



# FREQUENTLY ASKED QUESTIONS ON **STIMULUS GRANT EVALUATION PROCESS**

## **SUMMARY OF COVID-19 STIMULUS DEVELOPMENT FUND**

Since COVID-19 began to severely impact the Canadian tourism and hospitality industry in March, ITAC has been working to develop solutions for recovery and resilience for its members. Recognizing the immediate need of the community, ITAC deferred its annual development grant money along with a large amount of savings from other programs to establish the COVID-19 Stimulus Development Fund at the beginning of the travel restrictions. The first program intake ran between April 07 – April 30, 2020.

Additionally, in June the Federal Government announced \$133 million to help Indigenous businesses suffering the economic impacts of the COVID-19 pandemic, of which \$16 million was to be allocated in support of Indigenous tourism businesses and delivered by ITAC. This was a direct response to ITAC's strategic advocacy campaign that emphasized the impacts of COVID-19 on the once-thriving Indigenous tourism industry. As a result of this announcement, a second intake launched on August 19, 2020, and ran until September 9, 2020.

Since the inception of the fund in March, ITAC has awarded 678 non-repayable contributions of up to \$25,000 per applicant, totalling \$16.21 million.

***Please review the FAQs on the following pages for more information...***



# FREQUENTLY ASKED QUESTIONS ON STIMULUS GRANT EVALUATION PROCESS

## What has ITAC done to create the Stimulus Grant Fund?

When the COVID-19 pandemic became a threat to the 2020 tourism season, ITAC made an immediate decision to re-profile existing funds in our revised [2020-21 Action Plan](#) to reflect the needs of our businesses during this trying time. This included moving funds from marketing, partnership and leadership activities to dedicate to the Stimulus Grant fund. In our original plan, ITAC allocated \$1.175 M to support the intake.

ITAC continuously advocated through our [COVID-19 Solutions Paper](#) and will continue to advocate in the midst of the second wave of Covid-19 for additional funds towards this program as we received more than 800 applications and \$19.4 Million in requests. In June the Federal Government announced \$133 million to help Indigenous businesses suffering the economic impacts of the COVID-19 pandemic, of which \$16 million was to be allocated in support of Indigenous tourism businesses and delivered by ITAC. This was a direct response to ITAC's strategic advocacy campaign that emphasized the impacts of COVID-19 on the once-thriving Indigenous tourism industry.

Since the inception of the fund in March 2020, ITAC has awarded 678 non-repayable contributions of up to \$25,000 per applicant, totalling \$16.21 million. These grants, which have reached a mix of export-, market- and visitor-ready Indigenous tourism businesses in Canada, were made possible with the support of the Federal Government via Indigenous Services Canada.

## Are these funds coming from the \$306M announced by the Government of Canada?

No. The \$306M that was announced for Indigenous businesses will be provided to the Aboriginal Financial Institutions. This funding will allow for interest-free loans, as well as non-repayable contributions, to help Indigenous businesses unable to access the government's existing COVID-19 support measures. ITAC is encouraging our members, if they require financial assistance, to go immediately to their local Aboriginal Financial Institution to try to secure a loan. More info about the AFI near you can be found [here](#).

## My business was not announced in Phase 1, 2, 3, 4, 5 or 6. Does this mean I am out of the running?

All funding announcements have been made for intake one and two, which means that if your business was not announced in either Phase 1, 2, 3, 4, 5 or 6, your business was unfortunately not selected to receive a grant as part of the Covid-19 Stimulus Development Fund.

However, ITAC has recently released its second wave response as the second wave of the pandemic is continuing to impact the global tourism industry. ITAC has put out an urgent call to the federal government for a new dedication of financial funding in the amount of \$18.5M to support



# FREQUENTLY ASKED QUESTIONS ON STIMULUS GRANT EVALUATION PROCESS

Indigenous tourism businesses or risk watching the industry irrevocably collapse. As part of this strategic advocacy effort, ITAC is asking for a second wave of stimulus grants, which means that you could be eligible for a grant, even if you were not successful in phase one or two. Please subscribe to ITAC's corporate newsletter [here](#) to receive the most accurate, relevant and timely information.

## How was my application reviewed?

ITAC established an adjudication committee, with applications status blind from ITAC Board, ITAC CEO and Provincial-Territorial partners to remove bias and to keep the process as fair as possible. Two adjudicators review each application to determine completeness, overall need and how funds will be used. Based on the [eligibility requirements](#) of the funding, this includes looking for answers related to maintaining/recovering jobs, diversifying revenue streams or strengthening the business for future tourism seasons.

Adjudicators use a scoring matrix based on the criteria above. The scores of the adjudicators are then averaged and funding amounts recommended based on the application's score (to a maximum of \$25,000). Final sign off is done by funding partners to meet the requirements of our contribution agreements.

## My application was not approved, why not?

Unfortunately, not all businesses that applied were deemed to be eligible for the grants due reasons including, but not limited to:

- *Not meeting the criteria of being an Indigenous tourism business: the business needs to be at least 51% owned and/or controlled by Indigenous People and provide a tourism experience to guests;*
- *Not having a registered business number;*
- *Missing documentation: not filling out the proper paperwork and not submitting all forms required to meet the eligibility (could include budget, COVID plan or declaration).*

Throughout the grant application and review process, the ITAC team made many attempts to reach out to businesses (ITAC members and non-members) to help guide them through the process and ensure that all of the eligibility criteria were met. Unfortunately, not all were reachable and some, in the end, did not qualify.

If you have any questions on why your specific application was not approved, please contact the ITAC team member responsible for your province or territory, listed below.



# FREQUENTLY ASKED QUESTIONS ON STIMULUS GRANT EVALUATION PROCESS

## **I have been approved for funding, what are my next steps?**

You should have received an agreement letter from your ITAC point of contact (see below) that outlines the next steps for successful applicants. The agreement will also include payment and reporting timelines. If you haven't received this agreement or have any other questions about the next steps on your application, please contact your ITAC point of contact (see below) immediately.

## **What should I do if I have questions about my application status?**

*(Please note, we are no longer accepting any changes or additional documents as the application intake is now closed.)* Please reach out to the team member responsible for your province or territory, listed on the next page.



# FREQUENTLY ASKED QUESTIONS ON STIMULUS GRANT EVALUATION PROCESS

## Provincial and Territorial Contacts

### **BRITISH COLUMBIA & NUNAVUT**

#### **Genevieve Huneault**

DEVELOPMENT COORDINATOR  
*Development@IndigenousTourism.ca*

### **SASKATCHEWAN**

#### **Tracey Pascal**

SASKATCHEWAN COORDINATOR  
*Saskatchewan@IndigenousTourism.ca*

### **NOVA SCOTIA, NEWFOUNDLAND & LABRADOR, NEW BRUNSWICK, PRINCE EDWARD ISLAND**

#### **Robert Bernard**

ATLANTIC COORDINATOR  
*Robert@IndigenousTourism.ca*

### **MANITOBA**

#### **Holly Courchene**

MANITOBA COORDINATOR  
*Manitoba@IndigenousTourism.ca*

### **QUEBEC**

#### **Marie-Pierre Laine**

QUEBEC INDIGENOUS TOURISM  
*MPlaine@TourismeAutochtone.com*

### **YUKON**

#### **Ryan Rogers**

MARKETING COORDINATOR  
*Marketing@IndigenousTourism.ca*

### **ONTARIO**

#### **Brady Smith**

CHIEF STRATEGY OFFICER  
*Brady@IndigenousTourism.ca*

### **ALBERTA & NORTHWEST TERRITORIES**

#### **Angela Ryder**

INDUSTRY COORDINATOR  
*Industry@IndigenousTourism.ca*

