



Interlake Tourism Association Tourism Development Fund - Program Information & Guidelines 2022/2023

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.

What is Tourism Product/Development?

A tourism product or development is a good, a service, or a package of goods and services that helps visitors explore the destination they are visiting by offering them the chance to view attractions, shop for unique items, take tours, or purchase experiences.

Note: Tourism products are much more than just the tangible souvenir visitors take home to their friends and families; they are the experiences that they have in the Interlake and at your business or in your regions. As a tourism partner, you supply the tourism products. For example, say you are the owner and operator of the Mountain Biking Tour Company, which provides biking tours to active cyclists. Your tourism product would then be mountain biking tours or the purchase of equipment, i.e. new tires for a mountain bike (up to \$1000.00).

Capital costs directly related to bringing a new tourism product to market will be allowed up to \$1000.00 (ie. equipment costs, construction or acquisition of capital assets) for 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:

- Support to the Interlake's culture and heritage
- Support Manitoba's Indigenous tourism sector
- Support trail-based and nature-based outdoor recreation
- Support agri-tourism and culinary tourism
- Support winter and shoulder season tourism

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 or enhancing initiatives in the following areas:

- Develop a new or enhancing a 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 or enhancing an 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 or the enhancement of travel experiences (immersive learning programs, testing).

What Types of Projects are Ineligible?

Projects and activities that are ineligible include:

- Reprints or second editions of any kind
- Maintaining current projects
- Established and recurring events and festivals
- Updates to websites including structural changes and/or design changes.
- Large scale projects over \$100,000 will not be considered
- Maintenance or upkeep of equipment will not be funded

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

Who Can Apply?

- Local governments
- First Nation governments
- Community development organizations
- Rural/northern destination management organizations (DMOs)
- New community events & festival groups
- Tourism groups
- Small or emerging for-profit businesses employing fewer than three (3) employees,
- Nonprofit entities involved with tourism development and promotion

All applicants and projects must be located within the Interlake Tourism Association service area. To view a [MAP](#) of the region.

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 or those who [become a member](#) (upon approval of the board) of Interlake Tourism Association at time of grant application submission. The membership fee must be paid at the time of application. (All new members receive a free Point of Interest on our NEW Digital Travel Guide through the [Driftscape app](#))

What Level of Funding Support Can I Apply For?

Applicants can request one grant per intake in amounts of no less than \$500 or more than \$2,000.00. Applicants are encouraged to scope larger projects into defined phases to allow application for future phases of the project. Projects over \$100,000.00 will not be considered.

What is the Matching Requirement for Funding?

Applicants must match the amount of the awarded grant dollar-for-dollar (Example: applicants that request a \$2,000 grant **must demonstrate a confirmed \$2,000 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. For example, if you receive a grant of \$2,000, only 25% of in-kind contributions is \$500.00 can be applied.

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 2022 Tourism Development Fund is 5:00 pm on November 15, 2022.

Application packages must be received prior to the deadline to be considered.

Submission deadline	Funding notification date	Final Report Due
November 15, 2022	December 15, 2022	December 15, 2023

When Must the Project Be Completed By?

Projects must be completed one year from the Funding Notification date and a **final report**, including accounting of all expenditures and project outcomes, must be submitted.

How Do I Apply?

To apply, please follow the following steps:

1. Review the Program Guidelines and Evaluation Guidelines/Scoring Matrix

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
ana@westinterlake.com
Phone: 1-888-496-8932
Box 68
Ashern, MB
R0C 0E0

Community Futures East Interlake
tdziadek@eastinterlake.com
Phone: 1-800-378-5106
62-2nd Avenue
Gimli, MB
R0C 1B0

*****NOTE: If you do not consult with Community Futures East or West, prior to submission, this will affect your chances of receiving this funding.*****

To become an ITA member please contact:

Interlake Tourism Association admin@interlaketourism.com
Phone: 1-877-468-3752
Box 399 Warren, MB R0C 3E0

2. Complete the TDF [Application Form](#)

Once completed, press submit or 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 5:00pm on the deadline date.

How Will Projects Be Evaluated? ([See our overview](#))

Projects will be evaluated and recommended for support based on the strength of the information included in the application package. Special consideration will be given to those who have *not* previously received program support. Applicants whose projects are recommended for support will be required to sign a funding agreement outlining the terms of the project. See full evaluation

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

Note: Priority will be given to projects that benefit the region on an ongoing basis.

Why Does the Program Application Request Information About Marketing Plans?

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.

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 Development Committee for review and then sent to the Executive Board for final approval.
3. Special consideration will be given to those who have *not* previously received program support.
4. The program administration partners notify the organization in writing of funding approvals.

Any ITA Member directly financially benefiting from the project applicants or partners will excuse themselves from the adjudication 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:

- Ability to properly complete the application/budget
- Alignment with regional priorities and direction
- Effective use of the funds and capacity to deliver
- **Ability to meet matching funds**
- Ability to be COMPLETED within the allowable time frame
- Innovation and uniqueness
- Alignment with provincial tourism brands and [Explorer Quotient® \(EQ\)](#).
- Projects that tell unique stories and are tailored to a specific tourism theme
- Attracting visitors in the shoulder seasons
- Community support, identify partners/contributions
- Will the project move forward without this funding

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 benefit the region on an on-going basis

Will the Information In My Application Be Shared?

Application information will not be shared beyond the program administration partners and the ITA Product Development 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 one year after grant notification. 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 Final Report Due Date.** (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 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
iana@westinterlake.com
Phone: 1-888-496-8932
Box 68
Ashern, MB
R0C 0E0

OR

Community Futures
tdziadek@eastinterlake.com
Phone: 1-800-378-5106
62-2nd Avenue
Gimli, MB
R0C 1B0

**Application packages must be received no later than November 15, 2022 at 5:00pm.
*****Please direct any questions relating to the guidelines and application process to the
Community Futures Partners as noted above.*******