



Guidelines for the Push for Market Readiness Program

Indigenous Tourism BC (ITBC) is proud to announce the revitalization of the Push for Market Readiness Program (PFMR). The PFMR is a grant program that provides grant funding opportunities to Indigenous tourism operators who are Member Stakeholders of ITBC. While focus and priority is primarily on Tier 2 Visitor-Ready Business Experience, we welcome member stakeholders from all Tiers 1-4. For more information, please see the attachment outlining our Member Stakeholder Tier Structure. For more information please see our website at: <https://www.indigenoussc.com/>

What is the “Push for Market Readiness” Program?

The Push for Market Readiness program is designed to support our member stakeholders in advancing their Tier 2 (Visitor-Ready Business/Experience) business to Tier 3 (Market Ready Business/Experience).. ITBC will commit 90% to the overall cost of a successful project, with the successful applicant required to commit a minimum of 10% of their own funds.

What are the Funding Priorities?

Priority will be given to applicants who adhere to the following criteria (not in order of rank):

- Indigenous member/stakeholder registered with ITBC
- Member/stakeholders who, after application, will be registered with ITBC as Tier 3
- Those with an applicable business plan
- A business registered in BC
- Indigenous Business is 51% owned by an indigenous person. Indigenous is described as a person or persons of First Nations, Inuit or Metis decent
- Indigenous Businesses that are “Visitor Ready”: A business which has all of their licenses, permits and insurance in place in order to operate legally.
- Indigenous Business with a focus on developing a “Market Ready” Indigenous products/experiences

Who is Eligible to Apply?

- Eligible recipients are registered ITBC stakeholders and members who are Indigenous tourism businesses (51% owned or more indigenous owned) offering Indigenous products and experiences.
- Indigenous Businesses that are “Visitor Ready”: A business which has all of their licenses, permits and insurance in place in order to operate legally.

What are the Eligible Activities?

Projects supporting the transition from Tier 2 – Tier 3 are the priority and focus, please see the ITBC Tier Criteria provided in your package for more information. Examples of the types of eligible activities are:

- Development of a published pricing policy.
- Development of a published consumer billing, payment, and cancellation policy
- Development of marketing materials such as brochure, rack card or website.



- Maintenance of a 24-48 hour response time; or less, to inquiries and a 24 hour response time to reservation/booking requests.
- Development of reservation system via telephone, fax and/or e-mail and provide same day confirmation of booking arrangements.
- Production of high resolution images and video footage for promotional and training purposes.
- Training for frontline staff who are trained in customer service (such as WorldHost® or equivalent customer training program)

What are the Funding Levels?

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

- It will not exceed \$5,000/Applicant
- It will not exceed 90 per cent of the total eligible project cost
- It will be limited to the need for funding that has been demonstrated by the eligible applicant.

How will my application be assessed?

Project approvals will be based on the following criteria:

- The applicant must meet all requirements of an "eligible recipient"
- The project must meet all requirements of an "eligible activities"
- Project expenditures to be funded must be "eligible expenditures"
- The application must be complete and in sufficient detail with the level of funding being sought
- The applicant must contribute 10 per cent of the total project cost

How do I become an ITBC Member?

If you are currently not a member stakeholder and would like to become one, please refer to the ITBC Tier Structure document provided in your package for more information or refer to our website. This document will help you understand the ITBC Tier structure and provide more information on the benefits and requirements. Additionally, please see the links below:

- <https://www.indigenoustbc.com/corporate/>
- <https://www.indigenoustbc.com/corporate/info/become-a-stakeholder>
- https://www.indigenoustbc.com/assets/corporate/AtBC-Stakeholder-App_Fillable.pdf

Instructions for completing this application:

1. Telephone, email or the office if you have questions about the application process.
2. Complete all sections and use attachments if more space is required.
3. Attach all the required documentation
4. Ensure that your Application is signed and dated
5. Ensure that your Application is received prior to the deadline (June 30th, 2018)
6. Return completed applications to: **Indigenous Tourism BC**
#707 - 100 Park Royal South
West Vancouver, BC V7T 1A2
7. OR return by email at theo@indigenoustbc.com
8. An ITBC staff member may contact you if more information/clarification is required.



Application for the Push for Market Readiness Program

Business Name:
Business Phone:

Business Contact:
Website:

Current Tier Level:
ITBC Member?

Yes

No

Years as a ITBC Member/Stakeholder
Date the project will commence:

Project Title:
Project Description:

Describe your business and the product/service/Experience offered:

Financial Requirements



Please describe the project financial requirements, expenditures and costs in the table outlined below:

Funds Required for:	Your Contribution	ITBC Contribution	Total Cost
TOTAL COST			

*Please note, applicant must contribute a minimum of 10% of eligible project costs

Additional Supporting Documentation:

- Business plan, if available
- Quotes from reputable contractors (example: if applying for website support, include a quote from your website developer)
- Proof of Indigenous (First Nations, Inuit or Metis) Descent
- Proof the business is located in BC
- Proof the business is majority owned (51%) by a person or persons of indigenous descent

Declaration and Consent of Applicant

I certify to the best of my knowledge and ability:

- That the information herein and the attachments hereto reflect an accurate description and estimate of costs regarding the intended project
- That all relevant information that is material to the application has been fully disclosed to ItBC
- That at least fifty-one percent (51%) of the owner/operators of the proposed business venture are of Canadian Aboriginal Ancestry and are ordinarily resident in British Columbia; and

Signed at: _____ this _____ day of _____, 2018

X _____
Signature