

B.C. INDIGENOUS TOURISM RECOVERY FUND

FINAL REPORT
May 14, 2021





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EXECUTIVE SUMMARY

Funded by the Province of BC via the Ministry of Tourism, Arts, Culture, and Sport; Indigenous Tourism BC welcomed the opportunity to play a significant role in the delivery of support and recovery funds to Indigenous Tourism businesses throughout BC.

This report has been prepared by ITBC and fulfills the final reporting requirement to the Ministry.

Also included in this report, are a number of appreciation notes from BCITRF Recipients. It would be fair to state that all recipients are extremely thankful for this Fund, as it has and will be a success factor of Indigenous economic development.

ITBC would like to thank the representatives at the Ministry of Tourism, Arts, Culture, and Sport for the support and team efforts in the successful delivery of this fund.

A person wearing a blue jacket, maroon leggings, and a yellow beanie with the name 'SMITH' on it is walking from right to left in the foreground. The background is a wall covered in large, stylized Indigenous art, including a prominent face with a large eye and various geometric patterns in black, red, and white. A semi-transparent teal banner is overlaid across the middle of the image.

PROGRAM OVERVIEW

BACKGROUND

Indigenous Tourism BC through a partnership with Ministry of Tourism, Arts, Culture, and Sport delivered a \$5 Million Dollar fund through the BC Indigenous Tourism Recovery Fund. This fund provided non-repayable grant contributions of up to \$45,000 to Indigenous businesses located in British Columbia in response to the economic impacts of COVID-19.

The program provided recovery support to assist Market-Ready Indigenous businesses that have been financially impacted by the COVID-19 pandemic and the disruption of the 2020/21 tourism business. The intent of the fund is to provide support to bridge businesses towards implementation of a recovery plan.

All applicants were required to share business and financial information on their business as well as a detailed recovery plan for how the funds would support their business. Applicants that received funding from the Ministry of Jobs, Economic Recovery and Innovation's – Small and Medium Sized Business Recovery Grant were also eligible to apply for an amount that would not exceed an aggregate total of \$45,000.

*“Thank you —
this means the
world to us.
We can't wait
to get started
on
implementing
our recovery
actions.”*

Program Summary

Total Applications	149
<i>Approved Applications</i>	140
<i>Ineligible Applications</i>	9
Total Approved Funding	\$ 5,000,000
Total Jobs Created or Maintained	1,192

Applications by Region

Cariboo Chilcotin Coast	9
Kootenay Rockies	6
Northern BC	37
Thompson Okanagan	18
Vancouver Coast & Mountains	25
Vancouver Island	45
Grand Total	140

Applications by Sector

Accommodations	43
Arts & Culture	39
Culinary & Wellness	20
Outdoor Adventure	19
Transportation	10
Wildlife & Nature	9
Grand Total	140

SUMMARY

Commencing February 2, 2021 and up until April 23, 2021 the ITBC team worked together to ensure all Indigenous Tourism businesses (Stakeholders and non-Stakeholders) were aware of this program. Support was provided to those that required assistance in their application. Streamlining the application process provided to be beneficial to the applicants.

ITBC projected that there would be over 120 in applications/recipients; this was exceeded. As a result, ITBC has the opportunity to assist more Indigenous Tourism businesses in BC as COVID-19 pandemic continues.



“I can not thank you and everyone at Indigenous Tourism BC enough for all your support and hard work. I truly appreciate everything. While there is still doubt and uncertainty of what the future of this pandemic holds, this financial support has lifted a weight off my shoulders and given me hope and optimism for this coming season. Thank you again and again.”



REGIONAL BREAKDOWN

OVERVIEW

Applications by Region

Cariboo Chilcotin Coast	9
Kootenay Rockies	6
Northern BC	37
Thompson Okanagan	18
Vancouver Coast & Mountains	25
Vancouver Island	45

Grand Total 140

Funding by Region

Cariboo Chilcotin Coast	\$	305,000
Kootenay Rockies	\$	185,000
Northern BC	\$	1,295,000
Thompson Okanagan	\$	705,000
Vancouver Coast & Mountains	\$	930,000
Vancouver Island	\$	1,580,000

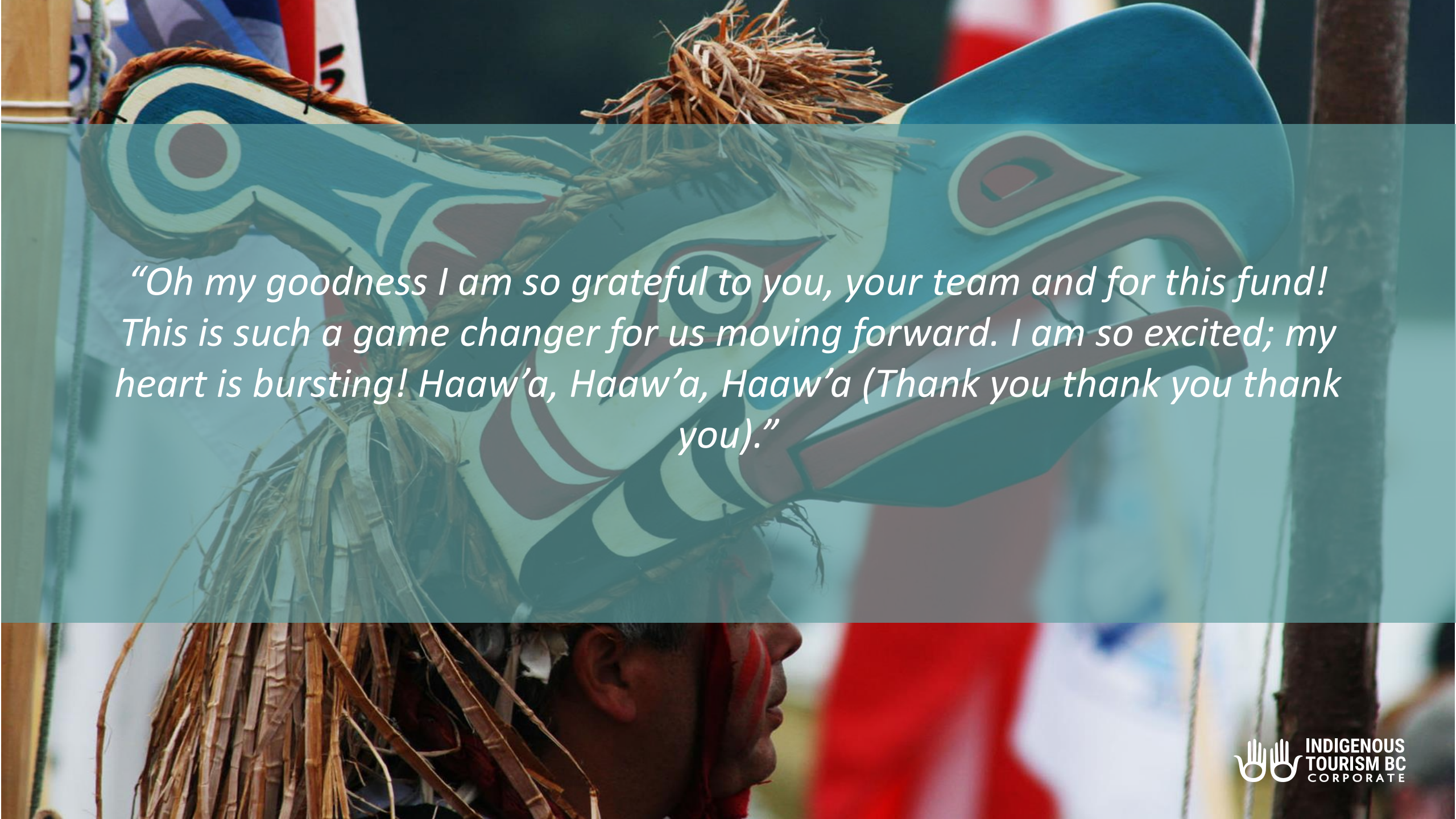
Grand Total \$ 5,000,000

Jobs Created or Maintained by Region

Cariboo Chilcotin Coast	56
Kootenay Rockies	118
Northern BC	275
Thompson Okanagan	104
Vancouver Coast & Mountains	186
Vancouver Island	453

Grand Total 1192

SUMMARY - Indigenous businesses located on Vancouver Island submitted the most applications, received the most funding, and accounted for the most jobs created or maintained, followed by Northern BC, then by Vancouver Coast & Mountains. Businesses located in the Kootenay Rockies accounted for the least number of applications and funding, but accounted for the fourth highest jobs created or maintained.



“Oh my goodness I am so grateful to you, your team and for this fund! This is such a game changer for us moving forward. I am so excited; my heart is bursting! Haaw’a, Haaw’a, Haaw’a (Thank you thank you thank you).”



SECTOR BREAKDOWN

OVERVIEW

Applications by Sector

Accommodations	43
Arts & Culture	39
Culinary & Wellness	20
Outdoor Adventure	19
Transportation	10
Wildlife & Nature	9

Grand Total 140

Funding by Sector

Accommodations	\$	1,515,000
Arts & Culture	\$	1,460,000
Culinary & Wellness	\$	620,000
Outdoor Adventure	\$	760,000
Transportation	\$	360,000
Wildlife & Nature	\$	285,000

Grand Total \$ 5,000,000

Jobs Created or Maintained by Sector


Accommodations	448
Arts & Culture	233
Culinary & Wellness	184
Outdoor Adventure	168
Transportation	83
Wildlife & Nature	76

Grand Total 1192

SUMMARY - Indigenous businesses in the Accommodations sector submitted the most applications, received the largest sum of funding, and also accounted for the most jobs created or maintained. The Arts & Culture sector was a close second.



“This is amazing news. Thank you ITBC and to the Province of BC for supporting us to keep our dreams alive and our team and business functioning. We would not be here without this support.”



“The City of Cranbrook was amazing in allowing us a huge footprint on Main Street. They are allowing it to stay up until October 31. It's been a business saver.

With your funds we were also able to rent tents thank goodness because it has rained and rained for weeks.

Thank you!”