

Tourism Development Grant Application Form



Please refer to the following pages for program guidelines and evaluation criteria.

******* Before formalizing an application, project applicants should contact one of the following to discuss the project scope and eligibility:**

[Community Futures **West Interlake**](#)

iana@westinterlake.com

Phone: 1-888-496-8932

Box 68, Ashern, MB

R0C 0E0

[Regional Map](#)

[Community Futures **East Interlake**](#)

tdziadek@eastinterlake.com

Phone: 1-800-378-5106

62-2nd Avenue, Gimli, MB

R0C 1B0

[Regional Map](#)

For [RED RIVER NORTH REGION](#) or to become an ITA member please contact:

Interlake Tourism Association

admin@interlaketourism.com | Phone:

204-322-5378, Box 399 Warren, MB R0C 3E0

[Regional Map](#)

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

*******REMINDER: This grant is intended for NEW experiences or products only; it is NOT an enhancement grant.*******

Section 1: Organization and Project Information

1. Type of application:

Check all appropriate

- Culture and heritage
- Indigenous tourism sector
- Trail-based and nature-based outdoor recreation
- Agri-tourism and culinary tourism
- Winter and shoulder season tourism

2. Details

Name of Project:
Location of Project:
Date (event date or project timeline):
Name of Organization:
Contact Person:
Phone:
E-Mail:

The deadline to apply for the Tourism Development Fund is 5:00 pm on November 30, 2024. Application packages must be received before the deadline to be considered.

3. Are you a current member, in good standing, of the Interlake Tourism Association?

- Yes
- No

There is no application fee for applicants who are members or those who become a member (upon approval of the board) of the Interlake Tourism Association. The membership fee must be paid at the time of application.

To become a member of the ITA contact Melissa at admin@interlaketourism.com

4. Did you consult with a program administration partner as outlined in the Program Guidelines? *

- Yes
- No

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

The personal information collected, by ITA or its administrative partners, using this form is required for program administration. The information will not be disclosed to any other third parties except as allowed by the Freedom of Information & Privacy Act.

5. Have you read the Application Guidelines? *

- Yes
- No

6. Will this project move forward without the financial support from the ITA Tourism Development Grant?

- Yes
- No

7. Please provide a brief description of your primary visitor experience currently provided by your organization/attraction and the proposed project, product or event:

(Maximum 200 words)

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8. **Select the category that best meets your project status:**

- Recurring
- One time
- First of what hopes to be recurring
- Other: _____

9. **If funds are awarded how will you recognize the ITA as a supporter?** (Maximum 100 words)

10. **How did you learn about the Tourism Development Fund:**

11. **How much funding are you requesting?** \$_____.

12. **What is the total project expenditure budget?** \$_____.

13. **Do you have matching funds in the amount you are requesting? ***

- Yes
- No

*** You must also provide a copy of the completed project budget.**

Section 3: Economic Impact

1. Describe the potential economic impact for Manitoba's Interlake, and how it will be achieved:

(Maximum 200 words)

Section 4: Contribution to the tourism sector

- 1. Demonstrate how your project will positively contribute to the tourism sector in Manitoba's Interlake:**

(Maximum 250 words)

Section 5: Personnel / organizer experience

- 1. Provide details on the experience and qualifications of the personnel involved:**

(Maximum 200 words)

Section 6: Budget and Evaluation strategy

* You must include a copy of the complete project budget

1. Has a TDF application been submitted for this project or event in the past? (example same event but previous year)

Yes

No

2. Did the project or event receive funding in the past?

Yes

No

3. List any other forms of funding you have received and/or have applied for:

Name of Program / Grant	Funds Requested	Status of application and how much funding was received (if applicable)
	\$	
	\$	
	\$	

Any other funding:

	\$	
	\$	

4. Please provide a detailed breakdown of the project implementation plan & timelines. Note: The project must be completed by September 30, 2025.

Activity	Anticipated Completion Date

5. PROJECT IMPACT/EVALUATION: Please indicate specific project impact measures and evaluation plans. Include how you propose to measure the impact and/or performance of the project (e.g., gathering information in one or more of the following areas - improved visitor experience, increased tourism investment, increased visitation, and increased visitor spending).

(maximum 200 words)

Section 7: Community Support & Checklist

SUPPORTING DOCUMENT CHECKLIST (Please ensure that all items are included with your completed application) *Please keep a copy of your application and supporting documents for your files.

- Letters/motions of support from all partners confirming contributions are in place
- \$150 + GST Interlake Tourism Association Membership Fee for applicants who are NOT currently members
- Copy of quote(s) for project costs
- Letters of support from non-participating organizations in support of your project

***Please keep a copy of your application and supporting documents for your files.**

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Section 8: Declaration

I/we agree that if the Interlake Tourism Association provides support for this application, I/we will comply with the program guidelines and with the following requirements: Any funds awarded under this application are to be used solely for the purposes specified in this application unless written permission has been obtained from the program administration partners to vary these purposes, and any funds not so used will be returned to the Interlake Tourism Association within 30 days of the agreed upon completion of the project as a debt due and owing to the Interlake Tourism Association.

The Applicant understands that the program administration partners may request supplemental detail on project implementation, timelines, budget and evaluation after this application and that funding approvals will be subject to receipt of any supplemental detail.

Print Name - Authorizing Signing Authority	Position/Title

Email	Phone

Authorizing Signing Authority Signature	Date

APPLICATION SUBMISSION:

Forward the complete application, including supporting documentation, to:

Interlake Tourism Association - admin@interlaketourism.com

ALL APPLICATIONS MUST BE RECEIVED BY 5:00 PM on November 30, 2024.

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Interlake Tourism Association Tourism Development Fund - Program Information & Guidelines 2024/2025

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. This is a \$2000.00 matching funds grant.

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 tourist 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 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 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 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 before 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 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 applicants who are members or those who become a member (upon approval of the board) of the Interlake Tourism Association. The membership fee must be paid at the time of application. The membership fee must be paid at the time of application. To become a member email: admin@interlaketourism.com.

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 (For example: applicants who 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, which 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 2024/2025 Tourism Development Fund is 5:00 pm on November 15, 2023.

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

Submission deadline	Funding notification date	Final Report Due
November 30, 2024	December 20, 2024	September 30, 2025

When Must the Project Be Completed?

Projects must be completed and the final report submitted by September 30, 2025, including the accounting of all expenditures and project outcomes.

How Do I Apply?

To apply, please follow the following steps:

1. Review the Program Guidelines and Evaluation Guidelines on the following pages.

Ensure your organization and project idea fit within the program guidelines. Start gathering the information needed to complete the funding application.

******* Before formalizing an application, project applicants should contact one of the following to discuss the project scope and eligibility:**

[Community Futures West Interlake](#)

iana@westinterlake.com

Phone: 1-888-496-8932

Box 68, Ashern, MB

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Interlake Tourism Association admin@interlaketourism.com |

Phone: 204-322-5378, Box 399 Warren, MB R0C 3E0

[Regional Map](#)

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

2. Complete the TDF Application Form & Fillable Budget

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 before 5:00 pm on the deadline date.

How Will Projects Be Evaluated? (See our overview on the following pages)

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. 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 into 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 ongoing basis

Will the Information In My Application Be Shared?

Application information will be shared only by 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 September 30, 2025. 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 the 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's 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 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 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:

Interlake Tourism Association: admin@interlaketourism.com

Application packages must be received no later than November 30, 2024, at 5:00 pm.
*******Please direct any questions relating to the guidelines and application process to the Community Futures Partners as noted above.*******

*******REMINDER: This grant is intended for NEW experiences or products only; it is NOT an enhancement grant.*******

Evaluation Guidelines

How Will Projects Be Evaluated?

The project must take place in, and demonstrate a significant impact on the Interlake region. Projects must be able to demonstrate their ability to increase tourist attendance, overnight stays and/or visitor spending in the Interlake. Details on how the project will be marketed to potential tourists will be required, as well as any innovative strategies for improving the quality of the project or increasing visitor attendance and spending.

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.

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

Note: Priority will be given to projects that benefit the region on an ongoing basis and occur during the shoulder season.

Mandatory Requirements

Applications must be able to demonstrate that the event, activity, product or infrastructure development (project) meets all the following conditions:

- ✓ Has the potential to draw tourists to the area, keep tourists in the area longer and or make the tourists experience positive and memorable
- ✓ Is complementary to the [Provincial Tourism Strategy](#)
[LEAD BRAND & MARKET POSITIONING](#)
[ADVANCE DESTINATION MANAGEMENT](#)
[FOSTER COLLABORATION & BUILD SUPPORT FOR TOURISM](#)
- ✓ Will enhance the tourism sector in the Interlake

Criteria for Evaluation

Applications meeting the mandatory requirements will be reviewed and evaluated by the TDF Committee using the scoring matrix, which is outlined in the Scoring Matrix of this document, (page 9) using the following criteria:

- ✓ Description of the project (activity, event, tourism product, etc.)
- ✓ Marketing and other efforts used to draw tourists to the area

- ✓ Economic impact on the region and overnight stays
- ✓ Promote Interlake region for increased tourist spending, profile or exposure of Manitoba's Interlake, and/or tourism assets
- ✓ Professional and experienced personnel/organizer (s)
- ✓ Sound budget and project impact/evaluation

Evaluation Guidelines

Applications will go through 2 phases of evaluation. The first is the evaluation by the TDF Committee, guided by the scoring matrix outlined below. The Committee, as a group, will determine a final score for each application and provide that along with supporting comments as a recommendation to the Executive Board.

The Executive Board will be updated on the selected applications and will approve the funding for each application.

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