

## Frequently Asked Questions

### Experience Implementation Program

Who can apply for the EIP Program?

- Tourism Businesses
- Destination Marketing Organizations
- Tourism Organizations/ Associations developing a new product or experience within the BruceGreySimcoe region
- Municipalities/ Conservation Authorities
- Chambers of Commerce/ Business Improvement Areas, all looking to develop a tourism product or experience within the BruceGreySimcoe region.

What program coverage is permitted?

50% of all approved marketing costs

- digital marketing,
- promotional materials
- Radio
- print advertng (Newspaper, Magazine, guidebook etc)
- billboard

Ineligible costs

- printing costs,
- design/imagery development costs
- staff time or other operational costs
- Website development
- Capital costs

Is the program funded 100%?

RTO7 funds 50% of the programs, 1:1 marketing costs. The partner must be held onto all receipts for eligible and submitted with an invoice at the end of the program for reimbursement.

Is their RTO7 support and coaching during the experience implementation process?

Yes, each experience uses about 10 hours of RTO7 staff time. The RTO7 Experience Development Specialists are available for meetings, brainstorming and for advice throughout the process but the stakeholders lead the program.

Do I execute my own digital marketing? – Yes, you will develop and monitor all social media campaigns and submit final numbers to RTO7, within your final report.

Do I need to save all receipts for reimbursement?

All receipts for approved marketing expenses, pertaining to the EIP program will need to be submitted along with an invoice for the agreed upon amount, for program reimbursement.

When will I receive my money?

Once the invoice has been received and reviewed by RTO7 staff, it will go into the A/P cycle.

What if my product/experience collaborates with other partners within tourism, can I still apply?

Yes, you would remain the program lead/contact and represent the group at meetings. One of the partners may not be another third party contractor executing a digital campaign for the program.

Completion of Program

March 31, 2020.