

RTO7's offer of the Implementation Programs for 2023/24 is contingent upon the Ministry of Tourism, Culture & Sports' approval of RTO7's 2023/24 Business Plan.

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

Recruitment Implementation Program

General Program Overview

The Recruitment Implementation Program (RIP) has been specifically designed to assist BruceGreySimcoe tourism operators in workforce recruitment efforts by funding a social media advertising campaign to promote job vacancies as part of RTO7's Business Plan 2023/2024. Examples of eligible operational expenses that can be used to leverage marketing funds include property taxes, mortgage costs, insurance, inventory purchases, etc.

Partner Eligibility

Who can apply?

- Tourism Operator - The term 'tourism operator' is defined as a tourism, festival, heritage, cultural and sport, consumer-facing organization that has direct access to the consumer and relies on that tourism consumer for their income.
- Established (2 years of operation) as per the Tourism Operator definition above.
- Franchises, DMOs, BIA's, Chambers and Municipalities will be considered on a case by case basis. Please contact RTO7 staff BEFORE applying.
- You must be located within Bruce, Grey, or Simcoe Counties.
- Organizations must be legally registered to operate in Ontario.
- **Note that as part of the application, partners will need to attest to having read both the Guidelines and [resource documents](#), including all informational links.**

All projects must be completed before **March 31, 2024**.

Project/Partner Requirements

Project Requirements:

Tourism Operators interested in the Recruitment Implementation Program will be required to demonstrate the following:

- You have an active Facebook PAGE (for business) and are actively engaged on the platform (i.e. post at a regular frequency and respond to comments within 24 hours).
- You must have current collateral (produced in the last 3 years); high-resolution images (1 MB) and/or 1-3 videos (60 sec or less) that can be used in a social media campaign. See Resource Guide for [best practices](#).
- Your website is mobile-friendly and should provide employment information outlining the available opportunities with clear instructions for the employment application process. If you do not have an employment page on your website, you **MUST** post job opportunities on your [Facebook business Page](#).

In this time of transition, partners are encouraged to consider opportunities to shift to more sustainable tourism practices where possible. Visit our RTO7 Sustainable Tourism website [here](#) for more information.

RTO7 will match your investment in operational expenses (i.e. mortgage payments, rent, insurance, inventory purchases, etc.) with a \$1,000 (businesses with fewer than 100 employees) or \$2,500 (businesses with more than 100 employees) social media advertising campaign for recruitment. You must be able to demonstrate these expenditures by providing proof of payment of the expenditure (i.e. cancelled cheque or e-transfer confirmation) with the final report. Please ensure that expenses are only used once when accessing RTO7 programs. Aside from the operational expenditures invested, there is no cost to the operator. RTO7 will cover additional agency fees and HST.

Partner Requirements:

- Carry liability insurance of at least \$2,000,000 and provide RTO7 with a certificate of insurance to demonstrate this coverage.
- You must attest that there are NO outstanding legal issues that would affect the processing and outcomes of this project and collaboration with RTO7.
- You are the owner or have access to the owner of the Facebook page that will be used for the campaign.
- You commit to [monitoring the Facebook/Instagram posts](#) daily for the duration of the campaign.
- [Google Analytics is activated](#) on your website prior to the start of the campaign.
- Select a representative to act as the liaison with RTO7. This person should be responsible for your human resources, or social media marketing, and can act as the decision-maker. They must have the capacity to execute the project and respond to team communication in a timely manner. Failure to communicate in a timely manner may cause the campaign to be cancelled or fail.
- Once the project is approved, the partner commits to using [Basecamp](#) (RTO7's project management program) for all communications regarding the project. You will supply the names and email addresses of program contacts to add to [Basecamp](#).
- You must identify BruceGreySimcoe and the Province of Ontario as partners:
 - with logos on your website with an active link back to BruceGreySimcoe and Discoverontario.com. RTO7 will provide these [logos](#).
 - with logos on all printed collateral supported through the program.
- Social media posts must tag @BruceGreySimcoe and @Ontariotravel (Facebook, Instagram, Twitter) and use #brucegreysimcoe and #DiscoverON.
- Complete the free [Typsy's Recruiting and Onboarding course](#) by March 31, 2024.
- Maintain a current [operator listing](#) on BruceGreySimcoe.com.
- Maintain a current [operator listing](#) on DiscoverOntario.com
- Sign up for the [RTO7 E-Newsletter](#) (funding updates, announcements, etc.).
- You are required to complete a final report and supply proof of payment for \$1,000 OR \$2,500 of expenses (receipts) within 30 days of the completion of the project. **Failure to do this may result in ineligibility to participate in RTO7 programs in the future.**

Partners who use third-party agencies for social media marketing are eligible for this program however we will communicate/work with ONLY the lead partner and NOT the third-party agency.

Administration Fee

Note: The Administration Fee will be waived for 2023/24; Environics Analytics postal code analysis will still be provided however upon request (free of charge). That said, please still read the links below to markets, [segments](#) and activities that RTO7 targets – note that we are monitoring these, and they are subject to changes/updates as new patterns emerge. Please also see the tourism metrics we encourage you to consider tracking.

For a limited time, RTO7 will provide to the primary applicant [Environics Analytics analysis](#) of postal code data they provide (a minimum of 500 codes per application). For applications involving multiple partners, if desired, additional partners may have their postal code or mobility data (municipalities only) analyzed at the market rate of \$600.00 per partner (this fee is not waived). In some cases, partners wishing to undertake multiple projects may be able to combine their projects where appropriate to avoid incurring multiple administration fees. For questions relating to the Administration Fee, please click [here](#).

Program Opportunities

Social Media Marketing Support

Eligible partners with less than 100 employees will receive the following:

- \$1,000 of social media advertising directed to the operator's website home page or Facebook page through Facebook/Instagram sponsored posts
 - The \$1,000 ad spend is applicable to HST. **RTO7 will cover additional Agency Fees and HST related to the campaign.**

Eligible partners with 100 or more employees or those running a Job Fair will receive the following:

- \$2,500 of social media advertising directed to the operator's website home page or Facebook page through Facebook/Instagram sponsored posts
 - The \$2,500 ad spend is applicable to HST. **RTO7 will cover additional Agency Fees and HST related to the campaign.**

Facebook/Instagram Sponsored Posts

- Maximum 6 ads can be created.
- Minimum 5, maximum of 10 [current, high-resolution images \(1MB\)](#) and/or 1-3 videos (60 sec or less) must be provided for use in the campaign.
- The RTO7 Program Coordinator will be your point of contact and will liaise between the partner and the Agency of Record.
- The Agency of Record will write the ad copy and create the sponsored ads using the information provided in your application and during your application review call with the RTO7 Program Coordinator.
- You must add the RTO7's Agency of Record, The Aber Group, [as advertisers to your Facebook page](#). An invitation will be sent by The Aber Group which can only be accepted by the Facebook page owner. This will allow the Agency of Record to create and schedule the partners sponsored ads.
- The sponsored ads will run for approximately 4 weeks.
- [You are responsible for managing comments from the post daily](#) with accurate and positive engagement.
- You will receive a final report following the campaign that details
 - Impressions
 - Reach
 - Click Through Rate (CTR)

- Total Clicks
 - Cost Per Click (CPC)
 - Reactions/Comments/Shares/Saves
 - Total Spend.
- You will receive support from RTO7 staff to develop the geographic targeting, as well as interest categories for each of the ad campaigns. To prevent discrimination, recruitment campaigns through Facebook can not target their audience by demographics. You can target geographically and through the selection of pre-populated interest categories that are specific to recruitment and the available positions (not the interests of your intended audience). The Facebook interest categories will be provided to you for review in the campaign planning process.
 - You will receive one midterm report approximately halfway through the campaign highlighting performance to date.

Please note that targeting will not change for the duration of the campaign unless results are far less than anticipated by the agency and/or RTO7.

RTO7 Applications will be accepted on an ongoing basis until January 31, 2024 or until the program is fully subscribed.

Other RTO7 Programs

Tourism operators looking for assistance in promoting their business through social media marketing should consider the [Operations Implementation Program](#).

If partners are looking for visual assets (photo or video), please apply through [RTO7's Video/Image Production](#) category under the Partnership Program portfolio.

If you have cash that you would like to add to the campaign to increase the size, please see the [Partnership Program Social Media Advertising program](#).

For the full list of programs, please visit rto7.ca/programs or talk to RTO7 staff about options.

For Bruce County Applicants and Simcoe County Applicants

Bruce County provides grants to tourism operators. In many cases, RTO7 is able to leverage these grants with RTO7 funding programs. Please contact RTO7 staff and/or [Bruce](#) staff for more details.

Non-profit applicants from Simcoe County may be eligible for the Tourism, Culture & Sport Enhancement Fund. Please contact Tourism Simcoe County staff for more details.

Applications will be accepted on an ongoing basis until January 31, 2024 or until the program is fully subscribed.

Applicants should be aware that RTO7, through funding arrangements with the Province, is bound by the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.f 31, 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 the Act. Partners agree to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.