

# Transition to Tourism Entrepreneurship Program

## MSGC/FIRECIRCLE FAQs

### What is Firecircle?

Firecircle is Canada's leading training and mentorship organization for tourism entrepreneurs. It partners with Indigenous Tourism Association of Canada and the Canadian Government. Their innovative programs are delivered with mentored guidance to prepare and launch your dream tourism business or take your existing tourism venture to the next level. For more information visit [www.thefirecircle.ca](http://www.thefirecircle.ca).

### Does my business apply to Firecircle?

Yes, you should apply if your business falls within the visitor economy industry. Examples of visitor economy are:

- Artisans (beading, ribbon skirt making, moccasin making)
- Food services (catering, restaurants, food trucks)
- Campground and campground services (cabins, boat rentals, theme camps like guitar camp, fishing)
- Recreational activities (golf, horseback riding, hiking, petting zoos, tours, snowshoeing)
- Traditional experiences (games, crafting, jigging classes)

### What is the benefit of Firecircle for my business?

Access to over \$5000 worth of business-related resources, workshops, and expertise. Your business will stand out from your competitors because you will fully understand and utilize the new information you will have on your market context, your brand story, your improved operating model, your improved physical design, and new financial management tools - the 5 key elements required to start and run a successful tourism business.

### How long does the project take to complete?

This project is meant to be completed within 6 months, although some may complete earlier. It is completely self-paced, but the more time you can set aside the more resources you can utilize.

### What is the cost?

In partnership with MSGC, Firecircle is covering the majority of the costs for this program. You are responsible for a one-time programming deposit of \$120 if you are selected. This deposit will be returned to you if you graduate within the 6-month timeframe.

### What if I don't finish in 6 months?

This project is designed to be comfortably completed within 6 months. If you want to continue working with Firecircle after the 6-month period you are welcome to, but you would be responsible for the monthly subscription cost of \$19.99.

The partnership and funding from MSGC end after 6 months and if you do not complete within this timeframe your \$120 deposit will not be returned.

### How does the application process work?

If you are interested in participating, you can fill out the follow the link: <https://forms.office.com/r/Bv9ZjuCgQ4>

In the interest of fairness, we are allotting 3 seats per Settlement. While 3 seats are held per Settlement, the application's primary focus is to assess the person's relevance to Fire Circle, this may mean not all applicants will be accepted. Extra applicants that fit the criteria will be added to a waitlist. No late entries will be accepted. If you are selected, we will reach out to you.

### How do I get support for this project?

In partnership with Firecircle, MSGC has selected a Team Facilitator from the Settlements to act as your primary support throughout this project who can answer any questions you might have and provide ongoing support throughout your journey. Up until the start of the project you can reach out to [programs@msgc.ca](mailto:programs@msgc.ca) with any questions.