

PARTNERSHIP PROGRAMS	Tourism Wayfinding Signage	Product/Experience Development	Video/Image Production	Digital Advertising	Video/Image Advertising	Translation Services	Storytelling	COVID Response Support	Consumer Confidence Videos
Category									
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 Business								
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 aid in the recruitment of employees. RTO7 will feature these videos in current seasonal campaigns.	To grow visitation by reaching targets markets where the consumers search most for information about a possible destination.	To grow visitation by reaching targets markets through social media.	To provide French language translation for services in web and print media	To provide stories of experiences and products that disperse tourist to areas that have capacity for growth	To provide assistance to tourism operators for temporary structure expenditures related to COVID safety and security.	To provide assistance to tourism operators in communicating their COVID safety and security messaging. RTO7 will feature these videos in current seasonal campaigns.
Additional RTO7 funding?	NO	STAGED	YES	YES	YES	NO	NO	NO	YES
Participation Partner \$: PF \$: RTO7\$	\$1: up to a maximum of \$0.50	\$1: up to a maximum of: \$0.75	\$1: up to a maximum of \$1 : \$1	\$1: up to a maximum of \$1 : \$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: up to a maximum of \$1	in-kind: up to a maximum of \$1 : \$1
Example Funding	\$10,000 investment by partner receives \$5,000 from partnership fund for a total project of \$15,000	\$10,000 investment by partner receives \$7,500 from partnership fund a total project of \$17,500 – subject to above time frames.	\$1,500 investment by partner receives \$1,500 from partnership fund plus \$1,500 from RTO7 for a total project of \$4,500	\$15,000 investment by partner receives \$15,000 from partnership fund plus \$15,000 from RTO7 for a total project of \$45,000	\$900 investment by partner receives \$900 from partnership fund plus \$900 from RTO7 for a total project of \$2,700	\$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	\$2,000 investment by partner receives \$2,000 from partnership fund for a total project of \$4,000	Demonstration of \$1,500 investment by partner in operational expenses <u>receives</u> 1x60 second + 1x30 second video by RTO7 Agency
Partners funding									
Minimum	\$5,000	\$ 5,000	\$ 800 (video) \$ 600 (image)	<u>\$ 7,500</u>	\$ 500	\$ 350	\$ 500	\$ 500	Proof of \$1,500 in operational expenses
Maximum	\$50,000	\$10,000	<u>\$ 5,000</u>	\$20,000	\$ 7,500	\$1,000	<u>\$ 5,000</u>	\$2,000	
Example initiatives or projects	County partners to implement RTO7 wayfinding signage along trail network. Municipality implements RTO7 program or develops an implementation plan. Cycle signage is installed.	Research into viability of a new tourism product/experience. Develop. of Tourism Destination Plan. Research and/or development of Workforce related planning.	Outfitter videos a canoe or paddle board experience. A recruitment video for students. Editing current videos to assist with recovery from the effects of COVID.	A ski resort develops and advertises a campaign digitally. A festival develops and advertises a campaign digitally.	An operator promotes an activity through social media.	Translating web pages that are suited to the French Language market e.g., Beaches pages or microsites	DMO develops and implements story telling of experiences that directs tourists to activities that have capacity for growth.	A restaurant expands its patio to safely accommodate more patrons.	An outfitter develops a video that conveys the message of the outfitter is using to mitigate the spread of COVID.
Submissions Accepted	Mar. 1 <u>to Sep.</u> 30, 2022	Mar. 1 <u>to Oct.</u> 31, 2022	Mar. 1 <u>to Oct.</u> 31, 2022	Mar. 1 <u>to Aug.</u> 31, 2022	Mar. 1 <u>to Oct.</u> 31, 2022	Mar. 1 <u>to Oct.</u> 31, 2022	Mar. 1 <u>to Oct.</u> 31, 2022	Mar. 1, to Dec. 31, 2022	Mar. 1, to Dec. 31, 2022