

# Tourism Growth Innovation Fund

## Questions and Answers

### What type of funding is available through the Tourism Growth Innovation Fund (TGIF)?

The TGIF is composed of two streams:

- **Destination Development Support:** facilitating tourism growth through research-based studies, surveys, strategies, and plans for tourism organizations and Alberta municipalities to help them to create new product and destination development opportunities.
- **Product Development Support:** facilitating programming and capacity-building projects to offer and grow tourism experiences among nonprofit operators of tourism attractions.

### Who is eligible to apply?

Incorporated nonprofit organizations, associations, and societies are eligible to apply for both streams, but must have been in existence and operated an attraction for three years or longer to apply for Product Development Support funding.

Municipalities, Métis Settlements, and First Nations communities are eligible to apply for Destination Development Support grant funding only.

For-profit organizations are not eligible to apply for either stream.

For full details on applicant eligibility requirements, please consult the [TGIF Guidelines available at culturetourism.alberta.ca/TGIF](http://culturetourism.alberta.ca/TGIF).

### I am a nonprofit operator of a tourism attraction. Can I apply to both streams of the TGIF in the same fiscal year?

Yes. Although each applicant is limited to one application per grant stream per Government of Alberta fiscal year, eligible organizations may apply to both streams for separate and distinct projects. Applicants must disclose all partners in each application.

### What projects would be considered ineligible for funding under either stream of the TGIF?

Ineligible projects under either stream of the TGIF include business plans, investments prospectuses, and marketing plans or initiatives for the sole benefit of a private operator.

Nonprofit organizations interested in pursuing financial support for tourism marketing initiatives are encouraged to consult the program guidelines for [Travel Alberta's Cooperative Marketing Investment Program](#).

### What are some examples of projects eligible for funding under the Destination Development Support stream and the Product Development Support stream?

Eligible projects under the Destination Development Support stream include, for example, strategic planning documents such as destination management plans, tourism opportunity assessments, Visitor Friendly Assessments at a community/regional level, community visitor surveys, and product feasibility studies.

Eligible projects under the Product Development Support stream include capacity-building projects such as the development of new tourism experiences or programming, or expansion into complementary tourism products or niches that can contribute to the growth of an attraction's appeal to visitors.

### What are ineligible costs?

As a project-based grant funding program, operational or administrative costs outside of the scope of TGIF projects will **not** be considered for funding. Capital infrastructure costs, including construction and upgrading costs, are also ineligible for funding.

For a list of eligible/ineligible costs under the two streams of the TGIF, please consult the [TGIF Guidelines](#). For specific inquiries, you may also contact TGIF program administration at [TGIF@gov.ab.ca](mailto:TGIF@gov.ab.ca).

### Are material and equipment costs (non-infrastructure capital) eligible for funding under the Product Development Support stream?

Yes. Material and equipment costs associated with the capacity building/enhancement project are eligible for funding. However, material and equipment costs may not exceed more than 50 per cent of the total funding request.

### Will all eligible TGIF applications receive funding?

Program funding is limited and not every eligible application will receive funding. The amount approved for each project, initiative, or opportunity may be less than the amount requested. The amount is based on how closely the application meets grant criteria and eligible expenses, and in accordance with the number of requests received per intake period. Alberta Culture and Tourism also reserves the right to fund only specific components of a proposed project.

## Is an applicant contribution required for the TGIF funding streams?

For the Destination Development Support stream, funding will be awarded up to a maximum of \$75,000 for one project per applicant per Government of Alberta fiscal year (regardless of the length of the grant term). Applicants are required to contribute a minimum 25 per cent of the total project cost. For projects with total costs greater than \$100,000, it will be at the discretion of the applicant to cover the remaining balance.

For the Product Development Support stream, funding will be awarded on a matched (1:1) contribution basis, to a maximum of \$75,000, for one attraction per applicant per Government of Alberta fiscal year (regardless of the length of the grant term). For projects with total costs greater than \$150,000, it will be at the discretion of the applicant to cover the remaining balance.

Funding from other Government of Alberta grants and in-kind contributions will not be considered as part of the applicant contribution. Cash contributions from Municipal Sustainability Initiative (MSI) funding and funding provided from Alberta Culture and Tourism's Francophone Secretariat are permitted to be used toward applicant cash contributions.

The maximum level of funding to a recipient from all sources combined (including federal, provincial/territorial, and/or municipal) for any project is 100 per cent of eligible costs.

Cash contributions from project partners must be confirmed/disclosed through letters of support. When applicable, Alberta Culture and Tourism reserves the right to contact other government entities to ensure appropriate use of provincial government funds.

## Can I start my TGIF project before I receive notification of a grant decision?

No. Project costs incurred prior to the execution of a grant agreement are ineligible for TGIF funding.

## Is there a maximum length for the grant term?

Project work may extend over a maximum of three years. Interim reporting will be required at the discretion of Alberta Culture and Tourism.

## Are TGIF grant recipients required to recognize Government of Alberta support?

Projects funded through the TGIF may be required to acknowledge Government of Alberta support for the initiative. The Government of Alberta also reserves the right to make a public announcement on any project funded by the program. The grant funding agreement outlines specific details on the acknowledgment.

## Where can I send my application?

TGIF applications are available in PDF online at [culturetourism.alberta.ca/TGIF](http://culturetourism.alberta.ca/TGIF) and in print at Regional Economic Development offices across the province. Please submit applications and supporting documentation to [TGIF@gov.ab.ca](mailto:TGIF@gov.ab.ca) and save a copy of the completed grant application and accompanying documents for your records.

### Submit your application:

Tourism Growth Innovation Fund  
Alberta Culture and Tourism  
6th Floor, Commerce Place  
10155 – 102 Street, Edmonton, Alberta T5J 4L6  
Fax: 780-427-0778  
Email: [TGIF@gov.ab.ca](mailto:TGIF@gov.ab.ca)

## Can I appeal a funding decision?

No. All funding decisions are final and appeals will not be accepted. However, applicants are welcome to seek feedback on their application(s) and re-apply in the next intake period.

## If I cannot meet grant reporting requirements and deadlines from previously funded projects, can I still apply for TGIF funding in the future?

Inability to meet agreed grant reporting requirements and timelines may prohibit future TGIF funding under any stream. For grant recipients with inadequate reporting, Alberta Culture and Tourism will re-assess the applicant's eligibility for future applications once full reports have been submitted, bringing the applicant back into good standing.

## The scope of my project has changed since my application was submitted. What do I do?

Organizations must contact their designated grant manager for direction regarding any fundamental changes to project scope or timelines at any time throughout the grant process, including changes that occur after a grant has been received.

Any grant funding expenditure outside of the approved grant term and purpose must be returned to the Government of Alberta. Grant recipients are encouraged to contact their designated grant manager for direction in these circumstances.