

# WINTER TOURISM DEVELOPMENT FUND

## PROGRAM GUIDELINES



### ABOUT THE WINTER TOURISM DEVELOPMENT FUND

Tourism is a crucial part of Manitoba's economy. Prior to the pandemic, Manitoba welcomed 10.5 million visitors annually 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.

In partnership with Prairies Economic Development Canada, the Winter Tourism Development Fund (WTDF) supports Travel Manitoba's goal to increase the number of market- and export-ready tourism businesses throughout the province and expand winter tourism offerings, as outlined in the [Manitoba Tourism Strategy](#).

A total of \$350,000 in funding is available through this program for projects that support winter tourism development in Manitoba that are completed by March 31, 2023.

This fund is open to Manitoba-owned and -operated tourism businesses and organizations.

Manitoba encompasses Treaty 1, 2, 3, 4 and 5 Territories and communities who are signatories to Treaties 6 and 10. Manitoba is located on the ancestral land of the Anishinaabeg, Anishinewuk, Dakota Oyate, Denesuline and Nehethowuk Nations and is the Homeland of the Red River Métis. Northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

Travel Manitoba respects the spirit and intent of Treaties and Treaty Making and remains committed to working in partnership with First Nations, Inuit and Métis people in the spirit of truth, reconciliation and collaboration.

**The deadline for applications will be 11:59 PM (CST), August 30, 2022**

## PREPARATION

Prior to beginning your application, please review the guidelines for this program to ensure your organization is eligible for funding and that your proposed activities meet the program’s objectives and criteria.

- Travel Manitoba will only accept one application per business or organization for the Winter Tourism Development Fund.
- Incomplete applications will not be assessed and will be deemed ineligible.
- Contact Travel Manitoba if you have any questions about the program.

## FUNDING

Approved Winter Tourism Development Fund projects will develop new winter tourism products or enhance existing winter tourism experiences.

Incorporated Businesses OR Indigenous-owned businesses	Incorporated not-for-profit organizations OR Indigenous led not-for-profit
<ul style="list-style-type: none"><li>• Non-repayable</li><li>• Cost-sharing up to 50% of eligible costs</li><li>• Minimum funding provided by program is \$50,000 and maximum is \$99,999</li></ul>	<ul style="list-style-type: none"><li>• Non-repayable</li><li>• Organizations are encouraged to contribute at least 15% of their own funding to the program</li><li>• Minimum funding provided by program is \$50,000 and maximum is \$100,000</li></ul>

### Funding Available:

- Recipients will not receive funding for more than one project.
- Project contribution amounts will not exceed \$99,999 (for profits) or \$100,000 (not-for-profits).



## ELIGIBILITY

Eligible applicants need to be part of the tourism ecosystem and will include tourism entities that cater mainly to visitors.

Eligible Recipients	Ineligible Recipients
<ul style="list-style-type: none"><li>• Incorporated businesses, primarily small-and medium-sized enterprises (SMEs)</li><li>• Not-for-profit incorporated organizations (including tourism associations and destination marketing organizations)</li><li>• Municipalities, municipal organizations, crown corporations and related parties</li><li>• Indigenous/First Nation/Métis owned business or an Indigenous organization such as Indigenous-led not-for-profits and organizations, which include but are not limited to First Nations as represented by their Chief and Council, Tribal Councils, Indigenous Representative Organizations, Métis and Inuit organizations and Settlements as well as Indigenous/First Nations/Métis Settlement owned organizations.</li></ul>	<ul style="list-style-type: none"><li>• Restaurants</li><li>• Retail sector</li><li>• Hotel chains/accommodations (non-chain, Manitoba-owned hotels may be considered for funding if they are an anchor product and the main draw for tourists to a region.)</li><li>• Unregulated accommodation providers</li><li>• Franchisees of larger corporations where financial support is provided by the franchise</li><li>• Businesses that have filed for bankruptcy</li></ul>

Priority consideration will be given to eligible projects that meet the following criteria:

- Support Manitoba's Indigenous tourism sector.
- Support winter and shoulder season tourism.
- Take place in a tourism community in Manitoba.
- Applicants who self-identify as majority-owned by BIPOC or members of an underrepresented group will be given special consideration as a means to promote a more inclusive tourism sector in Manitoba.

Completed projects are expected to achieve the following outcomes:

- Increased visitation, visitor spending and/or visitors' length-of-stay in Manitoba.
- Enhancement of an existing tourism experience that will have a positive impact on the amount of visitors and/or their length of stay.
- Can be purchased or booked online.
- Meets Travel Manitoba's market-ready criteria.
- Creates jobs and generates economic benefits.

## ELIGIBILITY (CONTINUED)

Eligible Costs	Ineligible Costs
<ul style="list-style-type: none"><li>• Salaries/wages (related to the development of the product)</li><li>• Professional services (consulting &amp; project management costs)</li><li>• Marketing</li><li>• Equipment</li><li>• Technology</li><li>• Marketing and advertising</li><li>• Packaging expenses (directly related to digital program inventory management, 3rd party platform requirements, online reservations)</li><li>• Capital expenses directly related to the delivery of the project</li></ul>	<ul style="list-style-type: none"><li>• Travel and hospitality expenses</li><li>• Membership or subscription fees</li><li>• Payment or re-financing of existing debts</li><li>• Maintenance or repairs</li><li>• Activities not included in the project scope</li><li>• Prizes to be used in a competition or promotion</li><li>• Buy or lease real estate</li><li>• Retail products or inventory for resale</li><li>• Operating costs or to resume closed operations</li><li>• Salaries /wages for employees not related to the project development</li></ul>

What are the terms of the funding program?

- Projects must be completed and funds fully utilized by March 31, 2023.
- Funding recipients will be required to record and submit economic data including number of jobs, visitors and visitor origin.
- Funding recipients will receive a site-visit or experience evaluation from Travel Manitoba prior to product launch.
- Funding recipients will be required to report on their new project for a period of one year post-launch.

## APPLICATION PROCESS AND REQUIREMENTS

- Applicants must provide documentation to confirm they have the capacity and necessary approvals/authorities to undertake the project. Documentation includes (non-exhaustive):
  - Financial statements over the past two years of normal operations (mandatory), and
  - Interim financial statements for at least the last six-month period (mandatory).
- New organization in operation for less than a fiscal year must provide:
  - Interim financial statements for the amount of time they have been operating,
  - An opening balance sheet,
  - Financial projections for the company and cash flow forecasts for the project, and
  - Business plan and/or marketing plan.
- Applications must be submitted online by 11:59 PM (CST) on August 30, 2022.
- 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](mailto:contactus@travelmanitoba.com) or 1-800-665-0040.
- All applicants will receive a response of whether or not their project has been approved by September 23, 2022, 12:00 PM (CST).
- 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.

## MONITORING

- Monitoring and Progress Updates:
  - Travel Manitoba will monitor projects and will require in-person updates and/or site visits depending on progress and project scope.
- Progress Reports:
  - A progress report outlining milestones achieved and financials will be required and must be submitted and received by Travel Manitoba between January 1st and March 15th.
- Final Report:
  - A final report will be required following the completion of the stated project activities. This report will summarize activities, progress, and achievements, and include an expense report detailing how investments funds were used. Copies of receipts are required.
- Financial Statements:
  - Financial statements for the year 2023 are required within four months of the recipient's year-end. Additional reports may be requested by Travel Manitoba.

## EVALUATION PROCESS

All complete applications will be evaluated based on the following criteria.

Evaluation Criteria	
Priority consideration	<ul style="list-style-type: none"><li>• Supports Manitoba's Indigenous tourism sector.</li><li>• Supports winter and shoulder season tourism.</li><li>• Takes place in a tourism community in Manitoba.</li><li>• Applicants who self-identify as majority-owned by BIPOC or members of an underrepresented group will be given special consideration as a means to promote a more inclusive tourism sector in Manitoba.</li></ul>
Capacity to deliver the project	<ul style="list-style-type: none"><li>• Well-considered, complete project budget and forecast.</li><li>• Travel Manitoba may request additional financial information on a case-by-case basis.</li></ul>
Contribution to the economy	<ul style="list-style-type: none"><li>• Demonstrates the project will maintain existing employment.</li><li>• Creates new employment opportunities.</li><li>• Demonstrates that the project will increase visitation or spending to the destination area.</li></ul>
Strategic alignment	<ul style="list-style-type: none"><li>• How strongly the proposed project aligns with the <a href="#">Manitoba Tourism Strategy</a>.</li><li>• The uniqueness of the project and its potential market appeal for world-class winter experiences.</li><li>• Current tourism readiness status and the ability to achieve market- or export-ready criteria through the project.</li></ul>
Quality of submission	<ul style="list-style-type: none"><li>• The quality and detail included in the application and project submission.</li></ul>