



Program Guidelines

# GROWTH AND RECOVERY BY INVESTING IN TOURISM (GRIT) FUND

August 2020

# Contents

---

Introduction .....	1
Program Objective.....	2
Who Can Apply?.....	2
Program Structure and Priority Areas.....	2
Equity Requirement .....	3
Eligible Expenses .....	3
Ineligible Expenses .....	4
Application Requirements.....	4
Application Process .....	5
Applicant Notification.....	5
Evaluation Committee .....	5
Appeal Process .....	5
Acknowledgement.....	5
Reporting and Reconciliation of Support.....	6
Contact .....	6

## Introduction

---

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 on-going investment to promote economic recovery and growth and to encourage diversified products, especially in the regions. The federal and territorial 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 and the Canadian Northern Economic Development Agency, 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 tourism includes combined funds for a total of \$1,500,000.

At this time, the NWT is under a state of emergency which includes travel restrictions across the territorial border. These 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 and communities prepare for NWT resident visitors as well as support their readiness for visitors when the border reopens.

**These funds are specifically to enable recovery in the tourism industry in the NWT.**

---

## Program Objective

---

The objective of the GRIT Fund is to address business and industry recovery from the impacts of COVID-19 by encouraging product development and marketing as well as contributing to select operational costs.

## 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 tourism businesses are tourism services, tourism activities, accommodations, restaurants, and entertainment for people who are travelling.

For the purpose of this fund, airlines are ineligible to apply, unless the airline business holds a valid tourism operator licence (TOL).

## Program Structure and Priority Areas

---

Applicants may apply to more than one schedule.

- **SCHEDULE 1: NEW PRODUCT DEVELOPMENT AND INNOVATION (MAX \$75,000)**  
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)**  
Funds may be applied toward marketing efforts for projects consistent with the marketing strategy of NWT Tourism (local marketing) and respectful of Emerging Wisely. Priority will be on new marketing materials to reach NWT resident target market. This schedule will be revisited as ITI assesses the program and the Emerging Wisely plan evolves.
- **SCHEDULE 3: OPERATIONS (MAX: \$5,000)**  
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. May include:
      - Gas
      - Oil
      - Diesel
      - Propane
      - Cord wood
      - Wood pellets
    - Minor infrastructure repair, equipment maintenance, preparatory work

## Equity Requirement

---

All applicants must contribute the minimum cash equity of 10%. This may not include sweat equity or in-kind contributions. The minimum equity requirement for a charter is 50% (maximum reimbursement is \$5,000).

## Eligible Expenses

---

The following expenses are examples that may be considered under each program priority area. These lists are not exhaustive and all relevant expenses submitted with an application will be reviewed. **Applicants may submit invoices for expenses dated as far back as April 1, 2020.**

- **SCHEDULE 1: NEW PRODUCT DEVELOPMENT AND INNOVATION**
  - Development costs associated with new product offerings
  - Capital acquisition
  - Building supplies and materials
  - Shipping costs
  - Training costs
  - Consulting fees
- **SCHEDULE 2: MARKETING AND PROMOTION**
  - Production costs associated with preparing new and/or revised marketing materials for local and/or NWT target audiences only
  - Website development
  - Ecommerce and online booking systems
  - Consulting fees
- **SCHEDULE 3: OPERATIONS**
  - One charter flight (lodge owners only) reimbursed as per guidelines above
  - Seasonal maintenance costs (e.g. minor infrastructure repairs, equipment maintenance)
  - Fuel (e.g. gas, oil, diesel, propane, cord wood, wood pellets)

**It is mandatory that the applicant identify and use NWT goods, services and construction to support local employment and community economies. If purchases cannot be made locally or in the NWT, these expenses must be clearly explained in the application.**

---

## Ineligible Expenses

---

The following expenses will not be considered for funding:

- GST/PST/HST
- Commercial flights, accommodations and/or per diems for tourism operators, staff, or consultants travelling from outside the NWT
- Commercial flights, accommodations and/or per diems for tourism operators, staff, or consultants within the NWT (exception: lodge owners and local charters in Schedule 3: Operations)
- Wage or salary subsidies
- Activities related to operations and maintenance outside of those identified in Schedule 3: Operations

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

## Application Requirements

---

Applicants are required to complete:

- An application form;
- A one-page project description;
- Relevant supporting documents which may include, but not be limited to:
  - Quotes (e.g. goods)
  - Estimates (e.g. consultants or contractors)
  - Business plans
  - Marketing plans
- Financial statements may be requested for projects valued at over \$50,000

Letters of support from partners may be requested by the region or the evaluation committee.

It is mandatory that the applicant identify and use NWT goods, services and construction to support local employment and community economies. If purchases cannot be made locally or in the NWT, these expenses must be clearly explained in the application. ITI may follow up with the applicant to request additional information before the application is reviewed by the evaluation committee.

Priority will be given to projects that benefit the local economy in communities and in the NWT.

Applications will be accepted and reviewed by the evaluation committee until the available funds are used.

## Application Process

---

Application forms are available online at [www.iti.gov.nt.ca/GRIT](http://www.iti.gov.nt.ca/GRIT)

Applications will be accepted on an on-going basis until funding is exhausted. Applications will be reviewed by the evaluation committee on a bi-weekly basis.

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 guidelines.

## 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 two weeks of the date it is received.

## Evaluation Committee

---

The evaluation committee will include representatives from the regional ITI offices, Director, Tourism and Parks and Manager, Tourism Industry Services. The evaluation committee will be assembled every two weeks.

## Appeal Process

---

In the event an applicant is unsuccessful in their application and is not satisfied with the decision of the evaluation committee, they can appeal in writing to the Deputy Minister of ITI. Appeals should outline reasons why the applicant is appealing the decision.

## Acknowledgement

---

If an applicant receives GRIT funding, ITI and CanNor would like for the applicant to share this news. An acknowledgement of support from ITI and CanNor is a testament to the calibre of the project and also helps demonstrate how public funds are used to support the tourism industry.

Please acknowledge that support was received through GRIT funding 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 GRIT funding support.

## Reporting and Reconciliation of Support

---

If an applicant receives GRIT funding, project reporting is required as part of the terms and conditions in the contribution agreement. Details about updates and reports are outlined in Appendix A and Appendix B of the contribution agreement.

If an applicant decides to make changes to the proposed project, the applicant must contact the Tourism Development Officer in their region immediately. Any major changes to funded activities must be reviewed by the evaluation committee before they are carried out.

## Contact

---

For more information or to apply, please contact the Tourism Development Officer in your region:

### Beaufort Delta

**E-mail:** [Tourism\\_BeaufortDelta@gov.nt.ca](mailto:Tourism_BeaufortDelta@gov.nt.ca)

### Dehcho

**E-mail:** [Tourism\\_Dehcho@gov.nt.ca](mailto:Tourism_Dehcho@gov.nt.ca)

### Sahtu

**E-mail:** [Tourism\\_Sahtu@gov.nt.ca](mailto:Tourism_Sahtu@gov.nt.ca)

### North Slave

**E-mail:** [Tourism\\_NorthSlave@gov.nt.ca](mailto:Tourism_NorthSlave@gov.nt.ca)

### South Slave

**E-mail:** [Tourism\\_SouthSlave@gov.nt.ca](mailto:Tourism_SouthSlave@gov.nt.ca)