

### What is the Tourism Development Fund?

The Tourism Development Fund is a grant program administered by Manitoba Tourism, Culture, Heritage, Sport and Consumer Protection.

The program supports projects that contribute to the development of new, or enhancement of existing, tourism products that reflect the core of the Manitoba tourism experience, a truly unique blend of cultural and nature-based attractions and experiences.

### What types of grants are available?

The program supports non-capital tourism projects in the following categories:

1. **Rural/Northern Tourism Development** - projects that enhance the quality of tourism attractions, improve the market readiness of tourism product and experiences, or support the development of tourism destinations.
2. **Aboriginal Cultural Tourism Development** - projects that develop new authentic Aboriginal cultural tourism attractions and/or immersive experiences, or enhance the quality and market-readiness of existing Aboriginal cultural tourism product (e.g., festivals, events, attractions, etc).

### What is niche tourism?

The program encourages niche tourism development, including integration of themes and stories into tourism activities at the local, destination and regional levels.

For the purposes of this program, niche tourism is defined as tourism products and experiences that tell unique stories and are tailored to specific themes within the broader categories of cultural and nature-based tourism.

Under the rural/northern tourism development category, preference will be given to projects that are focused on one of the following niche tourism priorities:

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

### What types of projects are eligible?

Projects that improve or expand the tourism sector in Manitoba and develop a niche tourism theme are eligible. Project activities must support the development of a new tourism product or enhancement of an existing tourism product offering.

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

- Tourism planning at the local and destination level
- Materials and professional services that support quality improvements, such as market-readiness enhancements
- Develop a new tourism theme and content (product, experience, event, interpretive) to be used in conjunction with an on-going or existing regional marketing initiative
- Creation of events that are 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 immersive tourism experiences

### 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
- Recurring events and festivals
- Updates to websites including structural changes and/or design changes

Also, expenditures incurred prior to project approval, expenditures not directly related to the project proposal, capital costs, out-of-province travel, and marketing expenses which duplicate Travel Manitoba programs/initiatives.

### Who can apply?

Local governments, First Nation governments, community development organizations, rural/northern DMOs (destination management organizations), community events and festival groups, tourism groups, RTAs (regional tourism associations), and non-profit entities involved with tourism development and promotion are eligible to apply.

DMO projects must be consistent with a multi-year plan that complements the efforts of an RTA.

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

### What level of grant support can I apply for?

Applicants can request one grant per intake in amounts of not less than \$2,500 or more than \$25,000. Applicants requesting a grant over \$15,000 may be required to re-scope their project application to phase implementation.

### What is the matching requirement for grants?

Applicants must match the amount of the awarded grant dollar-for-dollar (Example: An applicant that requests a \$10,000 grant must demonstrate a \$10,000 matching contribution).

### What types of contributions are eligible for the matching requirement?

Matching contributions must demonstrate the organization's capacity to leverage additional funding sources towards tourism development projects.

Matching sources may include contributions from other levels of government, agencies, or the organization's own resources (revenue generated, office support, staff time, etc.). In-kind contributions are allowable for matching purposes.

### 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; administrative support; office space and equipment; travel, meal, and accommodation costs.

In-kind contributions must be verifiable and reported at true market value on the template provided or by letter of support from the contributing partner.

### What types of matching contributions are not eligible?

Volunteer time is not an eligible contribution unless provided as in-kind from a business or employer that is covering the cost of their time.

Contributions from a regional tourism association through the Rural Regional Tourism Initiative may not be used as matching funds.

Matching funds/in-kind matches must be used only for eligible activities and cannot be used for ineligible project expenditures and activities.

### What are the application deadlines?

The deadline to submit [Project Grant Worksheets](#) for the 2015/2016 Tourism Development Fund is **July 3, 2015 at 5:00 pm**. Applications must be received by email or mail prior to the deadline.

### How do I apply?

To apply, please follow the four steps of the grant application process as follows:

1. Review the Grant Guidelines to make sure your organization and your proposed grant project fit within the application guidelines and start gathering the information needed for the grant application.
2. Rural/Northern Tourism projects – proponents are required to consult with [your RTA](#) about the grant project idea and get their input and suggestions. You are also required to submit a letter or email from your RTA stating that you have discussed your project idea with them (this will include their input into how the project fits with their strategic direction). RTAs applying for this grant can skip this step.  
  
Aboriginal Cultural Tourism projects – it is recommended that proponents contact a department representative about your grant project idea prior to formalizing an application. You may also be referred to [an RTA](#) if the project fits with the regional strategic direction.
3. After you have received input and suggestions, the next step is to submit your Project Grant Worksheet via email for review. Deadline to submit the worksheet is **July 3, 2015 by 5:00 pm**.
4. After you have received notification that your project is being recommended for support based on your Project Grant Worksheet, you will be asked to provide additional detail on your Project Budget along with your project's Evaluation Plan.

**Please wait to receive notification that your project has been recommended for support prior to proceeding with this stage.**

### What are rural tourism regions and regional tourism associations?

Your Project Grant Worksheet requires that you specify the region which is applicable to your grant project.

Manitoba has six (6) [regional tourism associations \(RTAs\)](#) that represent their respective rural regions in provincial tourism initiatives. RTAs also work collaboratively with Travel Manitoba to implement regional tourism marketing plans. The department also maintains a funding relationship that supports the RTAs to achieve strategic tourism development objectives.

You will be required to submit a letter from your RTA stating that you have discussed your project idea with them (include their comments on how the project complements the regional tourism plan and any input into the project direction).

### Why does the application request information about marketing?

The Project Grant Worksheet requests information about marketing objectives to assist in evaluating market potential, brand alignments, and planned next steps.

Grant applicants are asked to describe how their project complements the provincial marketing strategy and brand: ***Manitoba, Canada's Heart...Beats.***

While it is not required that your organization directly participate in Travel Manitoba Partnership Initiatives, you will be required to demonstrate brand alignment in any project related marketing and promotional initiatives that you undertake. You will also be asked to include any marketing and promotional materials produced in your final report.

### What is brand alignment?

Travel Manitoba has introduced brand alignment guidelines that have been developed 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 [here](#).

### How are decisions about the grants made?

1. Program staff reviews the grant applications to determine eligibility.
2. Funding recommendations are made to the Minister of Tourism, Culture, Heritage, Sport and Consumer Protection.
3. The Minister notifies the organization in writing of the grant allocations.

### What are the grant assessment criteria?

Grants are assessed against the following criteria:

- Alignment with provincial priorities and direction
- Alignment with [provincial tourism brand](#) and [Explorer Quotient® \(EQ\)](#).
- Effective use of the funds and capacity to deliver
- Ability to meet matching targets
- Ability to be COMPLETED within the allowable timeframe
- Innovation and uniqueness
- Alignment with regional tourism association strategic plans
- Demonstrated collaboration with the [regional tourism association](#)
- Projects that tell unique stories and are tailored to a specific [niche tourism theme](#)

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

- Projects that establish a saleable product in a provincial priority tourism area
- Projects that establish immersive experiences in a provincial priority tourism area

### Will the information in my application be shared?

The department may share project information with inter-departmental contacts and Travel Manitoba as appropriate for evaluation purposes.

### How are grants awarded?

Grants will be awarded within four to six weeks following the department's receipt of the complete Project Grant Worksheet. Grant installments will be forwarded by electronic funds transfer.

### How are grants paid?

Grants are disbursed in three installments:

- The first installment of **65%** of the total allocation will be released upon notification of approval.
- The second installment of **25%** of the total allocation will be released upon approval of the interim progress report.
- The final installment of **10%** of the total allocation will be released upon approval of the final/completion report.

### What are the reporting requirements?

#### Monitoring / Progress Updates

The department will monitor projects and periodically conduct in-person progress updates. Site visit meetings will be arranged at three stages: project orientation; progress update/review; and final review at completion.

#### Interim Report – Due October 30, 2015

An interim report is required by October 30, 2015. The report must demonstrate progress toward achieving project deliverables, an expense report, and financial updates (projection to project completion).

#### Final Report – Due March 4, 2016

A final evaluation report is required following completion of the project and should be received no later than March 4, 2016. The final report will include a summary of activities undertaken, progress on achieving specific deliverables, tasks completed and any results achieved.

The final report must also include an Expense Report that provides an account of how the grant funds were used (include copies of all project receipts, clearly marked with what budget line item expense it reflects, and documentation for all matching contributions).

### **What if I cannot meet the reporting timelines as outlined?**

You may submit reports earlier than these dates if your project timeline allows. Failure to submit timely reports may result in ineligibility for any future tourism grant programs. Failure to report on the project progress will require repayment of contributions in full.

### **What type of recognition is required?**

Grant recipients shall display on all finished grant projects and through such mediums as grand opening events and media releases that the project is being funded through a grant from Manitoba Tourism, Culture, Heritage, Sport and Consumer Protection.

Additionally, Manitoba's provincial 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 department 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.

The organization shall maintain its status as a member-based non-profit-making organization legally established entity under Manitoba law. Copies of your organization's constitution, by-laws, and an elected board may be requested.

The recipient must provide at least two weeks advance notice of any significant public events undertaken.

Authorized representatives of Manitoba 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 grants is subject to, and conditional upon, the Legislature of Manitoba 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 complete Project Grant Worksheet along with all required supporting documentation to:

Tourism Secretariat  
Attn: Tourism Development Program  
6<sup>th</sup> Floor – 213 Notre Dame Avenue  
Winnipeg, Manitoba, Canada R3B 1N3  
[tourismsec@gov.mb.ca](mailto:tourismsec@gov.mb.ca)

Applications must be received no later than **July 3, 2015 by 5:00 pm.**

**Please direct any questions relating to the guidelines and application process to (204) 945-0216**