



Interlake Tourism Association

2019 Tourism Development Fund - Program Information & Guidelines

The program provides financial support for projects that develop new, or enhance existing, tourism products. Projects must contribute to the core Manitoba tourism experience, a unique blend of cultural and nature-based attractions and travel experiences.

The program supports non-capital (ie. costs associated with acquiring property, construction or acquisition of capital assets) tourism development projects, specifically:

- Community-based projects that enhance the quality of tourism attractions
- Improve the market readiness of tourism products, or
- Develop travel experiences (immersive learning programs) that tell unique and authentic local stories.

The program encourages tourism development and integration of regional tourism themes and unique local stories into tourism activities. Preference will be given to projects that are focused on one of the following regional tourism priorities:

- Culture and heritage
- Trail-based and nature-based outdoor recreation
- Agri-tourism and culinary tourism
- Wildlife and nature viewing

What Types of Projects Are Eligible?

Projects that improve or expand the tourism sector in the Interlake and develop a unique tourism theme are eligible. Project activities must support the development of a new tourism product or travel experience, or the enhancement of an existing tourism product.

Project activities may include, but are not limited to, NEW initiatives in the following areas:

- Develop a new tourism product, travel experience, or event that builds upon a unique tourism theme and local story (includes projects that complement or will be used in conjunction with a regional initiative)
- Create a new event that is positioned to attract a high volume of new visitors to an area during the off-season or shoulder season
- Materials and professional services that support the development of new travel experiences (immersive learning programs, testing).

What Types of Projects are Ineligible?

Projects and activities that are **NOT NEW** initiatives are ineligible. This includes:

- Reprints or second editions of any kind
- Established and recurring events and festivals
- Updates to websites including structural changes and/or design changes.
- Operating costs or projects that are designed to subsidize normal operations of the organization

Also, expenditures incurred prior to project approval, expenditures not directly related to the project application, capital costs and out-of-region travel.

Who Can Apply?

Local governments, First Nation governments, community development organizations, rural/northern destination management organizations (DMOs), community events, festival groups, tourism groups, small or emerging businesses employing fewer than three (3) employees, and non-profit entities involved with tourism development and promotion are eligible to apply. All applicants and projects must be located within the Interlake Tourism Association service area. To view a map of the region, please visit:

http://www.interlaketourism.com/file_uploads/map1.pdf

Collaborative partnerships between tourism groups, DMOs, economic development and/or tourism-related businesses may also apply. Collaborative projects will require the application to be submitted by a lead organization identified as the project sponsor.

Is There An Application Fee?

There is no application fee for project sponsors that are a member, in good standing, of Interlake Tourism Association. Non-member project sponsors will be assessed a non-refundable application fee in the amount of \$200. The fee must be paid at the time of application.

What Level of Funding Support Can I Apply For?

Applicants can request one grant per intake in amounts of not less than \$500 or more than \$2,500. Applicants are encouraged to scope larger projects into defined phases to allow application for future phases of the project.

What is the Matching Requirement for Funding?

Applicants must match the amount of the awarded grant dollar-for-dollar (Example: applicants that request a \$2,500 grant must demonstrate a confirmed \$2,500 matching contribution). Grant support will not exceed more than 50% of the total eligible project costs.

What Types of Contributions are Eligible for the Matching Requirement?

Matching contributions must be confirmed at the time of application. Sources of matching funds may include contributions from project partners, other levels of government, agencies, or the organization's own revenues generated. In-kind contributions from project partners are allowable for matching purposes but may not exceed 25% of the total project cost.

What is Considered An In-Kind Contribution?

In-kind contributions are non-monetary resources that partners and agencies provide to support a project. In-kind support may include:

- Donated professional services
- Direct project costs (e.g., travel, meals, and accommodations)

In-kind contributions must be verifiable and reported at true market value, confirmed in writing by the contributing partner.

What Types of Matching Contributions Are Not Eligible?

Volunteer time is not an eligible matching contribution unless it is provided as in-kind from a business or employer that is covering the cost of their time. Matching funds and in-kind contributions must be applied towards approved project activities and cannot be used for non-project activities or ineligible project expenditures.

What Are the Application Deadlines?

The deadline to apply for the 2019 Tourism Development Fund is **4:00 pm on April 12, 2019**. Application packages must be received prior to the deadline to be considered.

When Must the Project Be Completed By?

Projects must be completed by **December 2, 2019** and a final report, including accounting of all expenditures and project outcomes, must be submitted by **December 13, 2019**.

How Do I Apply?

To apply, please follow the following steps:

1. Review the Program Guidelines

Ensure your organization and project idea fit within the program guidelines. Start gathering the information needed to complete the funding application. Prior to formalizing an application, project applicants should contact one of the following to discuss the project scope and eligibility:

Community Futures West Interlake

admin@westinterlake.com

Phone: 1-888-496-8932

Fax: 204-768-3489

Box 68

Ashern, MB

ROC 0E0

Community Futures East Interlake

info@eastinterlake.com

Phone: 1-800-378-5106

Fax: 204-378-5192

Box 10/ 12 Main Street North

Riverton, MB

ROC 2R0

Interlake Tourism Association

interlaketourism@mymts.net

Phone: 1-877-468-3752

Fax: 1-866-399-8038

Box 399

Warren, MB

ROC 3E0

2. Complete the Program Application Form

Once completed, forward the Program Application and any supplemental documentation to one of the program administration partners noted above. A complete application package, including the program application form and all supplemental documentation, must be received **prior to 4:00 pm on April 12, 2019** to be considered.

How Will Projects Be Evaluated?

Projects will be evaluated and recommended for support based on the strength of the information included in the application package. Applicants whose projects are recommended for support will be required to sign a funding agreement outlining the terms of the project.

Please wait to receive notification that your project has been approved and you have signed a funding agreement prior to incurring costs.

Why Does the Program Application Request Information About Marketing?

The Program Application requests information about marketing objectives to assist in evaluating market potential, brand alignments and planned next steps. Applicants are also asked to describe how their marketing efforts complement the provincial tourism brand: *Manitoba, Canada's Heart...Beats*. While applicants are not required to participate in Travel Manitoba Partnership Programs, grant-supported

projects are required to demonstrate brand alignment in any content produced. This includes project-related marketing and promotional materials produced.

What is Brand Alignment?

Travel Manitoba has developed brand alignment guidelines for use by tourism businesses, attractions and destination marketers. Grant recipients are encouraged to further integrate these guidelines on their publications, websites, and other significantly visible activities.

Travel Manitoba's Brand Toolkit can be found at <http://www.travelmanitoba.com/tourism-industry/become-a-partner/>

How Are Decisions About Funding Made?

1. Program administration partners review the project applications to determine eligibility.
2. Funding approval recommendations are made to the Interlake Tourism Selection Committee for review and approval.
3. The program administration partners notify the organization in writing of funding approvals.

Any ITA Member directly involved or associated with project applicants or partners will excuse themselves from the Selection Committee and its process. Funding approvals are subject to formalizing a funding agreement that outlines key deliverables, budget and project timelines.

What Are the Application Assessment Criteria?

Applications are assessed against the following criteria:

- Alignment with regional priorities and direction
- Effective use of the funds and capacity to deliver
- Ability to meet matching targets
- Ability to be COMPLETED within the allowable timeframe (December 2, 2019)
- Innovation and uniqueness
- Alignment with provincial tourism brand and Explorer Quotient® (EQ).
- Projects that tell unique stories and are tailored to a specific tourism theme

In addition to the above, priority will be given to projects that demonstrate the following:

- Projects that establish saleable (market ready) products
- Projects that establish travel experiences (immersive programs)

Will the Information In My Application Be Shared?

Application information will not be shared beyond the program administration partners and the ITA Selection Committee.

How Is the Funding Awarded?

Funds will be awarded within 30 days of the application deadlines. Funding instalments will be paid by cheque upon signing of the funding agreement.

How Are Funds Paid?

Funds are disbursed in two instalments:

- The first instalment - 50% of the approved contribution - will be released once a funding agreement has been formalized.
- The final instalment - 50% of the approved contribution - will be released upon approval of the final report at project completion.

What are the reporting requirements?

Final Report – Due December 13, 2019

A final report is required following completion of the project and should be received no later than December 13, 2019. The final report will include a summary of activities undertaken, the project evaluation and project outcomes.

The final report must include an Expense Report that provides an account of how the grant funds were used. All costs must be incurred by December 2, 2019 to be eligible. (include copies of all project receipts, clearly marked with what budget line item expense it reflects, and documentation for all matching contributions are required).

What If I Cannot Meet the Reporting Deadlines as Required?

You may submit the final report earlier than the December 13th deadline if your project timeline allows. Failure to submit timely reports will result in ineligibility for funding payment and may impact your eligibility for any future tourism grant intakes. Failure to report on the project progress will require repayment of contributions in full.

What Type of Recognition is Required?

Funding recipients shall display on all finished projects and through such mediums as grand opening events and media releases that the project is being funded through a contribution from Interlake Tourism Association. Additionally, ITA's logo must be utilized when producing project related communications and messaging.

Other Terms and Conditions:

All applications must be signed by an official authorized to legally bind the applicant to perform the project (i.e. board chair or executive). Upon request, an applicant must supply the program administration partner with a copy of the resolution or other documents demonstrating the applicant's authority to undertake the project and authorizing the official to sign on behalf of the applicant. Copies of your organization's constitution, by-laws, and an elected board may be requested.

Funding recipients must provide at least two weeks advance notice of any significant public events undertaken.

Authorized representatives of ITA must be permitted reasonable access to accounts and records in order to assess the application and/or monitor progress. Accounts and records must be retained for a minimum of two years after the end of the fiscal year in which the funds are required, or longer as may be required by law.

The awarding of any and all funding is subject to, and conditional upon, the Interlake Tourism Association duly appropriating the funds payable in the fiscal year for which they are to be awarded.

Where Do I Send My Application Package?

Forward the completed project application along with all required supporting documentation to:

Community Futures West Interlake **OR**
admin@westinterlake.com

Phone: 1-888-496-8932

Fax: 204-768-3489

Box 68

Ashern, MB

ROC 0E0

Community Futures East Interlake
info@eastinterlake.com

Phone: 1-800-378-5106

Fax: 204-378-5192

Box 10/12 Main Street North

Riverton, MB

ROC 2R0

Application packages must be received no later than April 12, 2019 by 4:00 pm.

Please direct any questions relating to the guidelines and application process to the Program Administration Partners noted above.