

PARTNERSHIP PROGRAMS Category	Tourism Wayfinding Signage	Product/Experience Development	Video/Image Production	Digital Advertising	Social Media Advertising	Translation Services	Storytelling	Recruitment Video/Image
Eligible Partners	Private and non-private sector tourism operators, DMOs, tourism organizations, municipalities, and associations with a primary purpose of heritage tourism, cultural tourism, sport tourism and general tourism promotion and product development that occurs within BruceGreySimcoe							
Objective	Improve the visitor experience through implementation of RTO7 signage & wayfinding specifications	Enhance development of tourism experiences (products, training, workforce development, ambassador program development and research)	To grow visitation by developing competitive collateral offerings for the partner and the BGS website.	To grow visitation by reaching targets where the consumers search most for information about a possible destination	To grow visitation by reaching targets through social media.	To provide French language translation for services in web and print media	To provide stories of experiences and products that disperse tourists to areas that have capacity for growth	To provide assistance to tourism operators in the recruitment of staff
Additional RTO7 funding?	NO	NO	YES	NO	YES	NO	NO	NO
Participation Partner \$: PF \$: RTO7\$	\$1 : up to a maximum of \$1.00	\$1: up to a maximum of: \$0.75	\$1 : up to a maximum of \$1:\$1	\$1 : up to a maximum of \$1	\$1 : up to a maximum of \$1:\$1	\$1: up to a maximum of \$1	\$1 :up to a maximum of \$1:1	\$1 expenses: up to a maximum of \$1
Example Funding	\$10,000 investment by partner receives \$10,000 from partnership fund for a total project of \$20,000	\$10,000 investment by partner receives \$7,500 from partnership fund for a total project of \$17,500	\$900 investment by partner receives \$900 from partnership fund plus \$900 from RTO7 for a total project of \$2,700	15,000 investment by partner receives \$15,000 from partnership fund for a total project of \$30,000	\$1,000 investment by partner receives \$1,000 from partnership fund plus \$1,000 from RTO7 for a total project of \$3,000	\$1,000 investment by partner receives \$1,000 from partnership fund for a total project of \$2,000	\$1,000 investment by partner receives \$1,000 from partnership fund plus \$1,000 from RTO7 for a total project of \$3,000	Matching Operational &/or Capital Expenses by partner receives \$4,710 from partnership fund for a total project of \$4,710
Partners funding Minimum	\$5,000	\$ 5,000 (\$350 min for sustainability certification programs)	\$ 900 (video) \$ 1,015 (image)	\$ 7,500	\$ 500	\$ 350	\$ 500	\$4,710 (matching)
Maximum	\$50,000	\$30,000	\$ 4,000	\$20,000	\$ 7,500	\$1,000	\$ 5,000	\$4,710 (matching)
Example initiatives or projects	Implement RTO7 wayfinding signage along trail network or road system.	Research into viability of a new tourism product/experience. Undertaking business or destination sustainability certification	Outfitter videos a canoe or paddle board experience.	A ski resort develops and advertises a campaign digitally.	An operator promotes an activity through social media.	Translating web pages or material suited to the French Language market	DMO develops and implements story telling of experiences that directs tourists to activities that have capacity for growth	An outfitter develops video to seek job applicants
Submissions Accepted	Mar. 1 to Sep. 30, 2023	Mar. 1 to Oct. 31, 2023	Mar. 1 to Oct. 31, 2023	Mar. 1 to Aug. 31, 2023	Mar. 1 to Oct. 31, 2023	Mar. 1 to Oct. 31, 2023	Mar. 1 to Oct. 31, 2023	Mar. 1, to Dec. 31, 2023