



# Tourism Relief Fund

*ITAC Webinar, July 2021*

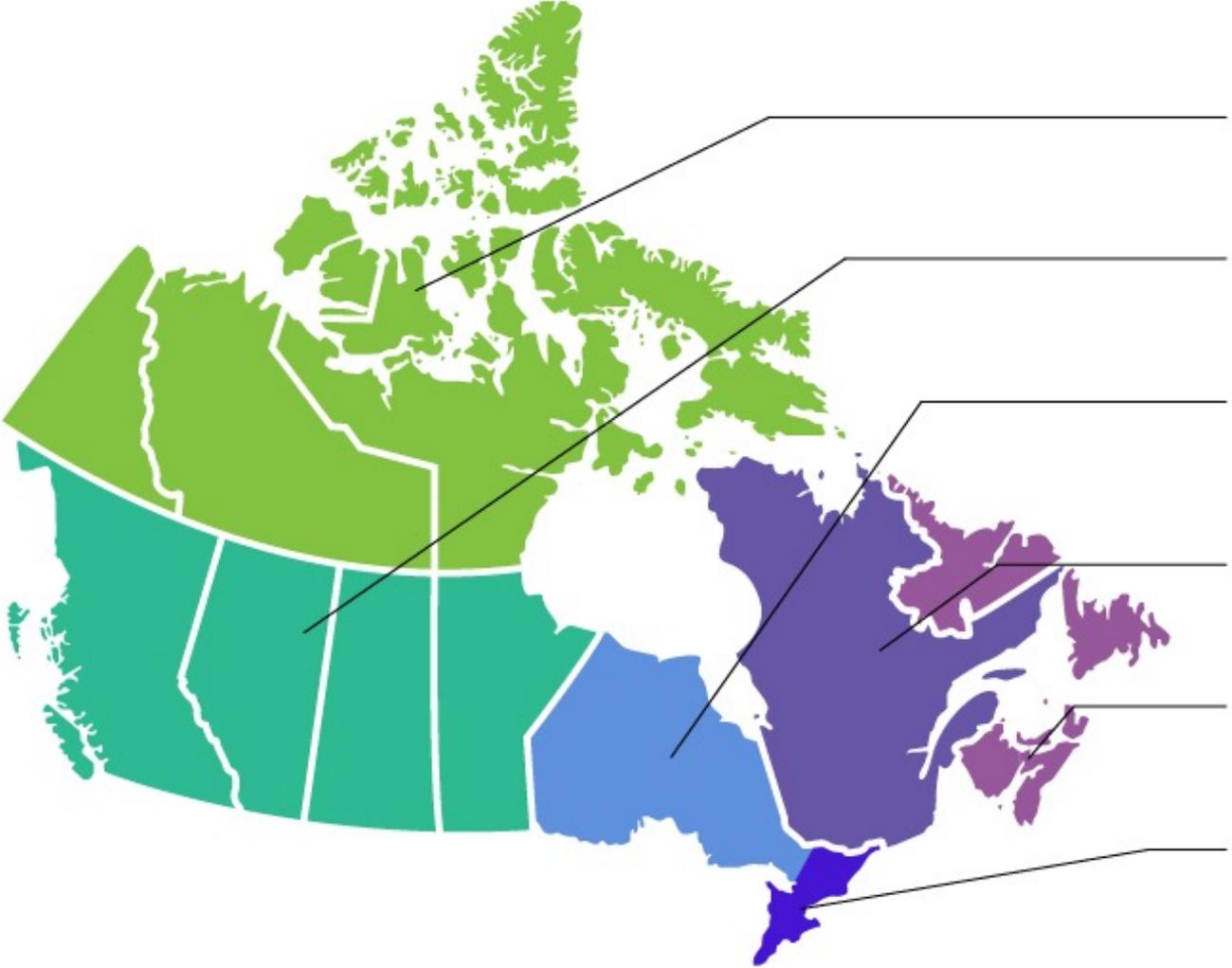


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# Canada's Regional Development Agencies



**Canadian Northern Economic Development Agency (CanNor)**

**Western Economic Diversification Canada (WD)**

**Federal Economic Development Initiative for Northern Ontario (FedNor)**

**Canada Economic Development for Quebec Regions (CED)**

**Atlantic Canada Opportunities Agency (ACOA)**

**Federal Economic Development Agency for Southern Ontario (FedDev Ontario)**



## Tourism Relief Fund

- The Tourism Relief Fund, administered by Canada's regional development agencies and Innovation, Science and Economic Development Canada (ISED), supports tourism businesses and organizations to adapt their operations to meet public health requirements while investing in products and services to facilitate their future growth.
- The overall budget is \$500 million over two years (ending March 31, 2023), including \$50 million specifically dedicated to Indigenous tourism initiatives and \$15 million for national initiatives.
- The Tourism Relief Fund will position Canada to be a destination of choice when domestic and international travel is once again safe by:
  - empowering tourism businesses to create new or enhance existing tourism experiences and products to attract more local and domestic visitors; and
  - helping the sector reposition itself to welcome international visitors by providing the best Canadian tourism experiences we have to offer the world.



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# Indigenous Applicants

- Indigenous tourism projects are important to Canada's economic recovery efforts and a priority under the Tourism Relief Fund.
- Under the fund, a minimum of \$50 million will specifically support Indigenous tourism initiatives.



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# National Tourism Support

- An envelope of \$15 million, delivered by ISED, will support the advancement of national tourism priorities aligned with Canada's Federal Tourism Growth Strategy, such as destination development, seasonal and geographic dispersion, and human resources and skills development.
- This funding provides the opportunity to leverage the reach and expertise of national tourism organizations to support pan-Canadian or multi-regional activities addressing challenges facing the tourism sector on its path to recovery, such as conferences and events, training and research, and strengthening networks.



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# Eligible Applicants

- Eligible applicants include tourism entities that cater mainly to visitors, such as:
  - businesses;
  - not-for-profit organizations, such as tourism associations; and
  - band councils or other Indigenous organizations and cooperatives.
- To be eligible for the Tourism Relief Fund, applicants must meet at least one of the following criteria:
  - Be a key supplier or operator in the visitor experience;
  - Be part of a defined tourism cluster or a tourism dependent community, including supporting downtown cores; or
  - Provide an anchor product or service in a tourism destination.



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## Eligible Activities

- Tourism Relief Fund projects will focus on:
  - **Product development:** For example, projects that enhance tourism experiences; help tourism businesses adapt to the “new normal,” to modernize their offerings; and encourage the adoption of more environmentally sustainable and inclusive practices.
  - **Destination development:** For example, projects that position communities to take advantage of post-pandemic opportunities through strategic planning for medium- to long-term investments, as well as supporting destination development prospects in line with objectives set out in the Federal Tourism Growth Strategy.
- Recognizing local realities, the regional development agencies (RDAs) will work to address the needs of businesses and communities on a regional basis, offering consistent support across Canada in this critical time.

# Financial Support

- Contributions to businesses will be either:
  - non-repayable contributions up to \$100,000 for up to 50 percent of eligible costs; or
  - fully repayable contributions up to \$500,000 for up to 75 percent of eligible costs.

\*NOTE: A business cannot receive a combination of a non-repayable and a repayable contribution for the same project.

- Not-for-profit organizations and Indigenous entities (not generating profits) will be eligible for non-repayable contributions.
- Project contribution amounts would not exceed \$500,000. The actual contribution amount will be based on the minimum amount required to carry out the project.



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**To find out if the Tourism Relief Fund fits your needs, please contact your local regional development agency.**



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