

2022

Tourism Relief Fund-RTO7 (TRF) Incorporated Private Sector Tourism Businesses, Indigenous, First Nation, Metis and Inuit owned Tourism Businesses and Not-For-Profits that service Tourists Guidelines (Apr 2022)

You will need to attest in your application to having read these detailed Guidelines. If the documents linked to below do not appear automatically, you may find them in your downloaded documents or reach out to partners@RTO7.ca

YOU ARE NOT ABLE TO SAVE THE APPLICATION, SO PLEASE MAKE SURE YOU CAN COMPLETE THE ENTIRE APPLICATION IN ONE SESSION.

The determination of successful applicants is through a competitive process. With limited funds available, all applications will be adjudicated and compared against other applicants. Please ensure that all requested information in the application is complete and accurate to ensure that you have the best chance of being a successful applicant. Due to the anticipated volume and the tight time frames to deliver the final outcomes of the Funding, RTO7 may or may not reach out to applicants to verify information.

The Tourism Relief Fund is made possible by the Government of Canada and Federal Economic Development Agency for Southern Ontario (The Funders) and administered by Regional Tourism Organization 7 (RTO7). This fund is being made available to; SMEs* Incorporated Private Sector Tourism Businesses, Indigenous, First Nation, Metis and Inuit owned Tourism Businesses, and Incorporated Not-For-Profits that service tourists on a regular basis. This program is to assist in the recovery of the tourism industry within Tourism Region 7 as defined by the Province of Ontario - Bruce, Grey, and Simcoe Counties. All expenditures must be made for upgrades to facilities, services, or enhanced sustainability programming that will benefit the visiting tourist and/or tourism employees.

Indigenous, First Nation, Metis and Inuit owned Tourism Businesses have a choice to submit their application through Indigenous Tourism Ontario (ITO) or RTO7. Please do not submit through both organizations. The ITO application and program differs from RTO7 application and program. Please use application that is supplied by the organization that you are applying to.

Indigenous Tourism Ontario (ITO) is also delivering the Tourism Relief Fund in support of Indigenous tourism in the province of Ontario. If your business or organization is 51% or more Indigenous-owned and controlled, please visit ITO's Tourism Relief Fund webpage* to apply** and access additional program support. As the recognized voice for Indigenous tourism in Ontario, ITO's program is customized to the needs of Indigenous communities, organizations, and businesses. ITO and RTO7 will work together to support the growth of Indigenous tourism in the BruceGreySimcoe region.

*SMEs – Have fewer than 500 employees.

Expenditure of funds in the Tourism Relief Fund is contingent on adherence to the Province's Framework guidelines and Emergency Orders.

Please note that the Tourism Relief Fund 2022/23 Guidelines continue to reflect current conditions. In general, this includes investing funds that benefit the tourism operator, tourism industry and leverage Tourism Region 7 into a more profitable and sustainable tourism destination.

The safety of residents, employees and tourists is of paramount importance in all our efforts to promote your experiences and the region. This program may be suspended with little or no notice if directed by the Government of Canada, Province of Ontario, local health units or municipalities.

Note also that preserving the environment and social fabric in and around our communities is a priority for RTO7 and where possible, we will integrate "Plan Ahead/Book Ahead" messaging into all program criteria.

RTO7 reserves the right to limit the number of programs/funds that one stakeholder may receive per year.

The Goal of the Tourism Relief Fund

The Tourism Relief Fund program is designed to enhance and create tourism experiences and support destination development. The applicant must also be a Key Supplier of the visitor experience, anchor destination or part of a tourism dependent community or cluster.

Eligible projects include:

- Creating, adapting, and enhancing protocols and permanent infrastructure to meet health and safety requirements to accommodate visitors;
- Modernizing operations, attractions, greening initiatives, and online sales services; Supporting businesses with the local promotion of tourism products, including digital and virtual reality experiences;
- Developing capacity for more inclusive tourism experiences (e.g., staff training to ensure welcoming, inclusive environments to diverse clientele, gender-neutral washroom facilities);
- Providing support to local communities to develop sustainable tourism plans based on research and market analysis, and designed to rebuild tourism confidence in communities;
- Supporting seasonal dispersion by equipping tourism SMEs to extend their product offering to increase visitation during the winter and shoulder seasons;
- Implementation of tourism plans that create or improve local assets, facilities, and planning for key infrastructure;
- Developing and enhancing tourism services and experiences; and,
- Implementing strategies to re-activate and animate downtown cores, main streets and business districts through activities, public art, and mixed use spaces.

Application Information Requested

To protect the integrity, security, the proper evaluation of the TRF program and the proper use of Taxpayers' dollars, verification of an applicant's business status, and the organization's feasibility is required. All Information requested on the application is required and must be submitted by the due date. No exceptions will be allowed. While RTO7 endeavours to include all applications for adjudication an incomplete application will not be evaluated.

Funding Available per applicant

SME Incorporated Private Sector - 50% of Eligible Costs up to \$100,000 reimbursement

Indigenous, First Nation, Metis and Inuit, owned Tourism Businesses - 50% of Eligible Costs up to \$100,000 reimbursement

Incorporated NFP - 100% of Eligible Costs up to \$100,000 reimbursement

Eligible Costs include:

- Material and Operational Items that support the Capital Projects listed below
- Labour to execute the project

Ineligible Costs include but are not limited to:

- Items such as mattresses, non-incremental costs, motorized vehicles, HST

Investment Levels by Private Sector Tourism Businesses and Indigenous, First Nation, Metis and Inuit owned Tourism Businesses

- Minimum - \$10,000 investment to receive a \$5,000 reimbursement
- Maximum - \$200,000 investment to receive a \$100,000 reimbursement

Applicant Eligibility

To undertake a TRF project, applicants must be:

- Established tourism businesses or tourism organizations (with all required operating permits), including
 - SME Incorporated private tourism businesses (note that preference in awarding funds will be given to tourism operators e.g., consumer facing organizations that have direct access to the consumer and rely on that consumer for their income)
 - Indigenous, First Nation, Metis and Inuit owned tourism businesses (note that preference in awarding funds will be given to tourism operators e.g., consumer facing organizations that have direct access to the consumer and rely on that consumer for their income)
 - Incorporated Not-For-Profits – e.g., DMOs (Destination Marketing Organizations), tourism organizations, associations/interest groups, representing/managing tourism operators in the delivery of a specific project that has direct benefits for the tourism operators
- Capable of demonstrating financial and other capacity to execute the project (including meeting agreed upon timelines).
- Located within Bruce, Grey & Simcoe Counties
- Future funding of partners will in part depend upon timely completion of the project in question and the final partner report, as well as your responsiveness and communication.

Partner contributions (i.e., matching funds)

- Are not to be sent to RTO7 (proof of payment of invoices will be required only)

Note that as part of the application, you will need to attest to having read the Guidelines and relevant Application(s), including all informational links.

Organization's Legal Name (and Business Operating Name) (requirement by the Funder)

Often business will have a legal name that differs from the operating (trade) name. Please submit both names. The Legal Name must correspond with the Business Number.

Business Number (requirement by the Funder)

Examples of where you can find your Business Number: Master Business License, Incorporation Documents, HST Return, Government remittance documents.

Company Description – A short description about the organization's core business (maximum 200 characters). (requirement by the Funder)

This is a short description about the organization's core business.

Date of Incorporation (requirement by the Funder)

The date on which the corporation is incorporated and issued with a certificate to commence business. Examples of where you can find your Date of Incorporation: Master Business License, Incorporation Documents.

Organization's 2-to-3-digit NAICS Code (requirement by the Funder)

A useful lookup tool is [NAICS Association](#).

Historical Financial Statements (requirement by the Funder)

Historical Financial Statements are required to assist in the risk review of the viability of the organization through a review of the financial statements, management capacity, or a solid Business Plan for Start-Ups that do not have a previous year Financial Statements, etc.

Project/Applicant Requirements

Project Start Date and End Date

- If the project has been completed, please provide the start and end date of the project.
- If the project has yet to be actioned, please provide the estimated start and end date.
- If the project has started but is not complete, please provide the start date and the estimated end date.

Project Requirements

- Projects must be completed by December 31, 2022. **(requirement by the Funder)**
- Signage (conforming to the [RTO7 Wayfinding Signage Standards & Specifications Manual](#)) may be eligible for additional leverage through RTO7's [Partnership Program](#).
- Promotional projects (conforming to RTO7 Partnership and [Implementation Programs](#)) may be eligible for additional leverage through RTO7's Partnership Programs
- If an approved project is delayed/cancelled prior to start, you must advise RTO7 as soon as possible to allow other projects/stakeholders to access funds made available. Any expenses incurred prior to cancellation of a project will be your responsibility and any advanced TRF funds must be returned in full to RTO7 immediately.

Applicant Requirements

You must:

- Have a website/social media page(s), phone number and email address that are regularly monitored.
- Select one representative only to act as the decision maker and liaison with RTO7 to ensure timely and constructive execution of the project.
- Identify BruceGreySimcoe, the [Government of Canada](#) (wordmark linked here) and [Federal Development Agency Southern Ontario](#) (graphic guideline linked here) as program administrators and funders
 - with logos on website with active links back to [BruceGreySimcoe.com](#) and [Government of Canada](#) and [Federal Development Agency Southern Ontario](#)
 - with logos on all printed collateral supported through the program
 - in all press releases related to the project
 - All announcements, advertising, communications must be approved by Federal Development Agency Southern Ontario and RTO7.
- Tag @BruceGreySimcoe using #brucegreysimcoe on Facebook, Twitter and Instagram posts related to the project.
- Maintain a current [operator listing](#) on BruceGreySimcoe.com.
- Sign up for the [RTO7 E-Newsletter](#) (funding updates, announcements, etc.).
- One Supervisor and one Front Line employee must complete the [Typsy](#) Diversity, equity and inclusion training provided FREE of charge by RTO7.

RTO7 TRF Streams

Trail Infrastructure Upgrades – Shovel Ready (Tourist Related)

This category includes upgrades of trail related infrastructure located on your property or property that your organization is responsible for managing, maintaining, and/or promoting. These trails must be in current use and used regularly by tourism visitors. These upgrades include but are not limited to trail grading/surfacing, trail head and other trail related signage, trail head parking for tourists, parking monitoring systems, e.g., parking reservation systems, bridge construction/upgrading, etc. Please note that this fund is not intended to replace volunteer efforts to maintain trails. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same trail/applicant. Preference will be given to projects that have experienced overcrowding issues in the recent past. This Stream is retroactive to April 19, 2021.

Bike Racks, Bike Repair Stations (Tourist/Tourism Employee Related)

This category includes placements of permanent and semi-permanent bike racks, bike repair stations on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., BIAs and downtowns, at Trail Heads, gathering locations along the trail, tourism employee areas. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have experienced overcrowding/parking issues in the recent past. Please consider the security of these assets when choosing locations for

placement. This Stream is retroactive to April 19, 2021.

Signage – Trails (Tourist Related) (possible additional RTO7 Partnership Program leverage available)

This category includes placements of permanent signage on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., BIAs and downtowns, at Trail Heads, gathering locations along the trail. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have experienced overcrowding/parking/safety issues in the recent past. Please review with [RTO7](#). If installing signage from the [RTO7 Wayfinding Signage Standards and Specification Manual](#) additional leverage may be available, lowering your cost further. This Stream is retroactive to April 19, 2021.

Purchase of Portable Washrooms and services – Trail (Tourist Related)

This category includes placements, in areas that are tourist friendly, of Portable Washrooms on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., Information Centres, at Trail Heads, gathering locations along the trail. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have experienced overcrowding/lack of comfort services in the recent past. This Stream is retroactive to April 19, 2021.

EV Chargers Level Three – Priority will be given to lots that have high tourist volume (Tourist Related)

This category includes placements in areas that are tourist friendly of permanent and semi-permanent Level Three EV charging stations on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., BIAs and downtowns, at tourist parking lots, etc. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have high tourist volume and visibility. As additional [funders](#) for EV Charging Stations become known RTO7 will provide contact information. This Stream is retroactive to April 19, 2021.

EV Chargers Level Two – Priority will be given to lots that have high tourist and employee volume (Tourist/Tourism Employee Related)

This category includes placements in areas that are tourist and employee friendly areas of permanent and semi-permanent Level Two EV charging stations on your property or areas

that your organization is responsible for managing, maintaining and/or promoting, e.g., BIAs and downtowns, at tourist/Tourism employee parking lots, etc. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have high tourist/tourism employee volume and visibility. As additional [funders](#) for EV Charging Stations become known RTO7 will provide contact information. This Stream is retroactive to April 19, 2021.

Benches – Trails, Tourist congregating areas (Tourist Related)

This category includes placements in tourist friendly areas of permanent and semi-permanent benches on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., BIAs and downtowns, at tourist congregating areas, etc. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have high tourist volume and visibility. This Stream is retroactive to April 19, 2021.

Garbage Containers – Trails (Tourist Related)

This category includes placements in tourist friendly areas of Garbage Containers on your property or areas that your organization is responsible for managing, maintaining, and/or promoting, e.g., Information Centres, at Trail Heads, gathering locations along the trail. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have experienced overcrowding/lack of garbage containers issues in the recent past. This Stream is retroactive to April 19, 2021.

Installation or Renovation of gender-neutral washrooms (Tourist/Tourism Employee Related)

This category includes the installation or renovations required to provide gender-neutral washroom(s) in tourist or employee friendly areas on your property or areas that your organization is responsible for managing, maintaining, and/or promoting, e.g., Information Centres, public washrooms frequently used by tourists. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have high tourist/tourism employee volume and visibility. This Stream is retroactive to April 19, 2021.

Enhanced Accessibility for persons with disabilities ([AODA Standards](#)) (Tourist/Tourism Employee Related)

This category includes the updating, installation or renovations required to provide AODA compliant facilities and services on your property or areas that your organization is

responsible for managing, maintaining, and/or promoting, e.g., Information Centres, public washrooms frequently used by tourists. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have high tourist/tourism employee volume and visibility. This Stream is retroactive to April 19, 2021.

Sustainable Tourism - Installation of facilities that will enhance environmental, social, and economic sustainability. (Tourist Related)

This category includes the updating, installation or renovations required to provide Sustainable offerings and processes to the tourist. A Sustainable offering includes Environmental, Social and Economic considerations in the solution developed and offered for consumption. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/applicant. Preference will be given to projects that have high tourist/tourism employee volume and visibility. Additional promotional support for this project may be available from [RTO7](#). This Stream is retroactive to April 19, 2021.

Labour Cost to execute the project

This category includes the labour cost of your employees, and/or external labour needed to complete the project. Proof of wages paid, hours worked, duties performed will need to be detailed in the final report. This Stream is retroactive to April 19, 2021. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/promotion/applicant. Please also note that RTO7 is subject to the Freedom of Information Act and all information collected is subject to that Act.

Enhanced translation and language services (Tourist/Tourism Employee Related) (possible additional [RTO7](#) Partnership Program leverage available)

This category includes the cost of the translation services needed to successfully promote your offerings and provide communication services to employees. Please review with [RTO7 French](#) Translation Partnership Program for additional leverage, for French Language only, may be available, lowering your cost further. Language services include language training programs that will assist employees their communication with peers, supervisors, and guests. This Stream is retroactive to April 19, 2021. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same project/applicant.

Local Promotion (Tourism Related) (possible additional RTO7 Partnership Programs leverage available)

This category includes Tourism related 'Shop Local' style promotion highlighting tourism businesses and activities targeting the permanent and seasonal residents. Additional

funding from RTO7 may be available for this type of project, please check with partners@rto7.ca to confirm eligibility. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/promotion. Preference will be given to projects that have a Diversity and Inclusivity component within the promotion/applicant. This Stream is retroactive to April 19, 2021, RTO7 leverage funding is not available retroactive to April 19, 2021. RTO7 funding may be available if the promotion commenced after April 1, 2022.

Development of Inclusive tourism experiences and Staff training programs

This category includes development of Inclusive Tourism Experiences and Staff Training Planning as well as funding for established Diversity and Inclusivity plans to operationalize or to improve the plan since the original development. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/promotion/applicant. Preference will be given to projects that have a Diversity and Inclusivity component within the promotion. This Stream is retroactive to April 19, 2021.

COVID-19 related infrastructure adaptations that have not received public funding to create or enhance.

This category includes infrastructure and programming changes developed and implemented to safeguard employees and tourists at your operation from COVID. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/promotion/applicant. Preference will be given to projects that have a Diversity and Inclusion component within the promotion. This Stream is retroactive to April 19, 2021.

Other

If your project is not in the above check boxes, and it supports the Eligible Projects list above and your business is a Key Supplier as described above, check this box, and provide the detail in the 'Short Description of the project' text box.

Short description of the project.

Please indicate proposed locations of installations, e.g., EV Charger installation in main parking lot, quantity of the item, estimated cost per item and the total cost of the item, e.g., 2-Level 2 EV Chargers @ \$15,000 each = \$30,000. Total of all items must not exceed \$200,000. Please do this for each box checked. If you are developing a plan, actioning a plan or 'other' item please provide a brief project description.

Total Amount Requested

- Minimum - \$10,000 investment to receive a \$5,000 reimbursement
- Maximum - \$200,000 investment to receive a \$100,000 reimbursement

Please insert the total value of the project and the amount of reimbursement requested,

e.g., \$60,000 installation - \$30,000 reimbursement. Proof of payment of your portion will be required. Proof of invoicing will be required – if you do not have immediate access or copies of these costs, you will not receive funding.

Number of tourism products adapted or created.

Provide the anticipated number of tourism products adapted or created which would not have been or unlikely to have been adapted or created without FedDev Ontario Funding. We recommend that only projects that have not been started or completed be listed here, projects between April 19, 2021, to April 6, 2022, are not to be included in this section as they were completed without the knowledge that TRF funding would be available.

How are you measuring success? What does success look like?

Please determine how you will describe the success of the project.

Please enter Baseline Year used for Total number of full-time employees. Provide the total full-time employees for the 12-month period prior to the project start date. A Full-time Employee (FTE = the employment of one person full-time, or more than one person part-time, such that the total working time is equivalent to one person working full-time).

As this is a competitive process with limited funds available all applications will be adjudicated, and a measure of the impact will be the information requested in this question.

Did you receive or will receive the following during the first quarter of the project, related to this project?

Note that this information will not be used in the assessment process. Aggregate and anonymous data may be shared with other federal organizations, and/or published for reporting and monitoring purposes.

Diversity and Inclusion

If applicable, please indicate whether your organization is led or majority led by one or more of the following groups, Black Communities, Indigenous Peoples, LGBTQ2+, Members of Official Language Minority Communities, Newcomers to Canada and Immigrants, Persons with Disabilities, Racialized communities, Women, Youth. Note that this information will not be used in the assessment process. Aggregate and anonymous data may be shared with other federal organizations, and/or published for reporting and monitoring purposes.

Application Process

Please contact partners@rto7.ca prior to submitting to ensure eligibility if you are not positive that your proposed idea is eligible or if you have checked the 'Other' box on the application and you require clarification.

- Complete your application – be sure to **exclude HST** in your figures. HST is not an eligible expense.
- If your project is approved (typically you will be notified within four weeks after the application deadline) a Contribution Agreement will be entered into which outlines timelines, performance measurement etc. and will need to be signed by the person authorized to entered into legal agreements and RTO7. Note that all projects must be fully completed (including your completion of a final report within 30 days of completion) by December 31, 2022.

Applicants should be aware that RTO7, through funding agreements with the Province is bound by the Freedom of Information and Protection of Privacy Act (Ontario) and that any information provided to

the Province/Federal Government of Canada in connection with the Project or otherwise in connection with the Agreement may be subject to disclosure in accordance with that Act, as amended from time to time, and that any information provided to RTO7 in connection with their application, project or agreement may be subject to disclosure in accordance with the requirements of that Act. Partners to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province/Government of Canada) to ensure that it is complete and accurate, and that funds were used for purpose(s) intended.