

Experience Development Application

2026/27

BEFORE YOU APPLY

RT07's Partnership Program for 2026/27 depends on approval of our annual Business Plan by the Ministry of Tourism, Culture & Gaming. RT07 may limit the number of projects funded per stakeholder per year.

Before you start an application, **you must connect briefly with the RT07 team** to confirm your project's eligibility. This short conversation often helps clarify requirements and significantly improves the quality and success of applications. Easy ways to connect are listed in the [Guidelines](#) and on the [Partnership Program page](#).

Please download and read the [Partnership Program Guidelines](#) before applying. Important detailed information about program expectations, roles and responsibilities, timelines, and supplier processes has been intentionally moved out of the application and into the Guidelines to make this form easier to complete.

A Note About Sustainability

[Sustainability](#) (economic, social, environmental) is not required for 2026/27 funding. However, projects that demonstrate clear, measurable efforts towards sustainability may be prioritized, as the program is competitive. No matter where you are in your sustainability journey, the RT07 team is here to help.

Experience Development Collaboration - Program Overview

- Experience Development projects typically include
 - strategies/plans
 - feasibility and other studies/research
 - workforce-related projects (studies or tourism-related trainings on a case-by-case basis)
 - sustainability-related certifications
 - attendance at IMPACT Sustainability Travel & Tourism (bi-annual)
 - medium to large-scale experience development (e.g. consulting fees)
 - other (as approved by RT07 staff prior to completing an application)
- These projects most often involve procurement of a supplier (usually led by RT07) and project management by RT07 (working closely with the Partner)
- \$1 partner funds are matched by \$1 partnership funds to a combined maximum of

\$60,000 per project (e.g. \$10,000 leverages to \$20,000)

- Minimum \$5,000 investment from the partner (exception: sustainability is a \$400 minimum partner investment)
- This program can not support funding for operational or capital expenditures or wayfinding signage

The red asterisks below indicate required fields.

* Indicates required question

1. Email *

2. Email *

3. Please check off the most relevant category for your operation *

Mark only one oval.

Private Tourism Business

Not for profit (including Chambers of Commerce, Destination Marketing/Management Organizations, sector and other tourism-related associations)

Municipality

4. Tourism Operation Business Name (and Legal Operating Name) *

5. Senior Organization Rep

*

This is the individual (with signing authority and ultimate responsibility) who will sign the project Agreement.

Provide:

1. Name
2. Title
3. Email

6. Project Rep

*

This is the day-to-day decision maker for the project, responsible for communications and execution of the project.

Provide:

1. Name
2. Title
3. Email
4. Phone

7. Address

*

This is for the Collaboration Agreement - please include the postal code

8. Project Name *

9. Project Date(s) ***10. Partner Funding Contribution ***

This should be 1/2 of the project cost (including tax).

You will need to send RT07 this amount in the form of EFT, e-transfer or cheque
The minimum partner contribution for this program is \$5,000 (\$400 for sustainability-related projects); the maximum is \$30,000 (including tax).

11. Total Project Budget *

This is the cost of the project you are applying for **including tax** (i.e. 2x the Partner Funding Contribution above). If the total project cost exceeds \$60,000 total including tax, please indicate the additional funding you will contribute to support the project.

12. Target Markets *

Below are target markets (geographic, segment and activity) that BruceGreySimcoe targets in our campaigns; please check off those that are relevant to your project.

Please review these [considerations](#) for appropriate targeting for YOUR offering.

Note: If your asset or event is not targeted clearly at attracting tourists (i.e. people from over 40km away), you will need to justify why/how you are marketing it as a tourist attraction and detail local community partnerships such as overnight accommodation collaborations.

RT07 Target Geographies

Check all that apply.

- BruceGreySimcoe
- Greater Toronto Area (GTA)
- Southwestern Ontario (SWO)
- Quebec

13. RT07 Target Segments *

Check all that apply.

- Families
- Young Professionals
- Couples
- Outdoor Enthusiasts
- Active Retirees
- Eco-Conscious Travellers
- Visiting Friends & Relatives

14. RTO7 Target Activities *

Check all that apply.

- Culture & Heritage
- Nature & Outdoor Recreation
- Festivals
- Cycling
- Resorting and other accommodation
- Water-based Tourism
- Culinary & Agri-Tourism or Restaurant
- Retail tourism (local goods, destination/boutique, etc.)
- Touring (e.g. motorcycling, art trail, culinary, etc.)
- Sustainability (Economic, Environmental & Social, including Diversity, Equity, Inclusion & Accessibility (DEIA))

15. Nature of the Project *

Check all that apply.

- Sustainability-Related Project (research, certification, etc.)
- Strategic Plan
- Feasibility Study
- Marketing Plan
- Experience Development
- Tourism Research
- Workforce Research/Plan
- Staff/Stakeholder Training
- Other: _____

16. Project Overview *

Please describe your project and its benefits/what success will look like upon completion of the project.

Provide baseline performance data against which the outcomes of the project will be evaluated (e.g. increase tourist spending, visitation, investment, sustainability, number of experiences in market, etc).

If this is a workforce development project, please indicate which workforce the proposed project supports (e.g. one sector, one County, the region, etc).

Please keep in mind that revenue generation by tourism operators and sustainability of tourism operations are of key importance and should therefore be reflected as appropriate in what you are proposing.

17. Key Activities, Milestones & Responsibilities *

What do you see as the key activities and critical deadlines/milestones of the project? Keep in mind that we will conduct a procurement for a third party that will conduct the work required.

18. Performance Metrics *

Please indicate how your organization will evaluate the success of the project.

Select at least 2 metrics that are appropriate for your project and that will help determine whether it met expectations.

Check all that apply.

- Steering committee satisfaction with the end product
- Community consultation/stakeholder engagement and collaboration
- Broader community satisfaction with the end product
- Positive experience working with the consultant
- Likelihood/feasibility of future implementation
- Increased sustainability (economic, social, environmental) of business or destination
- Increase in staff satisfaction (clearer direction, improved customer service, etc.)
- # Businesses directly involved with the project
- # People that received training through the project
- Other: _____

19. Describe how your organization/project will be sustained/implemented beyond the project completion. *

20. Requirements *

Please confirm that the following are in place CURRENTLY in order to qualify for funding.

The following links outline some of the requirements you are agreeing to below:

[Update Your BruceGreySimcoe Website Listing](#) or add a [new listing here](#)

Contact Allison Davies at 705-888-8728 or adavies@rto7.ca for assistance if required in setting up a listing on the BGS website.

[Sign up for RT07 E-blasts](#)

[Destination Ontario's Intake Form](#)

[Claim/update Your Google My Business Listing](#)

[Sign up for/complete your free Topsy Training](#)

Check all that apply.

- Data collected as a result of the project will be shared with RT07
- Partner will display the BruceGreySimcoe - Always in Season and Ontario logos (to be provided upon project approval) with active links to those sites on their website
- The BruceGreySimcoe - Always in Season and Ontario logos will be included on any project creative and RT07/ON support acknowledged in communications
- Partner has signed up to receive RT07's e-blasts
- Partner maintains a complete, up-to-date and active (free) listing on the BruceGreySimcoe website
- Partner has updated their Google listing
- Partner has submitted any relevant content (project related or otherwise) to Destination Ontario's 'Always On Partner Content Intake'
- Partners are required to complete at least one Topsy online training course by March 31, 2027. Topsy offers thousands of short, self-paced courses. Partners are encouraged to explore the platform and select training most relevant to them. RT07 staff may request a brief review or testimonial of the course(s) completed
- Partner will submit a final report (template provided) to RT07 within 30 days of project completion
- Once the project is approved, partner commits to using Basecamp (provided by RT07) for all communications regarding the project

21. 1a. RT07 Support *

How many times in the past 5 years has your organization received funding support from RT07's Partnership or Implementation Programs?

Mark only one oval.

- Have not worked with RT07 (new partner)
- Once
- 2-4 Times
- 5+ Times

22. 1b. Please check off all the programs you have participated in: *

Check all that apply.

- I have not worked with RT07 in the past on any of the programs below
- Partnership Program - Tourism Wayfinding Signage
- Partnership Program - Experience Development
- Partnership Program - Digital Advertising
- Partnership Program - Social Media Advertising
- Partnership Program - Storytelling
- Partnership Program - Video/Image Development
- Partnership Program - Translation
- Partnership Program - Trade Show Support
- Operations Implementation Program
- T3 Accelerator
- Tech Compass

23. 2. Sustainable Tourism Pledge *

Details can be found on the [RTO7 Take the Pledge](#) page.

Demonstrating your pledge commitment may help strengthen your eligibility for participation in RTO7 programming.

[Sustainable Tourism 2030 Pledge Signatories](#)

Mark only one oval.

- I have already signed the Pledge and my organization is listed on the signatories page above
- I commit to signing the GreenStep Sustainable Tourism 2030 Pledge by September 30, 2026
- I have already committed to another sustainability initiative - please provide details below...
- I'm not involved in formal programming, but I am doing a lot around sustainability - please provide details below...
- I'm not ready to commit at this time but will consider it for future
- Other: _____

24. Sustainability Initiatives/Measures Detail from Above

25. 3. Data Collection - Employee Turnover Rate *

Details can be found on the [RTO7 Employee Turnover Rate](#) page.

Collecting and reporting on your Employee Turnover Rate may help strengthen your eligibility for participation in future RTO7 programming.

Mark only one oval.

- I have reviewed the Employee Turnover Rate question and commit to using the toolkit/templates provided to collect and share my data for the 2025 calendar year with RTO7 (by December 31, 2026)
- I'm not ready to commit to collecting and reporting on my Employee Turnover Rate at this time but will consider it for future
- Not applicable, as we do not have employees

26. 4. Data Collection - Stakeholder Survey *

Please complete the required 2026/27 [Region 7 Tourism Stakeholder Business Performance & Sustainability Survey](#).

Mark only one oval.

- I have already completed the 2026/27 Region 7 Tourism Stakeholder Business Performance & Sustainability Survey
- I commit to completing the Region 7 Tourism Stakeholder Business Performance & Sustainability Survey by June 30, 2026

27. 5. Visit Responsibly Messaging *

As we work towards a balanced approach to sustainable tourism, there continues to be an opportunity for us to inspire and educate visitors to the region. To do this, we have created a 'Visit Responsibly' framework and tools for easy and consistent implementation by tourism stakeholders. Refer to the [Visit Responsibly Stakeholder Toolkit](#) for more information.

Check all that apply.

- I agree to adopt the RT07 model of "Visit Responsibly" and will download/share the relevant Key Principles on a consumer-facing website and/or other communication channels
- I already have some "Visit Responsibly" messaging on a consumer-facing website and/or other communication channels

28. 6. Project Sustainability *

Please outline the ways in which you think the PROJECT you have proposed meets sustainability criteria - economic, social and/or environmental.

Check all that apply.

- Local residents as well as tourists are part of the intended audience
- It's a collaboration with Indigenous, BIPOC, disabled, 2SLGBTQIA+ or other underrepresented communities
- It establishes or enhances my brand recognition and/or awareness of my product/offering
- It encourages more responsible visitation
- It brings visitation/spending in off-peak times (seasons, weekdays, etc.)
- It supports the local arts community - visual, musical, culinary etc.
- It will improve the quality of my marketing creative by ensuring content is appealing and relevant to my target audience
- It encourages visitation of lesser known places with capacity and the appropriate infrastructure
- It tests new and unique content formats or approaches e.g. artificial intelligence or new approaches to digital advertising
- It enables my organization to acquire new skills or capabilities
- It increases the duration of visitors' stays
- It contributes to a decrease in environmental impact
- It increases engagement with my customers (or prospective customers)
- It increases the efficiency of my operation
- It results in a deliverable that meets the intended goals (e.g. dynamic useable imagery, audience engagement, branding alignment, etc.)
- It is a new or revitalized experience/offering or there are new/revitalized elements to it, intended to attract new audiences or provide an enriched experience or otherwise enhanced to ensure continued vibrancy?
- Other: _____

29. 7. Organizations Represented *

Are you applying on behalf of your tourism members or tourism businesses within your catchment? (e.g. a DMO or BIA or municipality).

Mark only one oval.

- I'm applying on behalf of 500+ tourism members or businesses within my catchment
- on behalf of 200-499 tourism members or businesses within my catchment
- on behalf of 50-199 tourism members or businesses within my catchment
- on behalf of 25-49 tourism members or businesses within my catchment
- on behalf of <24 tourism members or businesses within my catchment
- I'm applying only on behalf of my own business/organization

30. 8. New Partners *

How many NEW partners are you collaborating with on this project? (i.e. your organization has not partnered with them in past).

Mark only one oval.

- 5+
- 4
- 3
- 2
- 1
- 0

31. 9. Revenue Generation Potential *

What is the anticipated revenue generation potential of this project, and how does it create value for the local economy (e.g. through direct sales, partnerships with local businesses, or attracting high-yield visitors?).

Mark only one oval.

- High revenue potential (substantial direct and sustained/recurring revenue generation for the organization and the local community e.g. bundled offerings/partnerships, extended visitor stays, attraction of high-yield visitors)
- Moderate revenue potential (generates revenue e.g. ticket sales and supports modest economic activity through local business patronage)
- Low revenue potential (minimal direct revenue generation e.g. free event or activities without significant spending opportunities)

32. 10. Long-Term Growth Potential *

Given your goals, what is the long-term growth potential of this project? Growth is an important part of sustainability, and can come from enhancing the value of your offerings, increasing visitor spend or optimizing operational efficiencies. See the [Resource Guide](#) for more suggestions regarding how to achieve long term growth. Please let us know what areas of growth you're looking at in the next year:

Mark only one oval per row.

Yes No

**Increasing revenues
(from point-of-sale or
ticketing systems
tracking ticket sales,
bookings,
merchandise,
services, etc.)**

**Increasing
spend/visitor**

**Sustaining/growing
the number of jobs**

**Increasing visitor
numbers (in areas
with capacity)**

**Increasing repeat
visitation**

**Improving sentiment
and consistency in
online
reviews/ratings and
customer surveys**

**Balancing seasonality
to achieve more
consistent growth
across seasons vs.
limited to peak
season**

Increasing (positive) engagement on social media platforms (followers, likes, shares, etc.)

Increasing website traffic and offline traffic and online inquiries/ bookings inquiries/ bookings

Increase in volume and quality of media and quality of media coverage (e.g. influencers, travel influencers, travel blogs, news outlets, blogs, news outlets, etc., etc.)

Monitoring recognition from industry organizations for best practices, etc. best practices etc

Decreasing the impact of tourism on local ecosystems (resources, energy, waste, etc.) waste etc

Improving community engagement and benefits to the local community (including partnerships, cultural preservation or jobs) preservation or jobs

Increasing visitor awareness of their role and responsibility in sustainability sustainability

Introduction (and performance) of new tourism

products/experiences	
tourism	
products/experiences	
Increasing	
collaborative	
Increasing	
offerings with local	
collaborative	
businesses	
offerings with local	
businesses	

33. 11. Organizational Strategic/Aspirational Goals

Check any of the boxes below that align with your ORGANIZATION'S strategic or aspirational goals (i.e. if you are pursuing or are interested in pursuing longer-term objectives such as those below, we want to recognize your efforts/intent).

Check all that apply.

- To foster residents' support of tourism within the community (e.g. through monitoring residents' attitudes towards tourism and adapting strategies based on feedback or providing resident appreciation days or rewards programs to foster goodwill, etc.)
- To advance the environmental sustainability of the organization (e.g. through transitioning a portion of energy usage to renewables or reducing single-use plastics across operations, etc.)
- To improve employee engagement (e.g. through providing mental health support programs to employees or offering flexible work arrangements to staff to support work-life balance, etc.)
- To enhance customer service (e.g. through implementation of a DEI policy or by investing in tourism infrastructure such as expanded facilities, washrooms, garbages and recycling, signage, etc.)
- To improve economic sustainability (e.g. through building a reserve fund equivalent to X months operational expenses or to ensure a portion of your purchasing supports local suppliers, etc.)
- N/A
- Other: _____

34. ATTESTATION *

The following links outline requirements you are agreeing to below:

[Eligible Sources of Funds](#)

[Partnership Program Guidelines](#)

[Region 7 Tourism Stakeholder Business Performance & Sustainability Survey](#)

Check all that apply.

- Funds contributed are consistent with Eligible Sources of Funds
- I have read and understand all information in the Partnership Program Guidelines
- I have read and understand all information in the links contained in this application
- I have completed or will complete the 2026/27 Region 7 Tourism Stakeholder Business Performance & Sustainability Survey by June 30, 2026
- The information I have supplied above is accurate to the best of my knowledge and all necessary permits are in place (federal, provincial, municipal) and there are no outstanding legal issues that would affect the processing and outcomes of this project and collaboration with RT07.

35. Please let us know if you have any additional comments/clarifications etc. that you'd like us to be aware of in evaluating your application in its entirety.

36. Signature *

Please type your name below to confirm your acknowledgment and acceptance of the information provided.

37. **Today's Date ***

Example: January 7, 2019

38. **Please help us to improve.** Did you find this application easy to complete?

Mark only one oval.

Very

Somewhat

Not at all

39. **What changes would you make** to the application (keeping in mind the information requested is important to effectively evaluate your submission)?

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