

Interlake Tourism Association

Tourism Development Grant

Application Form 2026/27



This 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.

Important Documents

Program Guidelines (pdf)	Budget Form (xls sheet)
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Application packages must be received before the deadline to be considered for the current intake.

Submission deadline	Funding notification date	Final Report Due
September 25, 2026	October 24, 2026	December 31, 2027
February 27, 2027	March 31, 2027	March 31, 2028
Previous Deadlines		
September 30th, 2025		December 31st, 2026
February 27th, 2026		March 31st, 2027

Application Steps:

- Review the Program Guidelines to ensure your organization and project idea fit.
- Start gathering the information needed to complete the funding application.
- Contact the organizations below to discuss project scope and eligibility.
- Fill out the application form.
- Fill out the required budget.
- Send the application before the deadline to:

Interlake Tourism Association
Tourism Development Grant

ATTN: Dee King

If sending via email: admin@interlaketourism.com

If sending via mailing: PO BOX 149, Grosse Isle, Manitoba R0C 1G0

Organizations to Connect with on Eligibility

Community Futures West Interlake iana@westinterlake.com 1-888-496-8932 BOX 68, Ashern, MB R0C 0E0 <u>Regional Map</u>	Community Futures East Interlake tdziadek@eastinterlake.com 1-800-378-5106 62 - 2nd Avenue, Gimli, MB R0C 1B0 <u>Regional Map</u>	Red River North Region admin@interlaketourism.com 204-322-5378 Box 149 Grosse Isle, MB R0C 1G0 <u>Regional Map</u>
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- Please review the Guidelines form before completing the application.
- If you do not consult with the ITA, Community Futures East or West, before submission, this will affect your chances of receiving this funding.
- This grant is intended for NEW experiences or products only; it is NOT an enhancement grant.
- The Phase 2 Form will be delivered to successful applicants.
- The personal information collected by ITA or its administrative partners 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.
- All fields below (unless marked as optional) are *required* to be completed for applicant consideration.

How did you hear about the Tourism Development Fund?

- ☐ Interlake Tourism Association Website
- ☐ Social Media
- ☐ Newsletter
- ☐ Word of Mouth

☐ Interlake Tourism Association Member

☐ Other: _____

Organization and Project Information

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

The Applicant confirms that by completing this application:

- ☐ They consulted with a program administration partner as outlined in the Program Guidelines.
- ☐ Their project is considered eligible.
- ☐ They are a current member in good standing of the Interlake Tourism Association or have applied to become a member.
- ☐ They have read the Application Guidelines.

Application Type:

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

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

- ☐ Yes
- ☐ No

A brief description of your primary visitor experience currently provided by your organization/attraction and the proposed project, product or event:

Select the category that best meets your project status:

- ☐ Once
- ☐ Recurring
- ☐ First of what hopes to be recurring
- ☐ Other: _____

If funds are awarded, how will you recognize the ITA as a supporter?

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How much funding are you requesting from Interlake Tourism?	\$
What is the total project expenditure budget?	\$
Do you have matching funds in the amount you are requesting?	

Marketing

Detailed description of your marketing plan and other efforts made to draw tourists to the area. Describe the target markets that your proposed project will attract. (plus a marketing plan schedule chart if desired)

Marketing Plan Schedule Chart - OPTIONAL

Marketing Activity/Cost	Anticipated Date

Economic Impact

Explain the expected economic benefits for Manitoba's Interlake region and outline the steps that will be taken to achieve them.

Contribution to the Tourism Sector

Describe how your project will support and strengthen the tourism industry in Manitoba's Interlake region.

Organization Experience

Outline the relevant experience and qualifications of the key team members involved in this project.

Budget and Evaluation Strategy

You must include a copy of the project budget (form provided on page 1)

Has a Tourism Development Fund application been submitted for this project or event in the past? (example: same event but previous year)

☐ Yes

☐ No

Did the project or event receive funding in the past?

☐ Yes

☐ No

List all other sources of funding you have secured or applied for in support of this project

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

Any other funding

	\$	
	\$	
	\$	
	\$	

Provide a detailed breakdown of your project's implementation plan and timeline. Ensure that your timeline aligns with the reporting deadlines outlined on page 1.

Activity	Anticipated Completion Date

Project Impact & Evaluation

Identify specific impact measures and evaluation methods for your project. Describe how you plan to assess its success, including how you will gather data related to one or more of the following: improved visitor experience, increased visitation, higher tourism investment, and greater visitor spending.

Community Support & Documentation Checklist

Ensure all required items are included with your completed application.

Please retain a copy of your application and all supporting documents for your records.

- ☐ Application (this form)
- ☐ Budget (form provided)
- ☐ Letters/motions of support from all partners confirming contributions
- ☐ \$150 + GST Interlake Tourism Association Membership Fee for applicants who are *NOT* current members (or \$75 + GST for Non-profits with under \$30,000 yearly revenue)
- ☐ Copy of quote(s) for project costs
- ☐ Letters of support from non-participating organizations in support of your project

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 details on project implementation, timelines, budget and evaluation after this application and that funding approvals will be subject to receipt of any supplemental details.

Print Name Authorizing Signing Authority	Position/Title

Email(s)	Phone(s)

Signature Authorizing Signing Authority	Date

Application Submission

Forward the complete application, including supporting documentation, before the deadline to:

Interlake Tourism Association
Tourism Development Grant

ATTN: Dee King
admin@interlaketourism.com

Mailing Address
 PO BOX 149
 Grosse Isle, Manitoba
 R0C 1G0