

Amy Willier Memorial Artisan Grant

Amy Willier was an influential Cree entrepreneur, artisan and advocate for Indigenous art, and a co-owner of

Moonstone Creation which has been a valued and active member of ITA since its creation. In Amy's memory, this grant was created to support Indigenous artisan businesses in Alberta. In Amy's memory, this grant was created to support Indigenous artisan businesses in Alberta.

This grant is for \$8000 to support artisan businesses 51% Indigenously owned that sell locally produced Indigenous artist work. The Amy Willier Memorial Artisan Grant opens for application Monday, February 22th, and is open until March 10th.

* Required

1. Email address *

Applicant Information

2. Applicant name *

3. Applicant Job title *

4. Applicant contact number *

5. Business name *

6. Are you 51% Indigenous owned? *

Mark only one oval.

Yes

No

7. Business number (Nine-digit number assigned to a business, incorporated company or society by the Canada Revenue Agency) *

8. Do you own an artisan business? *

Mark only one oval.

yes

no

9. Business street address *

10. Business city *

11. Business Region *

12. Business postal code *

13. Year business was established *

14. Is the business wholly or majority-owned (51%) by Indigenous women? *

Mark only one oval.

Yes

No

15. Indigenous business type *

1 point

Mark only one oval.

Sole proprietor

Corporation

Cooperative

Non-profit

Partnership

Other: _____

16. In the last year, how many employees did your business employ at peak season? *

17. Business website *

18. What social media platforms does your business currently participate on? *

Check all that apply.

Facebook

Instagram

Linked In

Twitter

Youtube

Tik Tok

Other: _____

19. What stage of operation-readiness is your business currently at? (As per your ITA membership) *

Mark only one oval.

In-development

Visitor-ready

Market-ready

Export Ready

20. Are you an active member of Indigenous Tourism Alberta? *

Mark only one oval.

Yes

No

21. Please enter the best email address for correspondence regarding this application. This is especially important for people submitting for multiple businesses. *

Artisan Information

22. Please describe your artisan business? Are you an artisan yourself, do you sell others' works?

23. How do you sell your work? Please check all that apply

Check all that apply.

- Website (take online payment via secure online payment method)
- Website (e-transfer)
- Instagram
- Facebook
- Etsy

24. Is your work available in any physical stores?

Mark only one oval.

Yes

No

25. Do you provide experiential workshops?

Mark only one oval.

Yes

No

26. Have you won any awards or received any significant recognition for your work? If so, please describe the type and date of the recognition received *

27. If you selected other, please list here

28. Select the activities you will use this funding for to strengthen business offerings for future resilience/recovery within your company *

Check all that apply.

- Online payment systems
- Material costs
- Website Upgrades
- Business development
- Marketing & Sales Planning
- Content Creation (photo and video assets)
- Education on marketing
- Advertising dollars
- Infrastructure upgrades
- Overhead cost
- Social media enhancement
- Digital marketing agency
- Other projects related to improving market/export readiness.

Other: _____

29. What percentage of your business revenue comes from selling artisan work?

30. What percentage of your products sold are made and manufactured by Indigenous artists within Alberta?

31. How does your business give back to your community?

32. Describe how this grant will support recovery for your business (example: driving more traffic to your business, business development, infrastructure upgrades, material costs, making your product more purchasable, recovery of revenues for the business and/or impact of being more market/export ready) *

33. What support(s) would help your business survive post-COVID-19 and plan for recovery? *

34. As an industry, what type of support do you feel ITA should be focusing on in order for your business(es) to overcome the current issues (check all that apply). *

Mark only one oval.

- Stimulus Funding
- Online education webinars on tourism development
- Online education webinars based on marketing your business
- Health and safety information
- Other: _____

35. If you selected other, please list here

36. What do you believe are some of the strengths of your business *

Please list two business or tourism industry references

37. Business name *

38. Contact person *

39. Contact phone number *

40. Relationship to your business *

Reference 2

41. Business name *

42. Contact person *

43. Contact phone number *

44. Relationship to your business *

45. How did you originally hear about the Amy Willier Artisan Grant? *

In memory of Amy- Kininaskomitin



<http://youtube.com/watch?v=Ugs7Cl3z4Qc>

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