

Elevate

Yukon Tourism Program

What is Elevate?

A funding program **for Yukon tourism businesses and organizations** to assist in rethinking, restructuring and rebuilding for a more progressive, impactful and sustainable industry in the long term.

Elevate Program Partners

- TIA Yukon
- Yukon First Nation Culture & Tourism Association (YFNCT)
- Wilderness Tourism Association of the Yukon (WTAY)



Elevate Program Funders

- Canadian Northern Economic Development Agency (CanNor)
- Yukon Government's Department of Tourism & Culture



Canadian Northern Economic
Development Agency

Agence canadienne de
développement économique du Nord



Who is eligible to apply?

1. Registered Yukon tourism-focused businesses who

- have been in operation for at least one year,
- cater mainly to visitors, and
- fall into one of the following sectors of tourism:
 - entertainment and recreation,
 - accommodations, scenic and sightseeing transportation and experiences,
 - travel arrangement and reservation services.

2. Established Yukon-based Non Governmental Organizations who

- have been in operation for at least two years,
- are in good standing with Yukon Societies, and
- offer a tourism experience.

What kinds of projects are eligible?

Eligible projects must fit into one of the following two themes:

1. Destination Development: to support projects that take advantage of opportunities through strategic planning for medium to long-term investments.

- Example: developing a business plan, strategic plan, marketing plan, etc.

2. Product Development: to help tourism businesses and organizations adapt to the “new normal,” to modernize tourism offerings and to help the sector adopt more environmentally sustainable practices

- Example: modernizing operations and attractions, introducing greening initiatives, developing capacity for more inclusive tourism experiences, etc.

How much funding is available?

Elevate will fund:

1. 100% of the total project budget to a maximum of \$10,000 including GST

Example over maximum funding amount: \$12,000 total project budget. Elevate would fund \$10,000 and the recipient would be financially responsible for paying for the remaining \$2,000 and must show receipts for all expenses including the costs they covered to prove the project is complete

Example of under maximum funding amount: \$8,000 total project budget. Elevate would fund \$8,000.

How much funding is available?

2. 75% of the total project budget to a maximum of \$30,000 including GST

***Example over maximum funding amount:** \$40,000 total project budget. Elevate would fund \$30,000 and the recipient would be financially responsible for paying the remaining \$10,000 to complete the project and recipients must show receipts for all expenses including their 25% contribution to prove the project is complete.*

***Example of under maximum funding amount:** \$20,000 total project budget. Elevate would fund \$15,000 and the recipient would be financially responsible for paying for the remaining \$5,000 to complete the project and recipients must show receipts for all expenses including their 25% contribution to prove the project is complete.*

What else do I need to know?

- Elevate will run from October 2021 to March 31, 2023
- Applications are now open and Elevate will be accepting applications until January 31, 2022 or until funds are exhausted
- Applications will be received and reviewed by the Elevate Assessment Committee on a first come, first served basis.
- All applications are reviewed within 15 days of receiving a completed application form and applicants will be contacted directly upon decision from the review committee.
- Once accepted into the program, you will be provided with a Participant Agreement, to be signed as soon as possible at which time your project will begin.
- There are limited funds available so don't delay, **apply today.**

Elevate Assessment Committee

The evaluation committee has representation from all project partners – meet the Committee Members:

- TIA Yukon: Coralie Ullyett & Erin Kohler
- YFNCT: Harmony Hunter
- WTAY: Sandy Legge & Larissa Windslade
- CanNor (ex-officio): Carly Carruthers
- YG Tourism & Culture (ex-officio): Sarah Marsh

How can I apply?

- Read the Program Guidelines which are available on the TIA website in English and French: tiayukon.com/elevate
- Fill out the online application form on the TIA Yukon website: tiayukon.com/elevate-application/

Contact Information

TIA Yukon (Coralie or Erin): elevate@tiayukon.com;

YFNCT (Harmony) - tourism@yfnc.ca

WTAY (Sandy or Larissa) - admin@wtay.com

Elevate French (Max): fr.elevate@tiayukon.com



Thank you!

Any Questions?

The logo for the Elevate Yukon Tourism Program is centered on a large yellow rectangular background. The word "Elevate" is written in a white, sans-serif font, with a white triangle replacing the letter 'v'. Below "Elevate", the words "Yukon Tourism Program" are written in a smaller, white, sans-serif font.

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