

2022/23 Tourism Relief Fund-RT07 (TRF) Public Sector (Indigenous Band Councils, County and Municipal Governments (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 Indigenous Band Councils, County and Municipal Governments. 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, enhance sustainability, inclusivity or incentives that will attract and benefit the visiting tourist and tourism operators.

Indigenous Band Councils and 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. 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.

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.

Funding Available per applicant

Indigenous Band Councils - 100% of Eligible Costs up to \$100,000 reimbursement

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

Eligible Costs include:

- Material and Operational Items that support the Capital Projects listed below
- Tourism Coupons to present for current or future visits
- External or specific new Labour costs to execute the project

Ineligible Costs include but are not limited to:

- Items such as mattresses, non-incremental costs, motorized vehicles, HST
- Tourism Promotional campaigns that commenced before April 1, 2022

Applicant Eligibility

To undertake a TRF project, applicants must be:

- Indigenous Band Councils that support tourism activities
- County governments that support tourism activities
- Municipal governments that support tourism activities
- Capable of demonstrating financial and other capacity to execute the project (including meeting agreed upon timelines).
- Located within Bruce, Grey & Simcoe Counties and the Cities of Barrie and Orillia
- Future funding of partners will in part depend on 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.

Project/Applicant Requirements

Project Requirements

- Projects must be completed by December 31, 2022.
- Signage (conforming to the [RTO7 Wayfinding Signage Standards & Specifications Manual](#)) may be eligible for additional leverage through [RTO7's Partnership Program](#).
- 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, Benches, Garbage Containers (Tourist Related)

This category includes placements of permanent and semi-permanent bike racks, bike repair stations, benches, garbage containers on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., areas that tourist congregate, 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., Tourist areas, 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](#) as additional leverage may be available, lowering your cost further. This Stream is retroactive to

April 19, 2021. RTO7 Signage Leverage is available on projects commenced after April 1, 2022.

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

This category includes placements of Portable Washrooms on your property or areas that your organization is responsible for managing, maintaining and/or promoting, e.g., 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 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., 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 of permanent and semi-permanent Level Two EV charging stations on your property or areas that your organization is responsible for maintaining, managing and/or promoting, e.g., 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.

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) on your property or areas that your organization is responsible for managing, maintaining, or promoting, e.g., Tourism 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 or 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 employees 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., Tourism 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's 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's volume and visibility. Additional promotional support for this project may be available from [RTO7](#). This Stream is retroactive to April 19, 2021.

External or New Labour Cost to execute the project

This category includes the project specific new labour cost of your employees, 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.

Local Promotion (Tourism Related) (possible additional RTO7 Partnership Programs leverage available for projects commenced after April 1, 2022)

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 for this additional leverage if interested. 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 component within the promotion. This Stream is retroactive to April 19, 2021. Timing for RTO7 Programming leverage is April 1, 2022, to December 31, 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 Inclusive plans to operationalize, or enhancements to improve the operationalization of, 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 Inclusion component within the promotion. This Stream is retroactive to April 19, 2021.

Development of Sustainable Tourism Plans

This category includes development of Sustainable Tourism Plans or funding for established sustainable plans to operationalize or enhance the outcomes of the plan. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/**plan**/applicant. This Stream is retroactive to April 19, 2021.

Implementation of existing Tourism Plans that create or improve local assets, facilities, and planning for key tourism infrastructure.

This category includes the operationalizing of recent Tourism Plans that create or improve local assets, facilities, and/or planning for key tourism infrastructure. Please note that funding for the project is available only once from the TRF, multiple awards will not be provided for the same location/**plan**/applicant. 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., Bench installations length of Georgian Trail from Craighleith Provincial Park to Trestle Bridge The Blue Mountains (911 address(es) if available) quantity of the item, estimated cost per item and the total cost of the item, e.g., 5 benches @ \$500 each = \$2,500. Total of all items must not exceed \$100,000. HST is not eligible. 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
- Maximum - \$100,000

Please insert the total value of the project and the amount of reimbursement requested, e.g., \$60,000 installation - \$60,000 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.

Diversity and Inclusion

If applicable, please indicate whether your organization is led or majority led by one or more of the following groups. 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 of your proposed idea if you have checked the 'Other' box on the application or you require clarification.

- Complete your application – be sure to **exclude HST** in your figures.
- 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.