



Spark Tourism Microgrant Funding Guidelines

As of August 2026



Purpose of the fund

The Spark Tourism Microgrant aims to support the development of new and emerging entrepreneurs offering visitor experiences, services, and products within the Yukon's tourism sector. The fund will provide financial support to entrepreneurs and organizations to act as a catalyst to encourage the development and implementation of innovative visitor experiences, products, and services with the potential to spark larger future projects and experiences. The fund focuses on fostering long-term sustainability for the sector.

This is not an opportunity for established entities to expand their existing offerings.

The fund is aimed at Yukon-based individuals, businesses, First Nations governments, First Nation Development entities, and not-for-profit organizations.

The total budget for the program is \$150,000 annually through March 31, 2028. Successful applicants can be awarded between \$1,000 to \$5,000. The exact amount awarded will depend on the project's scope, potential impact, and feasibility. Funding can cover up to 100% of eligible expenses.

Objectives

The objectives of the Microgrant program are to:

- Spark the development of new and emerging entrepreneurs offering visitor experiences and services within the Yukon;
- Develop visitor experiences and services that demonstrate potential scalability and further development, which may be eligible for the Community Tourism Destination Development Fund in the future;
- Foster entrepreneurship in the tourism sector; and
- Foster innovative ideas that create pathways towards sustainable tourism.

Prioritization

Priority for funding will be given to:

- Applicants with innovative ideas and approaches to tourism development and experiences;
- New and emerging entrepreneurs;
- First Nations entrepreneurs and organizations; and
- Activities and projects that align with sustainability, thereby considering environmental, social, and economic aspects

If you are interested in applying for the Spark Tourism Microgrant, please contact our team to discuss your project and application. We can provide guidance and support.

Email: destinationmanagement@yukon.ca

Eligible applicants

1. Yukon residents who are at least 16 years of age and Canadian citizens or permanent residents of Canada;
2. Yukon-based businesses;
3. Yukon First Nations governments;
4. Yukon First Nations development entities (whether structured as a corporation, partnership, joint venture, or a trust); and
5. Yukon community societies, or not-for-profit associations.

Yukon residents must be a Canadian citizen or a permanent resident of Canada and have lived in Yukon for at least one continuous year. Businesses and organizations, where applicable, must be in good standing with Yukon Corporate Affairs and all applicable acts and regulations.

Third parties cannot apply on behalf of fund applicants.

Conflict of Interest

The *Conflict of Interest* clause of the Transfer Payment Agreement and the Government of Yukon *Conflict of Interest Policy* are considered during the assessment and administration of the funding process.

Eligible activities and projects

The Microgrant is flexible and can be used to support various activity- and project-related expenses, including but not limited to:

- Bringing a new tourism experience or service to market;
- Research and development;
- Website development and branding;
- Piloting and testing new experiences;
- Capacity building and training*;
- Equipment and supplies; and
- Community engagement activities.

Capacity-building and training may include travel expenses for applicants or contractors, approved at the lowest available economy airfare. Per diems and accommodation expenses are not eligible.

Travel requests will be assessed by the program team on a case-by-case basis, considering funding availability, the relevance of the training, and the nature of the proposed travel. Out-of-territory training will only be approved where no suitable training options are available in Yukon.

Ineligible activities and expenses

- Large capital purchases and leases, like vehicles, building construction, real estate, heavy machinery, and/or capital purchases or leases not directly related to the project;
- Provincial/Territorial sales tax, goods and services tax or harmonized sales tax;
- Activities where the applicant is already receiving other funding for the project;
- Projects and activities that take place outside of the Transfer Payment Agreement dates;
- General operational supplies and consumables, such as office supplies, stationary, printer ink, paper products and similar materials;
- Website re-design for existing businesses;
- Alcohol & Cannabis;
- In-kind contributions;
- Meals and accommodations; and
- Fundraising activities, awards, sponsorships, or re-funding activities (ie: loans).

Note: Activities that are eligible for the Tourism Cooperative Marketing Fund are not eligible for the Spark Tourism Microgrant. ([Tourism Cooperative Marketing Fund 2026-27 guidelines | Yukon.ca](#))

Application intakes

Application deadlines	June 15, October 15 and February 15 at <u>4:30 p.m.</u> MST on intake day. If this falls on a weekend or holiday, the deadline moves to 4:30 p.m. on the next business day.
Processing time for complete applications	30 business days of the intake deadline date
Payment time for approved projects	30 business days after agreement is signed

Funding agreement and project reporting

All applications will be assessed by an evaluation committee for compliance with the eligibility requirements and evaluated using the Assessment Matrix (below).

Approved applications will necessitate completion of a Transfer Payment Agreement and project reporting.

Reporting

Reporting templates will be provided to successful applicants, and reporting schedules will be outlined in the Transfer Payment Agreement.

The Recipient shall provide a final report upon project completion. If you fail to report as outlined in the Transfer Payment Agreement and schedule, your agreement may be terminated, and you will be required to return some or all the funding to Government of Yukon. If your receipts indicate that you have not spent the allocated funding amount on the approved budget line items, your funding agreement may be terminated and you will be required to return some or all of the funding to the Government of Yukon.

You must retain proof of payment for expenses related to the project for one year and provide them to the Program Officer if requested. Audits may be conducted and you must be able to supply the information requested should your project be audited.

Application assessment matrix

The following weighted assessment table will be used to assess applications. All eligible applications will be assessed against this matrix.

Scoring Criteria	Weighting
Sustainability The proposed or existing business concept has the capacity to foster long-term sustainable tourism, though not necessarily at this stage. The vision for the business demonstrates positive environmental, social and economic impacts for the Yukon and aligns with the Yukon Tourism Development Strategy.	30%
Long-Term Vision and Viability The proposed or existing business concept demonstrates practicality and longevity; serves as a stepping stone for future endeavours; and/or demonstrates an understanding of market demand or potential.	25%
Innovative Concept The proposed or existing business concept introduces a fresh tourism experience or idea, which may be perceived as riskier.	25%
Client Capacity The client demonstrates the ability, qualifications, experience or drive necessary to move the business forward.	20%