

PROGRAM 3

TOURISM PLANNING INITIATIVE

Tourism Planning Initiative (“TPI”) is a planning application initiative that provides resources for Indigenous community tourism planning processes that support recognition of their economic and socio-cultural aspirations in tourism development.

OBJECTIVE:

ITBC Tourism Planning Initiative enables Indigenous communities to make informed decisions and plan for consent-based tourism within their territory and supports Indigenous communities to develop meaningful community-based tourism economic strategies from workshops to tourism strategies.

CRITERIA:

- Indigenous community or collective of communities, located in BC
- Submission will be reviewed based on proposal that outlines the work plan, strategies to develop a stronger tourism economy.

ELIGIBLE PROJECT ACTIVITIES:

Examples of the types of eligible activities are:

- Business enhancement planning
- Business planning
- Strategic planning
- Market and promotional planning
- Human resource or strategic planning
- Tourism industry feasibility planning

APPLICATION/APPROVAL PROCESS AND FUNDING LEVEL:

- Applications will be assessed and reviewed by the ITBC Review Committee
- Approval amounts will be up to \$30,000
- Applications will be reviewed and approved on a first come basis, until funds are fully allocated
- Funds must be expended by March 31, 2024

FIRST NATION TOURISM PLANNING INITIATIVE PROPOSAL OUTLINE:

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.

PROPOSAL FOR FUNDING SUPPORT SHOULD INCLUDE THE FOLLOWING:

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

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



FOR ANY ENQUIRIES PLEASE CONTACT:

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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

