**REGIONAL TOURISM ORGANIZATION 7**

CONSUMER CONFIDENCE VIDEO – COVID-19 RECOVERY 2021/22

DETAILS

**Who is eligible:**

* Tourism Operators
  + defined as a consumer facing organization that has direct access to the tourism consumer and relies directly on that consumer for their income
* Must have been in business one year from the date of application
* Must
  + *be currently serving* the tourism consumer within BruceGreySimcoe, OR
  + *have served* the tourism consumer at some point since April 2021, OR
  + *be planning to serve* the tourism consumer within 45 days of the application date (e.g. a seasonal business)
* Tourism Operators are permitted to apply for other similar programs from other assistance programs
* Available on a **“First Come, First Served”** basis until funds are allocated
* You may access this program (and vice-versa) if you have benefitted from RTO7’s Consumer Confidence Image or COVID-19 Recovery Support (under Resources) or Operations Implementation Program (under Programs), however you cannot be reimbursed for the same expense twice

**What’s expected from you:**

* You will need to provide (attach to application) copies of receipts for $1,500 pre-tax in operational expenses (i.e. anything required to get/keep you operational e.g. rent, insurance, inventory purchases, etc.) in order to leverage this free opportunity (which has a value of $3,000) – receipts must not be the same as those used to access other RTO7 assistance programs
* You will find appropriate models (matching your target audience) for the videos (most partners use volunteers that are typically willing to help if a meal or similar incentive is provided)

**What you can expect (including deliverables):**

* Your video(s) will be shot and edited by RTO7’s Agency of Record [H Visual Media](https://www.hvisual.media/new-page-1)
* **1 x 60 second (approx. length) Consumer Confidence video** (to provide assurance to consumers and employees of safety precautions you are undertaking)
* According to Provincial Consumer Sentiment & Behaviour research:
  + The message must be crafted and delivered to create a sense of comfort and authenticity
  + Must not be hyper, jovial, promote excitement
  + Must be informational, current, and factual
  + Should be presented by the owner or most senior manager of the business, not someone that does not have the authority to make immediate changes
* **Plus, 1 x 30 second (or 1 x 15 second) (approximate) promotional/advertising video** (using much of the same content, to advertise your product offering, to be used by both you and RTO7 in our BruceGreySimcoe seasonal campaign)
  + Will contain a clear Call to Action (e.g. a link to Learn More or a URL to your website)
* You may contribute funds to the project if desired (beyond the $3,000.00 RTO7 is covering) to produce an enhanced video
* Note that for those that have previously done videos through the Partnership Program, some B-roll may be used by H Visual Media
* All images provided will be licensed to the relevant partner and Regional Tourism Organization 7 (with access for Destination Ontario & Destination Canada) for a period of 3 years, at which point H Visual Media will also have access to the footage
* Activities depicted in the video will (must) conform with safety standards e.g. helmets, lifejackets, etc. and with COVID-protocols relevant to the jurisdiction in question
* The shoot must abide by current provincial, health unit and municipal COVID-19 guidelines for the comfort and safety of your staff, models and the videographer (especially in indoor situations)
* The video will depict people conforming to current guidelines – people should be enjoying themselves, however it should not depict inappropriate COVID related behaviour, etc.
* Videos will be set to music; these videos will not be narrated. If narration is desired, you will need to provide funds to cover the cost associated with narration
  + In this case (narrated), you will be provided with a separate closed caption file that may be uploaded to YouTube or Facebook when you upload the video itself (again, any costs associated with this will be your responsibility)
* If the shoot (or part of it) is outdoors, we will use long and short-term weather forecasts leading up to your shoot date; if inclement weather results in cancellation of a shoot date, the shoot date will be rescheduled at earliest available date; If the shoot is cancelled on the day of production, it will be reviewed on a case by case basis to evaluate the reasons for the cancellation and whether it warrants a reshoot date
* H Visual Media has a wide range of drones and specialty cameras, however use of the aerial drone requires advance notice (in some cases permits to fly over); wind and weather can also be an issue
* Once the video has been produced, you will have ONE round of edits – note that ALL edits must be made at once, and must be made within ONE week of receipt of the draft video (failure to do so may incur charges to the operator)
* Final videos will be delivered via dropbox.com or WeTransfer
  + They will be encoded in a QuickTime H.264 format to be used for YouTube and Facebook
  + The files may be delivered in an uncompressed format upon request, but keep in mind files could be 1 to 4 gigs in size depending on the length of the video
* Partners are eligible to do 2 Consumer Confidence Videos (CCV) per year (one for Spring/Summer/Fall and one for Winter) or may do 1 CCV and one Consumer Confidence Images (CCI – separate application for a photo shoot). If doing 1 CCV and 1 CCI, these may be done at the same time or in different seasons. Those that shot a CCV in 2020/21, are eligible to do whichever season they did not shoot last year

**REGIONAL TOURISM ORGANIZATION 7**

CONSUMER CONFIDENCE VIDEO – COVID-19 RECOVERY

APPLICATION – 2021/22

*Please ensure your application is complete and accurate for consideration; incomplete applications will lose priority and may not be followed up on*

|  |  |
| --- | --- |
| Tourism Operator Name |  |
| Tourism Business Name (if different than Operating Name) |  |
| Business Address |  |
| Business Web Site URL |  |
| Name of Owner or Senior Manager (decision maker) |  |
| Owner/Senior Manager’s Business Email Address |  |
| County Business Located In |  |
| Individual (ideally but not necessarily owner/senior manager) that will be the contact responsible for video planning and organization, communicating with RTO7 & H Visual Media, and on-site presence the day of the shoot) |  |
| On Site Contact’s Business Email Address |  |
| Business Telephone Number |  |
| Provide a list here of documentation to demonstrate $1,500 investment (pre-tax) in your operational expenses since April 1, 2021 (please attach receipts to this application) – operational expenses include anything required to get/keep you operational e.g. rent, insurance, inventory purchases, PPE, etc.). *Note that the expenses used can be used only once when accessing RTO7 programming.* |  |
| Will you contribute additional funds in order to produce an enhanced video(s)?  If yes, how much will you contribute OR what video enhancements would you be seeking to add with your additional funds? |  |
| Maintain a current operator listing (free) on [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com). Contact Allison Davies [adavies@rto7.ca](mailto:adavies@rto7.ca) 705-888-8728 for assistance if required | I do \_\_\_\_ I will \_\_\_\_\_\_\_ (check one) |
| Register for a [Destination Ontario](https://docs.google.com/forms/d/e/1FAIpQLScKFv0w0rI5-M993TGqN_i0MsqrPizHB8I5gNO6WWEKgd6Qng/viewform) listing | I have \_\_\_\_ I will \_\_\_\_\_\_\_ (check one) |
| [Sign up](http://rto7.ca/Public/Special-Pages/Mailing-List-Signup) for the RTO7 E-Newsletter (funding updates, announcements, etc.). | I have \_\_\_\_ I will \_\_\_\_\_\_\_ (check one) |
| Display the ‘BruceGreySimcoe Always in Season’ [(](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_RGB-1)[PDF](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK-1), [EPS](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK)) and Ontario ([JPG](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK-1.aspx), [EPS](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK.aspx)) logos on your website. Include an active link to [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com). H Visual Media will also add the ‘BruceGreySimcoe Always in Season’ and Ontario logos to the final screen of your video. | I do \_\_\_\_ I will \_\_\_\_\_\_\_ (check one) |
| I have a suitable copy of my logo (in .ai, .eps, .pdf or .psd) ready to provide to [H Visual Media](mailto:davey@hvisual.media?subject=Consumer%20Confidence%20Video%20-%20Completed%20Releases%20-%20Partner%20Name) upon project start | I do \_\_\_\_ |
| I understand that our operation must be in compliance with [‘A Framework for Reopening our Province’](https://www.ontario.ca/page/reopening-ontario) and other relevant COVID-19 compliance measures | \_\_\_ Y \_\_\_ N |
| At least one representative of the partners’ organization will complete the FREE online (45 mins) [BruceGreySimcoe Service Excellence Training](https://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training). It is strongly recommended that at least one representative of the partners’ organization also complete the FREE [It’s Your Shift (Sexual Harassment & Violence) Training](https://rto7.ca/Public/Programs/It-s-Your-Shift) | I have already completed/I will complete the BGS Service Excellence Training  \_\_\_ I have \_\_\_\_ I will |
| Clearly/publicly post that onsite filming is underway (see notice below) if there’s a chance the public might end up in the background of a shot (it also helps to explain why there are cameras around) | I will \_\_\_\_\_\_\_\_\_ |
| Distribute Model Release [URL](https://brucegreysimcoe.com/special-pages/model-release) or QR Code  to all models and ensure they complete model releases on or prior to shoot day. Ensure that the attached Operator Release has been completed and sent to H Visual Media prior to or on the shoot date | I will \_\_\_\_\_\_\_\_\_ |

|  |  |
| --- | --- |
| **Preferred Film/Shoot Weeks/Timeframe/Season** (minimum of 2 weeks hence; subject to availability/weather, etc.) |  |
| What **safety/comfort measures** will you promote in the 60 second video? |  |
| What **features of your tourism asset** will you highlight in the 30 second advertising video? (note this video is promotional in nature i.e. featuring the offering itself and need not focus on safety measures but should be useable in future also when these measures may not required) |  |
| **Where** will the shoot take place? |  |
| **Describe the audience you are seeking/targeting (age, life stage, interests, other characteristics, etc.)**  **Where are your ideal customers (audience) geographically located? Current RTO7 markets include BruceGreySimcoe, Southwestern Ontario & the Greater Toronto Area** |  |
| **Where will you use the video(s)?** | \_\_\_On Site (if available CCTV or other)  \_\_\_Facebook page  \_\_\_You Tube page (Partner You Tube account:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  \_\_\_Web Site  \_\_\_In Paid Digital Advertising  \_\_\_Other: |
| **Will you be using the video(s) in a paid social media advertising campaign this season? If so, what’s the anticipated timing?** |  |

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ do hereby certify that all information provided is accurate to the best of my knowledge and that the expenses claimed for have been/will be used only once to access RTO7 programming.  I further certify that the expenses claimed for have not been/will not be reimbursed by any level of government or government agency.  If I AM claiming for an expense that has been reimbursed in part by any level of government or government agency, I have disclosed below the percentage and amount that has been/will be reimbursed and understand that RTO7 will not allow/reimburse this portion of the expense. I understand that providing false information to Regional Tourism Organization 7 may result in the reimbursement in full of all funds provided by Regional Tourism Organization 7 and may preclude my business from participating in any current and future funding programs with Regional Tourism Organization 7.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Applicant Signature:  I am authorized to bind the organization

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:

To be completed IF you are claiming an expense that has already been partially reimbursed through other means:

Expense *(as they may be claiming for multiple expenses):*

Total Expense amount:

Amount of expense reimbursed/to be reimbursed through other means:

Amount of expense remaining to be claimed for this application:

Please attach receipts and email your completed application to Alex Hogan at [ahogan@rto7.ca.](mailto:ahogan@rto7.ca?subject=Partnership%20Program%20-%20Consumer%20Confidence%20Video%20Application)

Appendices (for information only at this stage):

Notice of Filming

Operator Release

**NOTICE OF FILMING**

This event is being photographed and filmed / video recorded. By your presence in this event, you acknowledge that you have been informed that you may be photographed and/or recorded as part of this event. Further, by your presence here, you grant your irrevocable permission for your likeness, mannerisms and voice to be included in theatrical, broadcast television, home video and/or any and all media known or hereafter devised, in perpetuity, and the advertising and publicity thereof.  
   
Further, by your presence in this area, you grant your permission for your likeness and voice to be included therein without compensation, credit or other consideration. If you do not wish to be photographed, recorded or otherwise appear under these conditions, you should notify the production team immediately. Thank you for your cooperation.

Operator AuthorizationAnchor

Thank you for volunteering to let Regional Tourism Organization 7 use photograph(s) and/or video(s) shot at your operation!  
   
The photo(s) and/or the video(s) will be used to promote \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(partner) and Region 7 as a premier tourism destination.  
The photo(s)/video(s) are the property of the partner and Regional Tourism Organization 7 (“RTO7”). The photo(s)/video(s) will be used for the promotion of the partner, Region 7 and Ontario tourism only.  
 The photo(s)/video(s) may be held and used indefinitely by the partner and RTO7.  
   
I\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(name of individual) hereby consent to and authorize the Regional Tourism Organization 7 (“RTO7”) to take, use and disclose for the purpose outlined above the photo(s)/video(s) (“Photo(s)/Video(s)”) as taken on  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(date) at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(location).  I understand the RTO7 may provide the Photo(s)/Video(s) to third party or parties (i.e. Ministry of Heritage Sport Tourism and Cultural Industries, Destination Ontario) for the same purpose.  
   
I hereby agree to release and discharge RTO7 and its officers, appointees, employees, agents, and representatives from any and all claims, expenses, demands, actions, causes of action and for any and all liability howsoever caused and by whomever caused, arising out of, but not limited to, the publication, reproduction, distribution, modification, collection, disclosure or any other use of the Photo(s)/Video(s).  
   
I acknowledge that the RTO7 has no control over and is not responsible for any use or misuse including, but not limited, to any alteration, modification, reuse or distortion of the Photo(s)/Video(s) that may occur or be caused by third parties. The RTO7 will not be monitoring and has no control over third parties’ use or misuse of the Photo(s)/Video displayed on any of the RTO7 websites or other publications.  
   
I agree to forever waive any and all rights including, but not limited to, any rights I may have in relation to the publication of any image shot at this location in various contexts or the right to control the use or distribution of the image that I may have in or to the Photo(s)/Video(s).  
   
I agree that the Photo(s)/Video(s) to be used by the partner, RTO7 or third parties will be made without any acknowledgment or payment to me. I agree that this consent form is binding upon my heirs and assigns and will be governed by the laws of the Province of Ontario.  Signatures are to be affixed in the appropriate spaces provided below.  
   
I am 18 years of age or over. I have read this form after it was completed, I give this consent voluntarily and I understand and agree to be bound by its contents. I have the authority to enter into binding agreements for this organization.  
   
Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_        Witness\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   
Print name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_        Print name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   
Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_       Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   
Regional Tourism Organization 7 Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_         
   
Print name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_      
   
Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_      