# Destination Development Unit Presentation

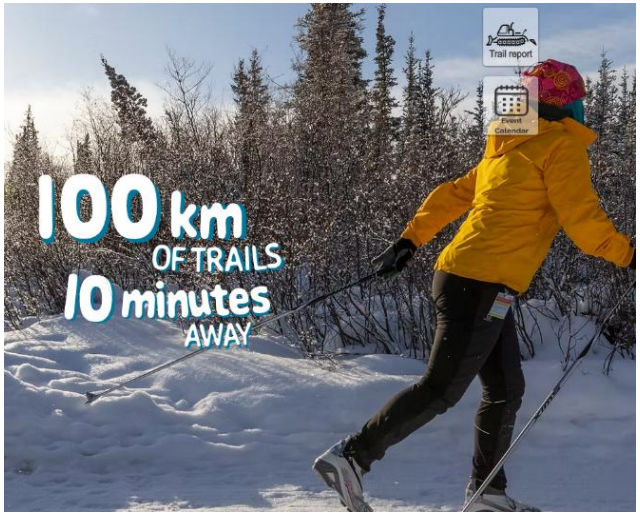
RPAY Recreation Gathering
October 8, 2026

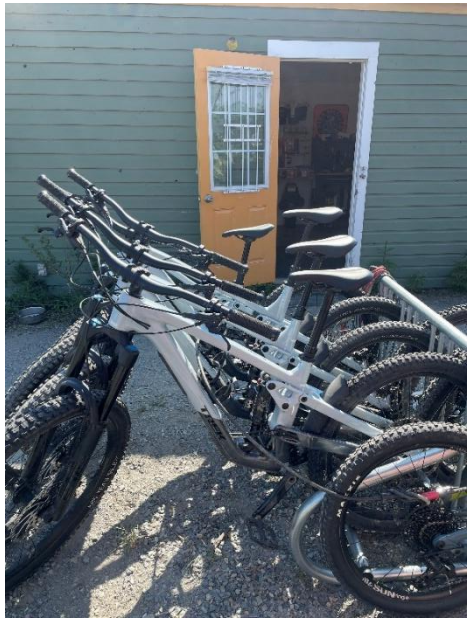
Department of Economy,
Tourism and Culture

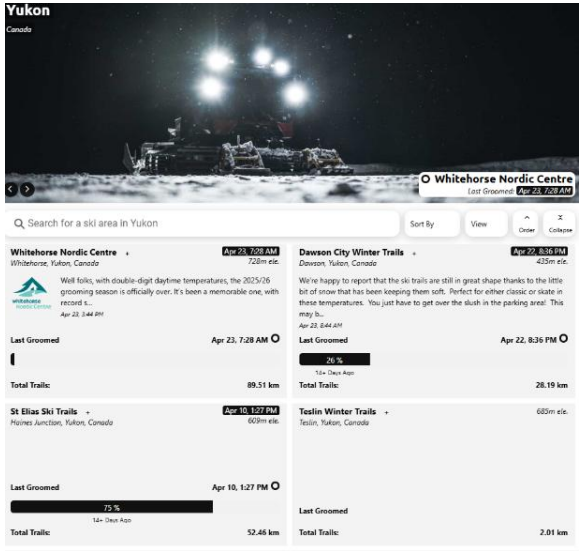
# Tourism & Recreation







# Community Tourism Destination Development (CTDD)



Administered by Jamie Taylor

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# Purpose of the fund

The Community Tourism Destination Development Fund aims to support community projects across the Yukon that focus on **sustainable tourism.**

*Destination Development = Tourism development that supports unique experiences for visitors and simultaneously contributes to growing a destinations' well-being.*

*Sustainable Tourism = 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.*

# Who can apply?

**The fund is aimed at:**

- Businesses;
- First Nations governments;
- First Nation Development entities;
- Municipalities; and
- Not-for-profit organizations

# How much funding can I apply for?

| | Tier 1 | Tier 2 |
|---|---|---|
| **Funding level** | Projects with budgets up to $100,000 | Projects with budgets between $100,001 and $500,000 |
| **Funding allocations** | • Up to 50% of eligible capital projects<br>• Up to 75% of eligible non-capital project | |
| **Maximum funding amount** | $75,000 | $375,000 |
| **Application deadline** | December 15 | November 15 |
| **Funding starts** | **April 1, 2027** | |

# Eligible projects and activities

- Umbrella projects
- Projects that facilitate destination development;
- Capital projects, including those in the implementation stage, in order to:
  - Bring a visitor experience or service to market readiness;
  - Increase an organization’s ability to provide visitor experiences or services;
  - Increase the visitor experiences and/or services within a community or region.

# Umbrella Projects

- What would make our destination better?
- Who can I work with in my community to achieve that?



## EXAMPLE

| | **Client** (You) | **CTDD** (Us) | **Other funding** (up to 75% of total budget) | **Total Investment** |
|---|---|---|---|---|
| **Capital Expenses** | $25,000 | $50,000 | $25,000 | **$100,000** |

- **Stacking** is permitted, but total government funding must not exceed 75% of the total project budget.

# Funding your contribution

- Previous investments up to 3 years can count (keep your receipts!)
- In-kind Contribution up to 10% of total project cost

**Client contribution breakdown**

| | **Cash** (You) | **In-Kind** (10%) | **Previous Investments** (up to 3 yrs prior) | **Total Client Contribution** |
|---|---|---|---|---|
| **Capital Expenses** | $5,000 | $10,000 | $10,000 | **$25,000** |

# City of Dawson: Greenspace & Trail Upgrades

- Enhanced greenspaces and trails through wayfinding, trail work and benches making an inviting outdoor space to explore
- Visitor safety with reliable, accessible trail conditions and signage
- Community locations that are well loved by locals and enjoyed by visitors



# Tourism Cooperative Marketing Fund (TCMF)



Administered by Rosemary Scanlon

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# Purpose of the fund

The purpose of the Tourism Cooperative Marketing Fund (TCMF) is to assist in the promotion and marketing of Yukon visitor experiences and services from across the territory.

The fund aims to amplify the impact of marketing efforts, thereby enhancing the overall visibility and appeal of the Yukon as a premier travel destination. All the projects must feature a visitor experience, service, or destination

# Who is eligible to receive TCMF?

- Yukon tourism businesses offering activities, attractions, transportation and/or accommodations;
- Food and beverage establishments will be considered for advertisements that promote specialized visitor experiences (i.e. tastings; establishment tours; special menus).
- Community societies or industry associations featuring visitor experiences or services;
- Municipalities and Destination Marketing Organizations promoting their destination; and
- Yukon First Nations Governments featuring visitor experiences (e.g. cultural centres).

# How much funding can I access through TCMF?

- Between **$2,500 and $35,000,** funding can cover up to 50% of eligible expenses
- There are two intakes:
  - Open January 1 and closes February 1
  - Open September 1 and closes October 1

# What can I apply for?

- Tradeshows
- Fam tours
- Sales calls & missions
- Hosted buyer events
- Consumer marketing activities.

**Funding structure for traditional & online advertising**

**50% of approved activities will be covered by TCMF and 50% will be covered by the recipient**

**Note: To qualify for TCMF, the total project budget must be at least $5,000 (a contribution of at least $2,500 from the recipient). Projects with a total budget under $5,000 are not assessed for TCMF.**

**Examples of advertising activities**

- Print ads
- Radio ads
- Google ads
- Social media ads
- Digital TV ads
- Online ads
- Email marketing
- AI marketing tools

- Search engine optimization (SEO) if separate from website or domain costs
- Search engine marketing (SEM)
- Digital media campaign management
- High-resolution photos or videos for specific marketing campaigns

- Collaborations with influencers and content creators
- Affiliate Marketing *NEW

Ads in Podcasts *NEW

Generative Engine Optimization (GEO) (AI) *NEW

**Funding structure for travel-related activities**

**Approved shows in Canada:**
- Western Canada (BC, AB, SK & MB): $1500/show
- Central Canada (ON & QC): $3000/show
- Atlantic Canada (NB, NS, NL, PE): $4000/show

**Approved shows outside of Canada:**
- United States: $4000/show
- Overseas: $5000/show

**For all other travel-related activities (familiarization tours, sales calls, sales missions, Hosted Buyer events, etc.):**
- Applicants can receive up to $2500/activity

# What can't I apply for?

- Website-related costs including development, redesign, hosting, and maintenance;
- Printing brochures and other promotional materials;
- General design services;
- Printing and installation of highway signs; and
- Donations of cash, products, experiences, or services, costs associated with fundraising, in-kind expenses, sponsorship.

**But, why not?** The program is intended to support incremental marketing initiatives and does not fund ongoing operating and maintenance costs. Expenses deemed operational are ineligible for funding

# How do I write a strong application?

- Read the fund guidelines and ensure your project has strong alignment with **what the fund seeks to accomplish** and that **your activities are eligible;**
- Keep the assessment matrix in mind while you are speaking to the different activities;
- Get creative - try new things, stand out, strive for either reaching new audiences or reaching the same audience in new ways;
- Demonstrate clearly why how your organization is going to get things done **on time** and **on budget.**

Show clearly how you are going to be part of the rising tide.

# If I am approved, how does the process look?

You apply

You are approved

We enter a funding agreement (TPA)

You do the activities you applied for

You report on your activities

You receive your funding

You do the activities you applied for

You report on your activities

You receive your funding



**We close out your successful, timely, on-budget agreement!**

# Yukon Run for Life: Raven50

- Promote the Raven50 to enhance visibility to attract out-of-Territory visitors
- Digital media campaign management (social media coordinator), high-resolution photos and videos for promotion of the race
- The race acts as a gateway to explore the Yukon and extend stays








# Spark Tourism Micro-grant

Administered by Jamie Taylor
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# What is "Spark"?

The Spark Tourism Micro-grant program aims to support new and emerging entrepreneurs offering visitor experiences and services in the Yukon, with a focus on sustainable tourism.**

*Sustainable Tourism = 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.*

# Who is eligible?

- Yukon-based:
  - residents (individuals);
  - businesses;
  - First Nations governments;
  - First Nations development entities; and
  - community societies, or not-for-profit associations

## How much funding can I get through "Spark"?

- Between **$1,000** and **$5,000.**
- Funding can cover up to 100% of eligible expenses (no cost-sharing).

*The total budget for "Spark" is $150,000 annually.*

- There are 3 intakes:
  - June 15
  - October 15 **(next one!)**
  - February 15

# What will "Spark" cover? What's eligible?

"Spark" is flexible and can be used to support a variety of activities, including (but not limited to):

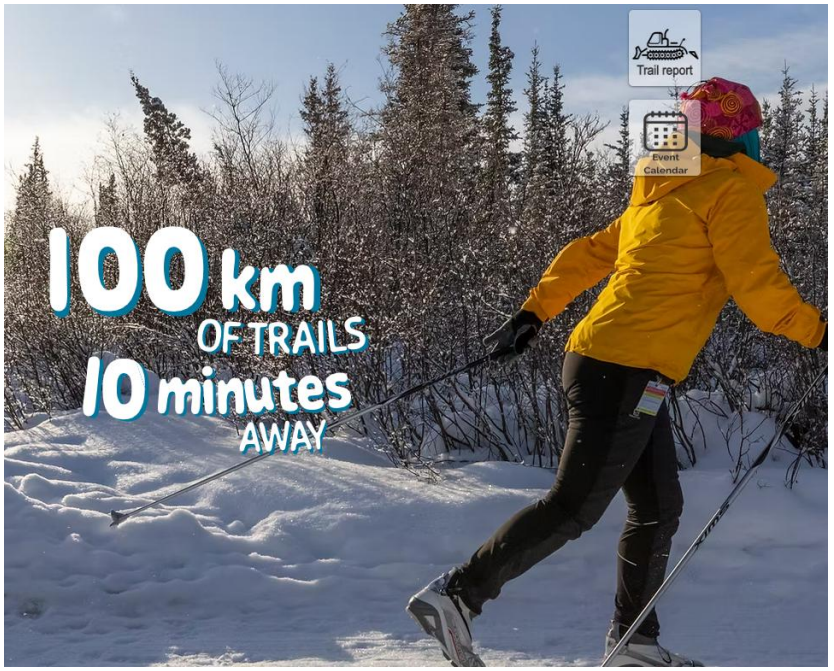
- Bringing a new tourism experience or service to market;
- Research and development;
- Website development and branding;
- Piloting and testing new experiences;
- Capacity building and training;
- Equipment and supplies; and
- Community engagement activities.

***Note: this is not an opportunity for existing entities to expand their current offerings.***

# Project Examples

## Whitehorse Nordic Ski Society: Visitor Experience Enhancement Project

- Enhance tourism offerings, attract and better serve visitors
- Created a professional paper brochure for distribution at the airport, hotels and Visitor Information Centre
- Main page of WNC website geared to welcome visitors and first-time guests
- Installed custom decals on chalet windows to showcase different user groups in action



WNC website



Window decals at Chalet

# Spark → CTDD → TCMF

## Adventure Time




- **Spark:** Start up costs, safety equipment, insurance & branding
- **CTDD**: eBike fleet for rent, storefront wall tent & safety gear
- **TCMF:** Social media ads, photography, print ad placements

# Rugged Apprentices




- Spring or Fall 2027
- Apply for a project to help develop and enhance visitor experiences and/or assets in your community
- Past participants: Watson Lake, Teslin, Carcross, Carmacks, Dawson City, Mayo, Tagish, Burwash

# Community Tourism Destination Development Workshops




- Community-level tourism development workshops
- Develop a path forward for community tourism through facilitated discussions
- Piloting in Faro this winter

- Interested for your community? Connect with an Advisor!

# Other Resources

- Bi-weekly Industry Advisory newsletter
- 1:1 client advising with North (Coralie) & South Advisors (Silken)
- Tourism Cafes
- Visitor Information Centers
- Industry networking events – Tourism Reconnects
- Travel Yukon listings - Experience Providers
- Resource Guide Industry Resources all in one place

# Questions?

# Thank you!

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