

Indigenous Tourism Alberta Marketing Microgrant Application

This application is for the Indigenous Tourism Alberta Marketing Microgrant, which is for a max contribution of \$4000. All applicants applying must be market or export-ready to be eligible for this microgrant.

* 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. What is the primary type of tourism-related product or attraction you currently offer? *

Mark only one oval.

Accomodation

Food and entertainment

Attraction

Guided Tours

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. Does your business offer visitor tours in both official languages (English and French) *

Mark only one oval.

Yes

No

22. Does your business offer visitor tours in other languages? If so, please list. *

23. What amount of funding are you requesting (up to \$4000)? *

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

COVID-19 impact

25. Does your business have a plan in place to adapt for post-COVID-19 recovery? *

Mark only one oval.

Yes

No

26. What impact will COVID-19 have on your Indigenous tourism business for 2020/2021? *

1 point

27. Is your business currently tracking financial losses from cancellations due to COVID-19? *

Mark only one oval.

Yes

No

28. If you are tracking financial losses, what was the estimated amount of financial loss anticipated for your business in 2020 due to COVID-19? *

29. Has your business had to decrease the number of employees for this season as a result of COVID-19? *

Mark only one oval.

Yes

No

30. Based on current bookings for 2021, do you anticipate that you will be able to return to pre-COVID-19 staffing levels? *

Mark only one oval.

Yes

No

31. Select the top three markets forecasted to have the greatest decline to the Indigenous tourism sector in your Province/Territory. *

Check all that apply.

European

Asian

United States

Domestic travellers

Canadian

32. If you selected other markets, please list here *

33. Will you access other federal or provincial support to assist with COVID-19 recovery? *

Mark only one oval.

Yes

No

34. Would you like to receive more information about COVID-19 recovery resources? *

Mark only one oval.

Yes

No

35. What are the important economic stimulus measures necessary to assist the Indigenous Tourism operators post-COVID-19 recovery? *

Check all that apply.

- Stimulus Funding
- Access to interest- free business loans
- Payment deferrals for mortgages or lines of credit
- Employee subsidy programs

36. If you selected other, please list here *

Proposed Project Description

37. Have you won any awards or received any significant recognition for your Indigenous tourism attraction or experience? If so, please describe the type and date of the recognition received *

38. Select the activities you will use this funding for to maintain jobs within your company *

Check all that apply.

- Online booking system
- Website Upgrades
- Marketing & Sales Planning
- Content Creation (photo and video assets)
- Education on marketing
- Advertising dollars
- Sales and Marketing coordinator
- Social media enhancement
- Digital marketing agency
- Other projects related to improving market/export readiness.

Other: _____

39. If you selected other, please list here

40. Select the activities you will use this funding for to diversify revenue streams within your company *

Check all that apply.

- Online booking system
- Website Upgrades
- Marketing & Sales Planning
- Content Creation (photo and video assets)
- Education on marketing
- Advertising dollars
- Sales and Marketing coordinator
- Social media enhancement
- Digital marketing agency
- Other projects related to improving market/export readiness.

Other: _____

41. 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 booking system
- Website Upgrades
- Marketing & Sales Planning
- Content Creation (photo and video assets)
- Education on marketing
- Advertising dollars
- Sales and Marketing coordinator
- Social media enhancement
- Digital marketing agency
- Other projects related to improving market/export readiness.

Other: _____

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

43. Describe the expected outcomes and goals of the project to help achieve stability post COVID-19 *

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

45. 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: _____

46. If you selected other, please list here

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

Please list two business or tourism industry references

48. Business name *

49. Contact person *

50. Contact phone number *

51. Relationship to your business *

Reference 2

52. Business name *

53. Contact person *

54. Contact phone number *

55. Relationship to your business *

56. How did you originally hear about the ITA Marketing Microgrant for Indigenous Tourism Businesses? *

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