

PROGRAM 2

TOURISM BUSINESS FUND

The **ITBC Tourism Business Fund (TBF)** is a contribution program that provides support to Indigenous tourism operators who are current Stakeholders of ITBC and that are implementing improvements to business operations. The TBF will be categorized as follows:

TBF Digitization: For those Indigenous tourism operators that are implementing improvements to their marketing platform by digitization platforms and opportunities.

TBF Business Support: For those Indigenous tourism operators that wish to strengthen their business operations.

OBJECTIVES

TBF Digitization

TBF Digitization is designed to support ITBC Stakeholders in advancing their Tier 1 (Start Up Business/Experience), Tier 2 (Visitor Ready Business/Experience), Tier 3 (Market Ready Business/Experience) to the next Tier level.

Specifically, **TBF** will provide funding support to ITBC Stakeholders that plan to enhance or modernize their marketing and promotional strategies to expand their market position. A specific marketing plan must be submitted along with quotes on proposed costs.

TBF Business Support is designed to support ITBC Stakeholders to improve, strengthen or expand their business operations. See eligible project activities below.

ELIGIBILITY CRITERIA:

To be considered eligible for the Tourism Business Fund:

- Business must be ITBC Stakeholder or in process of applying to become a Tier 1-4 Stakeholder (if applicants are unsure of their Tier, please contact ITBC Stakeholder Manager, Jessie Penner at jessie@indigenoussbc.com)
- Business must be registered and located in BC.
- Business must be 51% Indigenous-owned.
- If an applicant has more than one business, each business can apply however, each business must proof that it is a separate legal entity. No more than two applications will be approved for same owner.

ELIGIBLE PROJECT ACTIVITIES

TBF Digitization

- Social media implementation and development
- Expand/enhance digitization uses/strategies of business operation
- Development of a published consumer billing, payment, and cancellation policy
- Production of high-resolution images and video footage for promotional and training purpose
- Website development or enhancement
- Print, radio, or television advertising
- Development and implementation of a marketing plan
- Online booking system with 24–48 hour booking confirmation

TBF Business Support

- Customer service training for staff
- Business feasibility research
- Business operational planning
- Business planning for access to capital
- Human resource planning
- Market research
- Equipment/capital asset acquisition

FUNDING WILL BE ASSESSED BY THE FOLLOWING:

The funding levels for approved eligible projects will be based on the following criteria:

- Requests will not exceed \$10,000 per applicant/business.
- Approval amounts are limited to the need for funding that has been demonstrated by the eligible applicant/business.

APPLICATION OPENINGS, PROCESS, AND FUNDING LEVEL

1. **Tiers 1 & 2** – applications will be accepted now to Sept 22, 2023
2. **Tiers 3 & 4** – applications will be open between Sept 5 – October 20, 2023.
3. Include with your application the following:
 - Year-end financial statements that represent the last year or projected proforma statements
 - Application shows description to project costs
 - Quotes to project costs
 - Other documents could be requested from the applicant if needed.

NOTE:

Stakeholders &/or Indigenous communities that have previously received the Tourism Business Fund of \$10,000 are invited to apply to this program after October 30th, 2023 (subject to available funds).

APPLICATION PROCEDURES

Tourism Mentorship Initiative and **Tourism Business Fund** application can be made directly on-line and the application for **Tourism Planning Initiative** is outlined below.

PROPOSAL OUTLINE:

Project Information

- Community/Organization Name
- Address
- Primary Contact, title, email and phone number
- Project Overview and Rationale
- Target Location and Demographic of Project
- Project Focus areas
- Economic Benefits
- Identified consultant (if applicable)

Key Performance Indicators

- Identify the expected outcomes of the project as per the key performance indicators.

Project participants

- List all contributors to the project

Budget/Project Plan

- Provide budget per month
- Identify if there are any other funding sources and/or in-kind contributions.
- Outline work plan per month

Supporting documents

- Include any supporting documents relevant to the project

Confirmations

- Provide authorization letter by authorized signatory

PROGRAM SUMMARIES

Tourism Mentorship Initiative	Up to \$25,000	<i>Application form online</i>
Tourism Business Fund	\$10,000	<i>Application form online</i>
First Nation Tourism Planning Initiative	Up to \$30,000	<i>Outline for proposal is provided on page 9 of this document.</i>



FOR ANY ENQUIRIES PLEASE CONTACT:

PAULA AMOS

Phone: (604) 803-4494

Email: Paula@IndigenousBC.com

HENRY TSO

Phone: (604) 803-2626

Email: Henry@IndigenousBC.com

GAIL JOE

Phone: (604) 505-7762

Email: Gail@IndigenousBC.com

ITBC will also ensure that the assessment of all applications received are approved in an open, impartial, and fair manner, and if applicable, in compliance with conflict-of-interest guidelines.

For further information on Tier categories, please refer to
<https://www.indigenoustbc.com/corporate/stakeholders/>

If you do not know what Tier your business is categorized in, please contact Jessie Penner, Stakeholder Manager at jessie@indigenoustbc.com

