

Elevate

Yukon Tourism Program

In partnership with:



Funded by:



Yukon Elevate Tourism Program 2021 - 2023

Program Guidelines

1. ABOUT THE PROGRAM

The Yukon Elevate Tourism Program (Elevate) is designed to respond to the diverse needs of the tourism industry in the on-going pandemic crisis. Elevate will build on the success and evolution of the 2020/2021 Elevate program and address some of the industry concerns previously identified as well as emerging ones posed by current world events.

The program is meant to encourage the Yukon's tourism industry to contribute to rethinking, restructuring and rebuilding of tourism in the territory so that the industry can be even more progressive, impactful, and sustainable in the long-term.

The program will be administered and managed by the Tourism Industry Association of the Yukon (TIA Yukon). The program is funded by the Canadian Northern Economic Development Agency (CanNor) and the Government of Yukon (YG). It was designed by and will be delivered through a unique partnership between TIA Yukon, Yukon First Nations Culture and Tourism Association (YFNCT) and the Wilderness Tourism Association of Yukon (WTAY).

The program will run over the span of two fiscal years and conclude on March 31, 2023. Elevate will fund:

1. 100% of the total project budget to a maximum of \$10,000 including GST or
2. 75% of the total project budget to a maximum of \$30,000 including GST

The program funds are limited and are available on a first come, first served basis.

2. PROGRAM DETAILS

2.1 Key Principles

The program will be guided by the following principles:

- Embracing change, adapting, planning ahead, and exploring opportunities related to shifting markets – this could include adding more educational, cultural and Indigenous content to a business' or organizations' experiences, as well as community-based tourism
- Connecting with other businesses to explore partnership opportunities
- Re-imagining tourism businesses in the new normal
- Prioritizing safety and sustainable practices
- Embracing diversity
- Understanding and shifting towards sustainable tourism
- Addressing evolving business needs to increase business acumen

2.2 Project Themes and Activities

The program will focus on funding one project under one of two themes that supports tourism businesses and organizations.

The eligible beneficiary and applicant can submit a project application under one of the two themes outlined below. However, if you received Elevate program funding in 2020/2021, applications for projects similar to your previously funded Elevate project will not be considered for funding.

Themes

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

Example: developing a business plan, strategic plan, partnership opportunities, 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.

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

Project Activities

Activities may include contracting professional services to temporarily boost capacity on the back-end of the business or organization so that the business owner/senior management can spend more time on mapping out the path toward recovery.

Examples: Hiring a marketing consultant to develop a marketing strategy, succession plan, strategic plan, website management plan/training, accountant services, etc. Please contact one of the Elevate advisors to help you determine your project’s eligibility.

3. ELIGIBILITY

3.1 Eligible Beneficiaries

Applications may be made on behalf of either of the following:

1. Registered and established Yukon tourism-focused businesses that have been in operation for a least one year. A tourism-focused business is a business that caters mainly to visitors and falls within the following industries of tourism:
 - Entertainment & recreation
 - Accommodations, scenic & sightseeing transportation & experiences,
 - Travel arrangement & reservation services
2. Established Yukon based Non-Governmental Organizations (NGO) that have been in operation for at least two years, are in good standing with Societies, and offer a tourism experience.

Consideration may be given to businesses and organizations that do not meet these definitions, but this will be done on a case-by-case basis.

Applicants can apply only once to the Elevate program.

3.2 Eligible Applicants

Applicants must be:

- Owners/operators or representatives of businesses that operate in the Yukon, and
- Canadian citizens or Landed Immigrant/Permanent Residents.

3.3 Ineligibility

- Businesses whose primary focus is not the delivery of visitor experiences and services in the Yukon. This includes (but is not limited to) restaurants, breweries, farms and retail focused stores.
- Non-tourism-based businesses looking to add a tourism component to their business.

4. AVAILABLE FUNDING AND PROGRAM REQUIREMENTS

Applicants can apply only once for one of the following options:

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

or

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

- Applications will be accepted from October 1, 2021 to January 31st, 2022 or until funds are exhausted
- Approved applicants must submit 20% proof (receipts & photos) of goods and services expensed and received by March 31, 2022
- Projects must be fully expensed and completed prior to March 10, 2023

5. ELIGIBLE EXPENSES

Eligible expenses include:

- Professional services such as website management, report writing, creation of a succession plan, creation of a marketing strategy, etc.
- Capital and site-specific infrastructure
- Research (books, software, etc.)
- Other costs may be eligible if deemed appropriate for carrying out eligible projects that contribute to achieving the objectives of the program by the assessment committee

Expenses that are funded by other sources are not eligible. If partial implementation funding has been or will be provided by another source, the program will only cover any remaining and eligible costs that are submitted in an application.

5.1 Ineligible Expenses

Ineligible expenses include (List not exhaustive):

- Fixed costs (i.e. utilities, license fees, insurance, rent, etc.)
- Staffing (i.e. salaries, wages, benefits)
- Travel
- Hospitality and per diems
- Costs related to expenses linked to another participant of the program
- Courses, licenses, certification, etc. outside of those included in the program
- Regular or anticipated operations & maintenance

Notes:

- Expenses incurred prior to project approval will not be compensated.
- All transactions must be at arms length (ie: cannot hire family to provide specific services)

6. IMPORTANT DEADLINE DATES

Program Element	Deadline Dates
Application Intake Period	October 1, 2021 to January 31, 2022 or until funds are exhausted
Program Participant must sign their funding contract	Within 15 days of notification of approved funding
Submit 20% proof (receipts & photos) of goods and services expensed and received	March 31, 2022
Project Completion (including final full project report)	March 10, 2023

The program funds are limited and are available on a first come, first served basis. Applicants are encouraged to plan ahead and apply early.

7. EVALUATION OF APPLICATIONS

Criteria for assessment will include:

1. A validated, existing, customer-ready, tourism-focused Yukon business or organization
2. Demonstrated willingness to:
 - Learn the skills necessary to help make their business/organization resilient and adaptable
 - Contribute to a progressive remodelling and rebuilding of Yukon's tourism industry
 - Be accountable to the project deadlines as there is no flexibility for a modified project schedule

Applications will be assessed based on eligibility, and an ability to meet program guidelines and deadlines.

The Review Committee:

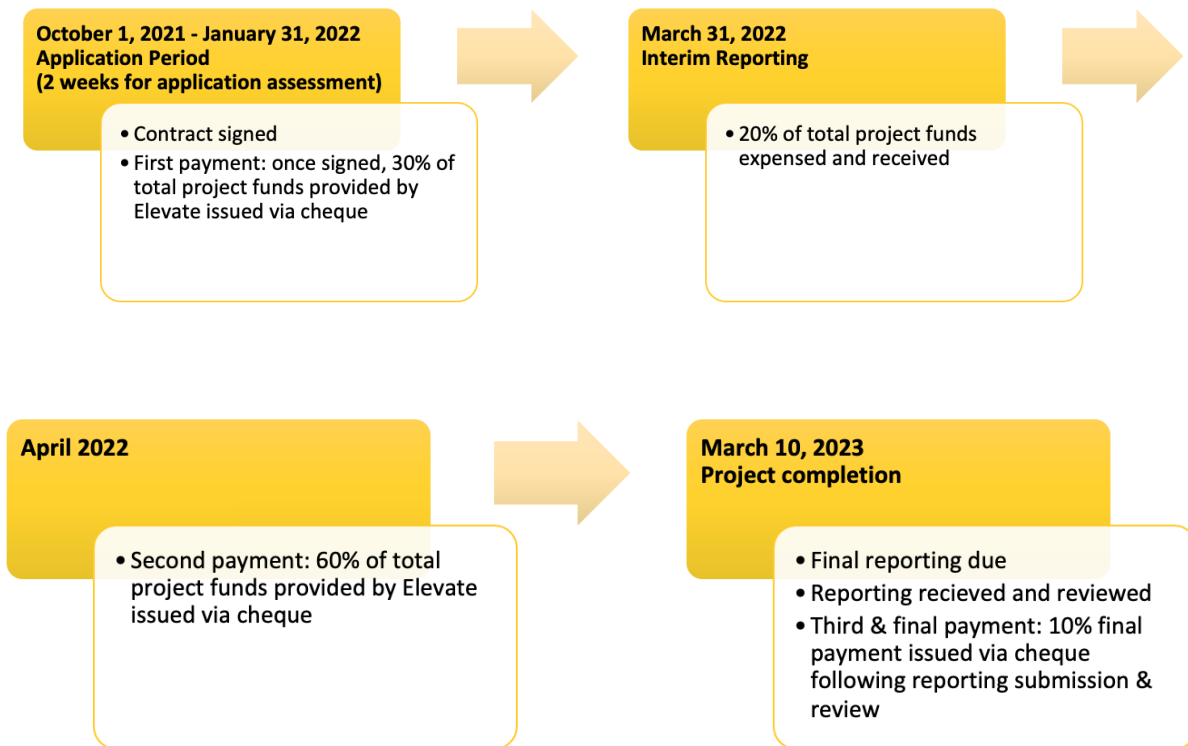
- Will have the primary responsibility of reviewing and assessing applications
- Will be comprised of 4-7 voting members, governed by a Terms of Reference and includes representatives from the following: TIA Yukon, Yukon First Nation Culture and Tourism Association, and Wilderness Tourism Association of the Yukon. CanNor and the Yukon Government Department of Tourism and Culture are invited to each appoint a representative to serve as an ex-officio on the committee.

8. PAYMENT SCHEDULE AND REPORTING REQUIREMENTS

Approved funding represents the maximum payable based on identified costs, but the final holdback payment will depend on an accurate accounting for the actual project cost.

Payment schedule for Project by Payment Instalments:

- **First Payment:** Successful applicants will be provided 30% of total approved funding upon signing of the Project Agreement.
- **Second Payment:** Successful applicants will receive the second funding instalment of 60% of the project costs upon submission and review of their interim report in April
- **Third and Final Payment:** The third and final funding instalment of 10% (the holdback) will be provided upon project completion and reporting by March 10, 2023.
 - Itemized receipts and photo proof of items expensed, received and projects completed will be required in the project reporting.



9. PROGRAM ADMINISTRATION DETAILS

TIA Yukon will report the activities of the fund, financial reports and training outcomes on an annual basis to the TIA Yukon Board of Directors and funders (i.e., CanNor and YG).

TIA Yukon will provide a final program report to describe Elevate program outcomes to CanNor and the Government of Yukon following program completion.

No later than 15 days after official notification of approved funding, applicants are required to complete and deliver via email, a signed contract that is available from the Elevate Administrator. Failure to provide this signed contract (or request for program withdrawal) will result in funding earmarked for this applicant being made available to another applicant.

10. BEFORE SUBMITTING

Read the guidelines thoroughly and be sure to contact the Elevate Administrator from TIA Yukon, YFNCT or WTAY to discuss eligibility before applying.

If you need assistance with your application Elevate can provide you with an advisor who will guide you through the application process.

YFNCT: tourism@yfnct.ca, 867-667-7698 ext. 201

WTAY: admin@wtay.com, 867-668-3369

TIA Yukon: elevate@tiayukon.com, 867-668-3312

You will be required to submit the following:

- A completed application form
- A copy of your wilderness tourism license, business license, declaration of business name or certificate of status

Please apply online through the TIA Yukon website starting on October 1, 2021

Tel: 867.668.3312

Fax: 867.667.7379

Email: elevate@tiayukon.com

The Yukon Elevate Tourism Program supports the advancement of:

[Creating Middle Class Jobs: A Federal
Tourism Growth Strategy](#)

[Rural Opportunity, National Prosperity: An
Economic Development Strategy for Rural Canada](#)

[Forward Together: A Strategic Recovery
Plan for the Indigenous Tourism Industry in Canada
2020-24](#)

[Yukon Tourism Development Strategy:
Sustainable Tourism. Our Path. Our Future. 2018-](#)