



## Indigenous Tourism Start-up Program: Outline

*Are you an Indigenous community member interested in launching an Indigenous tourism business? Do you need some help developing your business concept?*

If so, read on!

The Squamish Lílwat Cultural Centre in partnership with the Whistler Centre for Sustainability are teaming up to provide a new and unique program, the Indigenous Tourism Start-up Program. The program is focusing on Indigenous communities including but not limited to: Squamish, Lílwat, Lower Státyemc (N'Quatqua, Samahquam, Skatin, Xa'xtsa), Upper Státyemc (T'it'q'et, Ts'kw'aylaxw, Xaxlíp, Tsal'ah. Se'k'welwas and Xwisten), Musqueam, Tsleil –Waututh, Sto:Lo, Tswawwassen, Kwantlen, Katzie, Kwikwetlem, and Shishalh Nations. Indigenous people from other communities are also welcomed to apply!

Through the program, entrepreneurs will develop their business concept over four, two-day learning sessions and receive mentorship and capacity-building support. At the end of the program (November), participants will pitch their new business ideas to a panel of judges and an audience at a fun community celebration event.

### PROGRAM GOALS

- To encourage, support and inspire new Indigenous tourism entrepreneurs in the development of their new business
- To support a stronger culture of Indigenous-based entrepreneurship
- To build confidence and capacity in areas pertaining to business planning, financial literacy, marketing, branding, relationship building, and more
- To increase jobs and employment, and strengthen community-driven economic development

Centre for Sustainability – Whistler

## EXAMPLES OF SUCCESSFUL INDIGENOUS TOURISM BUSINESSES

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- Takaya Tours [www.takayatours.com](http://www.takayatours.com)
- Skwachàys Lodge [www.skwachays.com](http://www.skwachays.com)
- ɬKay Llnagaay [www.haidaheritagecentre.com](http://www.haidaheritagecentre.com)
- Creative Journey Studio [www.xwalacktun.ca](http://www.xwalacktun.ca)

## ELIGIBILITY

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To be eligible in the Indigenous Tourism Start-Up Program, you must be a person of Indigenous descent (First Nations, Metis, or Inuit). Although we are working with communities in close proximity to the Squamish-Lillooet region, B.C., this program is open to all people of Indigenous descent. We are looking for applicants who are:

- Just starting to develop an Indigenous tourism business idea/concept
- Solo entrepreneurs, non-profit organizations, cooperatives or small businesses
- Committed to participating in the whole program, from September to November 2019, and able to commit to the four learning sessions and related activities

## TIMELINE

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Application deadline	August 1 <sup>st</sup> ,2019
Successful applicants notified	August 9 <sup>th</sup> , 2019
Kickoff event	September 9 <sup>th</sup> , 2019 from 6-9pm
Learning Session #1	September 9 <sup>th</sup> & 10 <sup>th</sup> 2019
Learning Session #2	October 7 <sup>th</sup> and 8 <sup>th</sup>
Learning Session #3	October 21 <sup>st</sup> and 22 <sup>nd</sup>
Learning Session #4	November 4 <sup>th</sup> and 5 <sup>th</sup>
Match with mentors	September

Development of business plan and pitch	September - November
Celebration/Pitch event	November 20 <sup>th</sup> from 6-9pm
Ongoing individual support	September - November

Up to twelve applicants will be selected. Selected entrepreneurs will be matched with a mentor to help them fully develop their business concept. Program participants should be prepared to commit a minimum of 80 hours (over three months) to participate in four two day in-person cohort-based learning sessions, prepare their business concept (using the [Business Model Canvas](#) framework), meet with mentors, develop a short video and story/pitch, develop a full business plan, and participate in the final showcase/pitch event.

Thanks to funding support from the Province of British Columbia, Community Futures, and other supporters, this program is being offered to you at no cost. Meals, accommodation, and travel (mileage/bus/ferry to a maximum of \$1000 per participant over the course of the program) will also be covered. Please inquire if you require childcare subsidies. The Indigenous Tourism Start up Program is modelled after the very successful [Skwxwú7mesh Lílwat Stl'at'ímc Business Start-up Program](#) and the [S2S Corridor Social Venture Challenge](#).

To apply for this opportunity please complete the following application and submit by e-mail to: [djohnson@whistlercentre.ca](mailto:djohnson@whistlercentre.ca) by 5:00pm Friday August 1st, 2019.

# Program Application Form

## CONTACT INFORMATION

Name of enterprise and name of organization (if different):

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Contact person:

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Phone:

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Email:

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Web and Social Media Addresses:

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Indigenous Community you are from:

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## Background Information

1. Please provide a short description of your Indigenous tourism enterprise/business concept. This will be used in promotional and event materials and may be shared with event partners and sponsors.
2. Please describe how your new business/enterprise can benefit your community.

4. Please describe the stage of your business/enterprise development (e.g. twinkle in your eye, business concept beginning to form, etc.)
  
  
  
  
  
  
5. Please describe your own background and experience in starting and running a business.
  
  
  
  
  
  
6. What would you like to gain out of participating in the Indigenous Tourism Start-up program?
  
  
  
  
  
  
7. Describe the opportunities you have identified in your market (why do you think your idea will sell?) and any challenges you face.
  
  
  
  
  
  
8. Feel free to include any other information to help us better understand your business concept.

**Please email your completed application form to [djohnson@whistlercentre.ca](mailto:djohnson@whistlercentre.ca) with the subject 'Indigenous Tourism Start-up Program Application' in the subject line by August 1<sup>st</sup> 2019.**