

Indigenous
Tourism Fund

Micro and Small Business Stream

Frequently Asked Questions

Accreditation
Program



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Who is eligible for the Indigenous Tourism Fund Micro and Small Business Stream resources?

The Indigenous Tourism Fund Micro and Small Business Stream resources are available for eligible businesses in Canada that are Indigenous majority (greater than 50%) owned, have been in operation for a minimum of two years and have 100 or fewer employees. Moreover, businesses must have completed The Original Original Accreditation Program Application.

A tourism business is defined in the terms and conditions as any of the following:

- Artist / crafter
- Campground / recreational vehicle / cabins
- Casino / gaming
- Golf / spa
- Indigenous culinary (restaurant, cafe, catering services)
- Live cultural performances
- Lodging / accommodations (hotels, motels, resorts)
- Museum / cultural centre (artifact displays, exhibitions)
- Outdoor adventures (other than wildlife viewing, hiking, fishing, canoeing, etc)
- Retail (gift shop, gallery)
- Events (festivals, gatherings, etc)
- Wildlife viewing
- Workshops and training in cultural knowledge

Where do I find the application for The Original Original Accreditation Program?

You can find the application at [Bit.ly/ITAC-Accreditation](https://bit.ly/ITAC-Accreditation)

I have already submitted an application for The Original Original Accreditation Program but did not obtain accreditation. Am I still eligible for the Indigenous Tourism Fund Micro and Small Business Stream?

Yes. You are not required to become accredited in order to receive funding, but you do need to go through The Original Original Accreditation Program application process. The application process can provide invaluable insights for business development and identify areas where funding may be most beneficial to reach market readiness.

I am already designated under The Original Original Accreditation Program, can I still apply for the Indigenous Tourism Fund Micro and Small Business Stream?

Yes. We encourage those who are already accredited to apply under the Indigenous Tourism Fund Micro and Small Business Stream. This is a great opportunity to address areas for improvement in your business operations, such as hiring practices, customer services excellence, and/or emergency preparedness. The Indigenous Tourism Fund Micro and Small Business Stream can also help you achieve a different Market Ready category, where you might currently be accredited under Business Ready and want to earn the Visitor Ready status.

If I received 2022-23 Business Support Program funds, am I still eligible for the Indigenous Tourism Fund Micro and Small Business Stream?

Yes. You are still eligible for the Indigenous Tourism Fund Micro and Small Business Stream.

When is the deadline for applying to the Indigenous Tourism Fund Micro and Small Business Stream?

Applications will be reviewed on a rolling basis until the funds are exhausted. All funds will be spent by March 31, 2025.

What kinds of projects can I request business support resources for?

Projects eligible for funding must support improvements in one or more of the following areas of market readiness for the business:

- Effective Community Engagement
- Excellence in Visitor Experience
- Ensuring Health, Safety and Comfort
- Practicing Sustainable Indigenous Tourism
- Excellence in Marketing and Visitor Services
- Demonstrating Business Acumen/Practices

Businesses are welcome to propose projects outside of these examples. Feel free to contact Michelle Brown, Business Support Coordinator at: Michelle@IndigenousTourism.ca if you have any questions around possible uses for the Indigenous Tourism Fund Micro and Small Business Stream.

Are labour costs/wages associated with projects eligible? And if so, how do I submit project quotes for this, as it would not be a third party?

Yes, labour costs/wages associated with projects are eligible expenses. For your convenience, we have created a spreadsheet you may wish to use to support your labour/wages funding requests.

Click here to view and download the template.

Where can I access the Indigenous Tourism Fund Micro and Small Business Stream Application?

Please complete your Indigenous Tourism Fund Micro and Small Business Stream application **here**.

I can't log into iTotem even though I had an account for the 2022-23 Business Support Program. Do I need to start a new account?

No. You should be able to log in using the previous login information from the past program.

Once logged in, you should be able to 'Enter the Campaign' named 'Indigenous Tourism Fund Micro and Small Business Stream'.

You can recover your password through the 'Forgot Password' button on the login page. If you are having more difficulties, please contact **Michelle@IndigenousTourism.ca**.

What is acceptable for the relevant quotes/invoices?

Acceptable documentation for relevant quotes includes formal third-party quotes or invoices.

These documents should meet the following criteria:

- **Clarity of costs:** The quotes or invoices must clearly indicate the costs associated with the goods or services being requested.
- **Date requirement:** They must be dated from September 1, 2023, onwards. Any documentation with dates prior to this will not be considered.
- **Identification of the business or person:** The quotes or invoices must contain the name and contact details of the business or individual from whom the goods or services were or are being acquired. This information helps verify the legitimacy of the transaction.

In some cases, such as when purchasing equipment online, registering for a course, or similar online transactions, applicants may also submit screenshots that clearly display the above information.

It is important to ensure that all submitted documentation is complete, accurate, and compliant with these requirements to facilitate the processing of your funding request.

If you are submitting past invoices as an estimate or reference for future costs, such as annual insurance or licensing fees, it is essential to provide additional context and clarity. Along with these past invoices, please also upload a budget or projection that clearly outlines the purpose of these invoices and how they relate to your current funding request. This budget or projection should explain the anticipated costs, the timeframe they cover, and any specific details about the expenses.

When is the reporting deadline?

The reporting deadline is three months after payment has been issued. You will receive a notification 30 days prior to the deadline.

How long does it take to complete the Indigenous Tourism Fund Micro and Small Business Stream and The Original Original Accreditation Program applications?

Prerequisite. To apply for funding through the Indigenous Tourism Fund Micro and Small Business Stream, you must have already completed an application for The Original Original Accreditation Program.

- **The Indigenous Tourism Fund Micro and Small Business Stream Application (approximately 30 minutes-3 hours):** This application is typically a relatively quick process, and the time required can vary depending on the complexity of your funding request and how prepared you are with the necessary information and documentation.
- **The Original Original Accreditation Program Application (approximately 4-10 hours):** The time required to complete the application can vary significantly based on the specific requirements and scope of your application, depending on the extent of information and documentation needed. You can save your work before you submit your application.

Can I complete the Indigenous Tourism Fund Micro and Small Business Stream application on paper and mail it in?

No. We require all applicants to submit online.

Can I submit more than one Indigenous Tourism Fund Micro and Small Business Stream application?

No. Only one application will be approved per business.