism business that relies on travellers for a significant portion of their income is eligible to apply for this program. Examples of eligible tourism businesses are tourism services, tourism activities, accommodations, restaurants and entertainment for people who are travelling.

Program Priority Areas

Applicants may apply to more than one schedule.

- **Schedule 1: New product development and innovation** (Max \$75,000 per applicant)

Funds may be applied towards the development of a new tourism product or the enhancement of an existing product.

- **Schedule 2: Marketing and promotion** (Max: \$10,000 per applicant)

Funds may be applied toward marketing efforts for projects consistent with the marketing strategy of NWT Tourism (local marketing) and respectful of Emerging Wisely (no external marketing until the borders reopen). Priority will be on new marketing materials to reach NWT resident target market.

- **Schedule 3: Operations** (Max: \$5,000 per applicant)

Funds may be put toward the following operations and maintenance costs:

- For lodge operators only: 50% cost for one round-trip charter flight or a maximum of \$5,000, whichever is less. (reimbursement)
- Seasonal maintenance
 - Fuel costs (e.g. gas, oil, diesel, propane, cord wood, wood pellets)
 - Safety equipment (e.g. personal protection equipment (PPE), hand sanitizer, COVID-19 reduction barriers)
 - Minor infrastructure repair, equipment maintenance, preparatory work



Other Funding Programs

This is a one-time funding program and does not affect funding parameters as offered under other tourism programs delivered by ITI (e.g. Tourism Business Mentorship Program).

If an applicant has applied to a territorial or federal funding program or organization funded by the federal government for the same project, they are not eligible to apply for this program. Programs include, but are not limited to:

- SEED
- Northern Business Relief Fund
- Regional Relief and Recovery Fund

Organizations include, but are not limited to:

- Indigenous Tourism Association of Canada
- Métis-Dene Development Fund

Program Implementation

For more information about the program, visit www.iti.gov.nt.ca/GRIT