

TGIF Successful Applicants- April 2018				
Organization	Location	Project Name	Project Description	Amount
Destination Development Support Stream				
Big Lakes County	Big Lakes County	Visitor Friendly Assessment	Hiring a consultant to assess the region's tourism strengths and opportunities.	\$45,000
Community Futures Crowsnest Pass	Castle Region	Alberta Rockies South/Castle Region	Informing the formation of a destination management organization that will support tourism development, marketing and training for the region.	\$33,750
Community Futures Wild Rose	Wild Rose Region	Agri-Tourism Expansion Initiative	Research, stakeholder engagement and strategic planning to assist the region with growing agri-tourism.	\$65,000
Friends of Medalta Society	Medicine Hat	Stay and Play with Clay — Tourism Opportunity Assessment and Plan	Creating a plan for a unique immersive experience for cultural explorers and established artists.	\$23,625
Lac La Biche County	Lac La Biche County	Tourism Strategy	Producing a strategic plan for the county, local businesses and the community to grow the local and regional tourism industry.	\$40,000
Leduc-Nisku Economic Development Association	Leduc Region	Leduc Region Destination Management Plan	Producing a plan to help identify tourism opportunities and build a collaborative approach to managing tourism in the region.	\$56,250
Red Deer Visitor and Convention Bureau	Red Deer	Growing our Visitors Experience	Developing a sport and event tourism strategy that will help enhance and expand on leisure travel opportunities in the community.	\$35,000
Town of Sylvan Lake	Sylvan Lake	Sylvan Lake Festival and Event Strategy Implementation	Growing Sylvan Lake's tourism offerings by establishing a selection of off-season sustainable festivals and events.	\$65,000
Product Development Support Stream				
Camrose Regional Exhibition and Agriculture Society	Camrose	Growing Rural Tourism	Supporting the delivery of the 2019 Growing Rural Tourism Conference.	\$42,500

Canadian Badlands Passion Play Society	Drumheller	Drumbeats Pilot Project	Implementing Drumbeats, a captivating sound and light show that tells the story of the Badlands history.	\$50,000
Conseil de Développement Économique de l'Alberta (CDÉA)	Calgary	Francophone Heritage Tourism in Calgary's Rouleauville	A virtual guide in French and English, as well as BaladoDécouverte — a bilingual and innovative experience with podcasting technology available on tablets and smartphones.	\$10,000
Métis Nation of Alberta (Metis Crossing)	Smoky Lake	Métis Crossing Experiential Interpretive Plan	Developing a plan that will guide the creation of authentic experiences that tell the history of the Métis people.	\$50,565
United Farmers Historical Society	Claresholm	Honouring Women in Agriculture	Creating an engaging exhibit on women in agriculture that will include a sculpture of Louise McKinney, artifacts and a digital touch screen display.	\$8,000