

COVID-19 TOURISM RESPONSE FUND GUIDELINES

Overview:

- Non-Repayable funding up to \$20,000 is limited to tourism *SMEs (1-99 employees), Indigenous and Not-For-Profit tourism organizations to help cover the cost of a COVID-19 related project. This funding is not for marketing or marketing related projects.
- *SMEs – Small and Medium Enterprises

Who is eligible:

- Tourism Operators as defined by and according to Tourism HR Canada includes: Accommodation(hotels, motels, resorts, campgrounds, and recreational vehicle facilities), Recreation and Entertainment (zoos, museums, theatres, sports facilities, amusement parks, government parks, heritage sites, hunting, fishing or outdoor adventure outfitters, and casinos), Food and beverage services (restaurants from fast service to fine dining, as well as pubs, nightclubs, cruise ships, and convention centres); Travel services (retail travel agencies, wholesale tour companies, or corporate offices with their own booking divisions) and Transportation (companies that provide transport by air, land or water, and include airlines, bus companies, taxi companies, ferry services, and cruise ships).
- Not for Profit Enterprises and Indigenous Organizations/Communities that support tourists
- Retail stores heavily dependent on tourism may also be considered

The Tourism Operator must be:

- Currently serving the tourism consumer within Grey County, Simcoe County, City of Barrie or City of Orillia, OR
- Have served the tourism consumer during 2020 within Grey County, Simcoe County, City of Barrie or City of Orillia. For this application 2020 starts on June 1, 2020
- **All allocation of assistance will be based on an adjudication basis**, applications must be submitted prior to January 31, 2021, 11:59 pm on the application form supplied - email completed application to partners@rto7.ca

What can you expect:

- Regional Tourism Organization 7 (RTO7) in collaboration with the Counties of Grey and Simcoe and the Cities of Barrie and Orillia will evaluate all submissions. RTO7 or a representative of the adjudication committee may reach out to the applicant for clarification of the application contents if needed. Incomplete applications may not be evaluated
- It is anticipated that there will be numerous applications and preliminary evaluations will proceed as applications are received
- RTO7 may reach out to applicants prior to January 31, 2021 if the application is received prior to closing and clarification is required. Timeliness in the response to this outreach is encouraged
- The adjudication process will proceed during the month of February
- Successful applicants will be required to enter into a Contribution Agreement with RTO7 and provide all required documentation along with proof of completion to RTO7 prior to awarding of the funds.
- RTO7 will disburse funds upon completion and verification of all documentation and transfer of funds from the funding provider to RTO7
- RTO7 will request assistance from our funding provider to provide the assistance required to adequately address inquiries or applications submitted in French

What's expected of you:

- You are required to invest 20% cash and provide proof of your investment in the COVID-19 related project. **This cash is paid to your supplier not RTO7**



- You will need to complete the application in its entirety (please let us know if you have questions about the application at partners@rto7.ca)
- You will provide opportunity for RTO7 to verify all expenses
- You consent to RTO7 sharing your contact information with Grey and Simcoe Counties and the Cities of Barrie and Orillia and other funding partners who want to share your successes and those successes may be showcased in media communication
- You will be required to provide, when requested, your banking information for Electronic Funds Transfer of the funding award

