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Tourism Enhancement Grant

The Tourism Enhancement Grant applies to:

1. Any individual or business located within the Town that is developing or expanding a new tourism-based **product** or a new tourism-based **experience**.
2. Any individual applying to install Community Services signs or Tourist Attraction signs through the “**All Sign Up Alberta**” sign program. Find information at <https://signupalberta.com/>.

Need to Know

- **No work can be performed** until the grant application has been **approved**.
- Required permits (e.g. development permits) **must be obtained** before work begins.
- Any project contractor must have a Town **business license** for the expense to be eligible.
- Events are not eligible for the grant.

Eligible Improvement Expenses

- Funds can be used to offset startup or expansion costs, including:
 - Advertising
 - Application fees
 - Capital items
 - Labour
 - Other related costs
- Funds can't be used to maintain current operations.
- GST is not an eligible expense, unless the business is a GST non-registrant.

Grant Amount

- **Minimum:** \$2,000, **Maximum:** \$5,000

Eligibility Criteria

The applicant must:

- Submit a complete application form for an eligible project.

The product or experience must:

- **Diversify the tourism offerings** of the Town;
- **Draw visitors to the community**; and,
- Be feasible.

Application Requirements

Applications must include:

1. A complete application form - found at peacerriver.ca/grants/business-grants-program/.
2. A description of the project including its benefits; and
3. Detailed **cost estimates from separate contractors**
 - a. One quote must be provided for individual costs less than \$5,000.
 - b. Two quotes must be provided for individual costs greater than or equal to \$5,000.

Reporting & Funding

- Projects must be completed **six months** from approval. In certain circumstances up to a six-month extension may be approved.
- Grant funds are provided after the project is **complete** and a **Grant Report** is submitted.

Meet with us!

Applicants are encouraged to meet with TPR staff to review the program and your project before submitting an application. Email ecdev@peacerriver.ca to schedule a meeting.

This information sheet summarizes the Business Grant Program Policy P-64-104-B. Decisions of the Town and the Economic Development Committee are bound by the Policy. Find the complete Policy document on the Town's website.