



OBJECTIVE

Tourism is a crucial part of Manitoba's economy. Prior to the pandemic, Manitoba welcomed 10.5 million visitors who spent \$1.64 billion throughout the province, and was on track to reach \$2.2 billion in visitor spending by 2022. Manitoba's tourism industry contributed \$649 million in tax revenues to the economy in 2019, money that supports critical public priorities such as healthcare and education.

The **Tourism Innovation and Recovery Fund (TIRF)** supports Travel Manitoba's goal to increase the number of market- and export-ready tourism businesses throughout the province, as outlined in the [Manitoba Tourism Strategy](#). Travel Manitoba's new one-time funding opportunity aims to support businesses, stimulate the economy and revitalize the tourism industry.

This fund will help Manitoba's tourism industry adapt to changing market conditions and to develop new tourism products that meet the expectations of travellers.

The fund has two cost-sharing streams for Manitoba-owned and operated tourism businesses or organizations (including sole proprietorships and non-profit organizations):

1. Experience Enhancement

Assist Manitoba tourism businesses to enhance or diversify experiences to become market-ready and meet new visitor expectations.

2. New Experience Development

Support tourism operators to create new market- or export-ready experiences and products.

Manitoba encompasses Treaty 1, 2, 3, 4 and 5 Territory and communities who are signatories to Treaties 6 and 10. Acknowledging these original caretakers is a reminder of our unique heritage, our important relationships, and our obligations to and shared responsibilities with Indigenous peoples.

Because of this, **15% of available funding is committed to the development or enhancement of authentic Indigenous tourism experiences**. Organizations must be at least 51% owned by Indigenous individuals or Indigenous controlled to qualify as per the Indigenous Tourism Association of Canada's definition of Indigenous Tourism.

Applications open at noon, 12:00 PM (CST), on November 9, 2021.

Applications close at 11:59 PM (CST) on December 9, 2021.

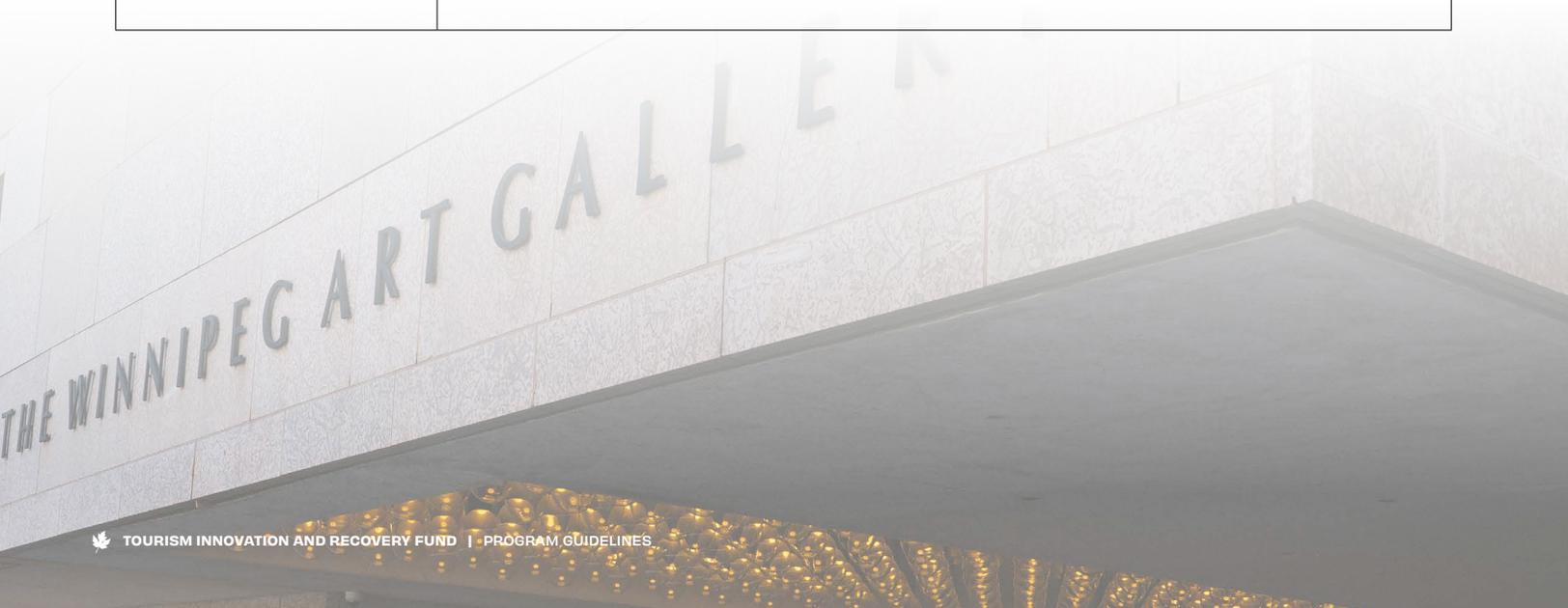
TOURISM INNOVATION AND RECOVERY FUND CRITERIA

<i>Who <u>can</u> apply?</i>	<i>Who <u>can't</u> apply?</i>
<ul style="list-style-type: none"> Manitoba-owned and operated tourism businesses and organizations (including sole proprietorships and non-profit organizations) Existing tourism operations that were financially stable and viable prior to the pandemic New start-up tourism operations (must be registered and have a bank account to qualify) 	<ul style="list-style-type: none"> Destination Marketing Organizations (DMOs), Tourism Associations, Place Brands Societies, co-operatives or associations Unregulated accommodation providers Municipal or other governments, agencies of government and crown corporations Franchisees of larger corporations where financial support is provided by the franchise Businesses that have filed for bankruptcy
<i>What expenses <u>are</u> eligible?</i>	<i>What expenses <u>aren't</u> eligible?</i>
<ul style="list-style-type: none"> Consulting services and project management costs Packaging expenses (inventory management, 3rd party platform requirements, etc.) Infrastructure development and equipment relating directly to the delivery of the project Costs relating to the enhancement of the existing tourism offer Costs directly associated with the development of new experiences or products 	<ul style="list-style-type: none"> Travel and hospitality expenses Education, membership or subscription fees Payment or re-financing of existing debts Maintenance or repairs Activities not included in the project scope Prizes to be used in a competition or promotion Buy or lease real estate Retail products or inventory for resale Operating costs or to resume closed operations Wages for permanent, casual or temporary employees
<i>What are the terms of the funding program?</i>	
<ul style="list-style-type: none"> Projects must be completed and funds fully utilized by December 31, 2022. Funding recipients will be required to report on project performance for a period of three years after launch. Funding recipients will receive an experience evaluation from Travel Manitoba prior to the product launch. Special consideration and funding priority will be provided to projects that align with one or more of Travel Manitoba's high-interest sectors: Winter tourism, Indigenous tourism, Francophone tourism, Water-based tourism, and Human Rights tourism. 	
<i>What is the application process?</i>	
<ul style="list-style-type: none"> Applications must be submitted online or through email by 11:59 PM (CST) on December 9, 2021. Confirmation of application submission will be sent by email. If you do not receive confirmation of receipt within 10 business days of the date of submission, contact Travel Manitoba at contactus@travelmanitoba.com or 1-800-665-0040. All applicants will receive a response regarding their application status by January 7, 2022. It is the sole discretion of Travel Manitoba to manage funding requests and decline projects that may not qualify or if the program is over subscribed. 	

TOURISM INNOVATION AND RECOVERY FUND CRITERIA

Experience Enhancement Stream	
Objective: Assist Manitoba tourism businesses to enhance or diversify experiences to become market-ready and meet new visitor expectations.	
<p>Maximum \$15,000 for up to 85% of eligible project costs</p> <p><i>Recipients must contribute a minimum of 15% of the total project cost.</i></p>	<p>Completed projects are expected to achieve the following outcomes:</p> <ul style="list-style-type: none">• Increased visitation, visitor spending and/or visitors' length-of-stay in Manitoba• Enhancement of an existing tourism experience using methods such as (but not limited to):<ul style="list-style-type: none">▪ Improving visitor accessibility▪ Implementing technology and applications (virtual meeting technology, self-guided applications, exhibit technology, etc.)▪ Collaborating with other Manitoba-owned and operated businesses to package experiences▪ Implementing online booking, ticketing or sales platforms.• Can be purchased or booked online• Meets Travel Manitoba's market ready-criteria• Generates economic benefits and demonstrates the value of tourism

New Experience Development Stream	
Objective: Support tourism operators to create new market- or export-ready experiences and products.	
<p>Maximum \$25,000 for up to 85% of eligible project costs</p> <p><i>Recipients must contribute a minimum of 15% of the total project cost.</i></p>	<p>Completed projects are expected to achieve the following outcomes:</p> <ul style="list-style-type: none">• Increases visitation, visitor spending and/or visitors' length-of-stay in Manitoba• Can be purchased or booked online• Meets Travel Manitoba's market-ready criteria• Generates economic benefits and demonstrates the value of tourism



EVALUATION PROCESS

Evaluation Criteria	
Capacity to deliver the project	<ul style="list-style-type: none"> • Suitable, qualified individuals are identified to complete the work • Qualified suppliers identified for equipment and materials (if applicable) • Special consideration given to applicants using local suppliers • Well-considered, complete project budget and forecast • Travel Manitoba may request additional financial information on a case-by-case basis
Contribution to the economy	<ul style="list-style-type: none"> • Potential for short and long-term employment opportunities • Carries the potential to increase overnight stays in the area • Considers other partners in the area (experience packaging, program duration)
Strategic alignment	<ul style="list-style-type: none"> • Current tourism readiness status and the ability to achieve market- or export-ready criteria through the project • The uniqueness of the project and if it carries potential market appeal • How strongly the proposed project aligns with the Manitoba Tourism Strategy and key opportunity areas: <ul style="list-style-type: none"> ▪ Indigenous Tourism: Organizations must be at least 51% owned by Indigenous individuals or Indigenous controlled to qualify as per the Indigenous Tourism Association of Canada's definition of Indigenous Tourism. ▪ Francophone Tourism: Experiences, celebrations and learning opportunities that showcase historical and contemporary Francophone culture in Manitoba and/or tourist destinations where French or Michif language enhances the visitor experience. ▪ Water-based Tourism: Experiences that utilize water resources such as lakes, rivers, creeks, ponds, etc. ▪ Human Rights Tourism: Tourism experiences that centre on human rights as a theme. ▪ Winter Tourism: Experiences, products and services that can only take place in the coldest season of the year.
Quality of submission	<ul style="list-style-type: none"> • The quality and detail included in the application and project submission

MARKET-READY REQUIREMENTS

What is Market-Readiness?

Your new product or experience that results from this funding opportunity will need to meet market-ready criteria.

Being market-ready holds many benefits for your tourism business including higher visitation, visitor satisfaction and increased share of market. Businesses who succeed in this activity will have access to additional marketing opportunities with Travel Manitoba such as working with the Market Development team to attract international visitors.

In order for your new product or experience to be market-ready, the following criteria in the checklist below are required.

Market-Ready Product Checklist	
Basic Criteria	
	Our products and experiences have set dates and hours of availability that are easily found on-site and digitally.
	We respond to inquiries, reservations and sales calls or emails about our product or experience within 24 hours.
	If we offer an outdoor, adventure or winter-based experience, we have alternate plans in the case of weather conditions.
	Our product or experience can be booked and/or sold online (if applicable).
	Pricing and cancellation information about our product or experience is available.
	We have appropriate insurance for our product or experience.
Digital Criteria	
	Our product or experience is outlined on our current website.
	Our waivers for participating in the product or experience can be viewed online and completed in advance (if applicable).
Health & Safety	
	We have a plan for emergencies.
	We have safety equipment available if required for participation in the activity.



FINANCIAL AND PERFORMANCE REQUIREMENTS

Payment Schedules

- Successful applicants will sign an agreement with Travel Manitoba that outlines the funding contribution, project deliverables and agreement obligations.
- The first payment installment of 60% of approved funding will be made once the agreement is signed.
- A second payment of 30% of approved funding will be made upon approval of the Interim Progress Report with proof of invoices and receipts from the first portion of funding.
- A final payment of 10% of the approved funding will be made upon submission of final receipts and completion of an experience evaluation by Travel Manitoba staff prior to the launch of the product.
- All receipts and invoices related to the project must be submitted and approved prior to launching the project.
- Expenses incurred prior to January 10, 2022 cannot be claimed under the fund.

Project Performance Reporting

- Detailed program/project performance reports that outline visitation, revenue, quantity of programs sold, number of groups:
 - Due 6 months after launching the project
 - Due 1 year after launching the project
- Summary program/project performance reports that outlines revenue and profit:
 - Due 2 years after launching the project
 - Due 3 years after launching the project

If you have questions regarding the program please refer to the [Frequently Asked Questions](#).



APPLICATION OUTLINE TOOL

Please note: This form serves only as an outline of the funding application.

ORGANIZATION INFORMATION
Name of Organization
Mailing Address
Contact Name and Information
Are you a Manitoba-owned and operated private-sector tourism business, non-profit or organization?
How long has your organization been in operation?

PROJECT INFORMATION
Name of Project
Project Description <i>(Provide a concise description of your project)</i>
How will this project contribute to Manitoba's tourism industry? <i>Consider including how your project will promote responsible travel, grows the local economy, empowers communities and protects natural resources.</i>
Will you be partnering with any other Manitoba-owned and operated tourism organizations for the purpose of this project?
Name(s) of the partnering organization
Does this project relate to any of the opportunity areas listed below? <input type="checkbox"/> Francophone Tourism <input type="checkbox"/> Water-based Tourism <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Human-Rights Tourism <input type="checkbox"/> Winter Tourism <input type="checkbox"/> None of the above
All completed projects must have the ability to be sold or booked online. How will you fulfill this requirement?
Anticipated Project Start Date <i>Projects can begin January 10, 2022 at the earliest</i>
Anticipated Project Completion Date <i>Projects must be completed by December 31, 2022 at the latest</i>
Approximately what date will the project be available for sale? <i>All projects must be launched by December 31, 2022</i>

FINANCIAL INFORMATION
Provide the estimated dollar value of project expenses: <ul style="list-style-type: none">• Marketing• Professional Services• Equipment• Photography & Video• Capital• Planning & Development• Technology• Signage• Website Management• Other
Total Project Value (add all estimated project expenses)
Funding Amount Requested
Your contribution to the project (subtract the total project value from the funding amount requested) <i>Your contribution to the project must represent at least 15% of the value of the project</i>
Explain where your organization's contribution to the project is coming from <i>(Example: cash on hand, business loan, grants)</i>
If you identified another grant or funding source, does that program allow for multiple sources of funding contributions to the project?

REFERENCES
Provide three references that can speak to the applicant's ability to manage projects.