



“SPARK” TOURISM MICRO-GRANT

The “Spark” Tourism Microgrant program aims to support the development of new and emerging entrepreneurs offering visitor experiences and services within the Yukon’s tourism sector. The program will provide financial support to entrepreneurs and act as a catalyst to encourage the development and implementation of innovative visitor experiences and services that have the potential to spark larger future projects and experiences. The program focuses on fostering long-term sustainability, as defined by the United Nations World Tourism Organization¹ (UNWTO)¹ and supporting new or emerging entrepreneurs.

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.

Successful applicants can be awarded **between \$1,000 to \$5,000**.

View the full eligibility and fund details in our [program guidelines](#).

Application instructions

- **Read** the guidelines carefully for details about the program’s purpose, your project’s eligibility, and how to apply.
- **Complete** the application checklist below and include it with your application.
- **Submit** your application. Applications must be received by the Department of Tourism and Culture no later than 4:30 p.m. on the deadline. If a deadline falls on a weekend or holiday, applications must be received no later than 4:30 p.m. on the business day following the deadline. Late applications will not be considered for funding.

Application checklist

All applications must include:

- Completed signed application form (digital signature accepted)
- Other supporting documents such as letters of support, community plans or YG Strategies (optional)

Data collection notice

Personal information is collected under the *Access to Information and Protection of Privacy Act*, SY 2018, c. 9, Section 15(c)(i), for the purposes of accepting applications, assessing applications, and receiving reporting for the “Spark” Tourism Microgrant.

For further information, contact the Tourism Development Advisor, Tourism and Culture (Destination Development) at (867) 333-6923, by email at destinationmanagement@yukon.ca or by mail at Department of Tourism and Culture (L-1), Government of Yukon, Box 2703, Whitehorse Yukon Y1A 2C6.

¹ UNWTO’s definition of sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.



“SPARK” TOURISM MICROGRANT APPLICATION

Applicant information				
Given name		Family name		
Organization or business name		Type of applicant		
Main contact person given name		Main contact person family name		
Mailing address				
Unit number	Street number and name/PO Box	City/Town	Territory Yukon	Postal code
Business location <input type="checkbox"/> Same as above				
Unit number	Street number and name/PO Box	City/Town	Territory Yukon	Postal code
Phone number:		Email:		
Are you a Yukon First Nations owned business or applicant? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say <input type="checkbox"/> Not applicable				
Are you an LGBTQ2S+ owned business or applicant? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say <input type="checkbox"/> Not applicable				
Project information				
What is the name of your project?		How much funding are you requesting? (up to \$5,000) \$		
Where will the project take place? (i.e. Haines Junction, YT or a physical address)				
Project start date: YYYY/MM/DD		Project end date: YYYY/MM/DD		
Project summary				
Describe your project in 300 words or less. (max 300 words)				

How do you plan to complete your project? (max 300 words)

What is new, innovative, or creative about your project? (max 300 words)

How do you see your project or business growing over the next few years? (max 300 words)

Applicant declaration and signature

Applicant declaration

I am submitting this application for the purpose of obtaining financial assistance from the Government of Yukon. The statements herein are, to the best of my knowledge, true and correct. I affirm that I understand the criteria and intent of the funding program and my applying to it in good faith.

We submit that, to the best of our knowledge, all aspects of this proposed project will be in compliance with existing municipal, territorial and federal codes, guidelines and laws and we declare that our business/organization is in good standing and any debts owed the Yukon government are in good standing.

The Government of Yukon may share this application and/or make enquiries of such persons, firms, corporations, federal, provincial, First Nation and municipal government departments/agencies, and not-for-profit, economic development or other organizations regarding the applicant as may be appropriate in the opinion of Government of Yukon, and to share information with them, as the Government of Yukon deems necessary in order to assess this application or to refer the application.

I understand that all or part of this application may be made available to the public in accordance with the *Access to Information and Protection of Privacy Act*. I understand the Government of Yukon or its agents may audit any or all of the records, including financial records of the recipient or its agents as is necessary to satisfy the Government of Yukon that the objectives and activities of the funding program have been carried out and that the funds have been spent in accordance with the terms of this funding program.

Any funds that are not expended to cover approved eligible costs shall constitute a debt due to Government of Yukon and shall, upon request by Government of Yukon, be repaid immediately by the Recipient to Government of Yukon.

APPLICANT NAME (PRINT)

SIGNATURE OF AUTHORIZED REPRESENTATIVE

DATE

YYYY/MM/DD