

Indigenous Tourism Fund Micro and Small Business Stream

The Government of Canada has selected the Indigenous Tourism Association of Canada (ITAC) for the Indigenous Tourism Fund Micro and Small Business Stream. This stream offers funding of **up to \$25,000 per business** to help them improve their current category of market readiness (as defined through ITAC's The Original Original Accreditation Program).

HOW TO APPLY

Complete a full application for The Original Original Accreditation Program before applying for the funding

- ✓ Visit [Bit.ly/ITAC-Accreditation](https://bit.ly/ITAC-Accreditation) to create an account and complete a Business, Visitor or Export Ready application

Apply to the Indigenous Tourism Fund Micro and Small Business Stream for up to \$25,000 in funding

- ✓ Visit [Bit.ly/msbs-apply](https://bit.ly/msbs-apply)

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

Effective community engagement and support

Excellence in visitor experience

Ensuring health, safety and comfort

Practicing sustainable Indigenous tourism

Excellence in marketing and visitor services

Demonstrating business acumen/practices

- ◆ *Businesses must have a minimum of two years in operations to be eligible*
- ◆ *Businesses with over 100 employees are not eligible*
- ◆ *Relevant quotes and invoices must be submitted with your application*
- ◆ *A final report must be submitted three months after funds are issued*
- ◆ *Businesses must have completed a full application for The Original Original Accreditation Program or already be accredited*



INDIGENOUS
TOURISM ASSOCIATION OF CANADA



Visit
[Bit.ly/msbs-details](https://bit.ly/msbs-details)
for more information