



Government of
Northwest Territories

2017/2018

Community Tourism Infrastructure Contribution Program Criteria and Guidelines

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

The Community Tourism Infrastructure Contribution (CTIC) Program 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.

The Community Tourism Infrastructure Contribution Program is administered by the 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.

Is My Proposal Eligible for Funding?

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

The following criteria must be met:

1. The project must align with the community tourism plan. If no plan is available, the applicant must demonstrate community support by providing a letter(s) of support.

2. The project must provide positive tourism benefits to the community and surrounding area.

Proposals must demonstrate:

- The applicant operates on a non-profit basis and benefits the tourism industry and local economy;
- The project will increase the attractiveness of the community for visitors;
- The project enhances partnerships between non-government community groups and the private tourism sector;
- The ability to operate and maintain the project once complete;
- If it is a multi-year project, the application must demonstrate that resources can be leveraged from other sources to complete the project; and
- The project must align with the community tourism plan. If no plan is available, you must demonstrate community support by providing a letter(s) of support.

Application Process

1. Prospective applicants are required to submit an initial expression of interest (EOI) with information on their proposed projects by the deadline indicated on the call for expressions of interest notice.
2. After which only projects that are approved through the expression of interest process will be invited to submit full project proposals for program funding by the deadline indicated on the call for full proposals notice.

FUNDING PARAMETERS

Successful applicants may receive up to \$200,000 (two hundred thousand dollars) or 50% (fifty percent) of project costs, whichever is less.

**Please note that these are the maximum amounts and applicants may apply for less than the indicated amount.*

**Applications MUST demonstrate resources and funding leveraged for the total project cost.*

**Operational costs are not eligible (insurance, permits, administration, wages).*

**Administration costs that are provided in-kind do not count towards equity or leveraged funds from other sources.*

**The Department of Industry, Tourism and Investment will not guarantee approval of multi-year funding.*

Timelines

Funding is available on a first come, first serve basis. It is therefore strongly recommended you contact your Regional Tourism Officer as soon as possible.

Expressions of Interest deadline for 2017/2018 projects is **Monday, December 5, 2016**

For Your Information

- Keep a copy of the proposal and budget for your files.
- If your project is approved, a contribution agreement will be sent to you for signing. Contribution agreements outline when financial and activity reports are due. If your organization wants to make changes to your original budget or project activities, a request to do so should be provided in writing.

YOU MAY BE REQUIRED TO PROVIDE THE FOLLOWING:

1. A copy of the organization's certificate of insurance.
2. Final activity and financial report (year-end reporting forms will be sent with contribution agreement)
3. Photos of project activities.
4. Funding partners.
5. A description of the activities completed and the success from these activities and how they have contributed to the local tourism sector.
6. Proof of good-standing under the *NWT Societies Act*.

If you have questions on the program or would like to submit an application please contact your Regional Tourism Officer at your regional ITI office below. Regional Tourism Officers can also provide advice on preparing an application.

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