French Translation Application 2026/27

BEFORE YOU APPLY

RTO7's Partnership Program for 2026/27 depends on approval of our annual Business Plan by the Ministry of Tourism, Culture & Gaming. RTO7 may limit the number of projects funded per stakeholder per year.

Before you start an application, **you must connect briefly with the RTO7 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 RTO7 team is here to help.

French Translation Collaboration - Program Overview
This application supports tourism partners in accessing Quebec-market-appropriate French translation services for a variety of materials, delivered through RTO7's Agency of Record, with 1:1 matched funding up to $2,000 per project and a minimum partner investment of $350.

- French language translation services for web, video subtitles and/or print media
- Translation of collateral that is suited to the Quebec French market e.g. beaches, camping or cycling collateral
- Managed by RTO7; managed and executed by the RTO7 Agency of Record (MJ Translation)
- $1 receives $1 ($1 partner matched by $1 partnership funds) to a combined maximum of $2,000 per project. Example $1,000 leverages to $2,000
- Minimum $350 investment from the partner (can be a single tourism entity or a tourism group/DMO/tourism organization/municipality)
- Translation fees: French @ $0.23/word (individual words counted only once, pricing subject to change)
- Partner is responsible to provide text to be translated in a workable format e.g. Word file. If this is not possible, a pdf or jpeg or beta website (review of final formatting) will

suffice
- For application, please provide an estimate of the number of words to be translated
- Content for translation is ideally provided in one batch (as there is a minimum $100 fee/batch)
- A cost estimate will be provided upon provision of the English text (for approval before translation commences)
- Translation typically requires one to several weeks depending on the extent of work
- Partner is responsible for layout/formatting of collateral
- Service includes proofing of your final formatted layout if provided by partner (in pdf format)

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. **Business/Organization Name** *

_____

5.   **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

   _____

6.   **Project Name** *

   _____

7.   Project Date *

   _____

8.   Partner Funding Contribution *

   This should be 1/2 of the total project cost (including tax).
   The minimum partner contribution for this program is $350; the maximum is $1,000 (including tax.)
   You will need to send RTO7 this amount in the form of EFT, e-transfer or cheque.

   _____

9.   **Total Project Budget** *

   This is the total cost of the project you are applying for **including tax** (i.e. 2x the Partner Funding Contribution above).

   _____

10.   Project Need *

Please explain the need/rationale for this project.

_____

_____

_____

_____

_____

11.   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.

☐ Efficient/effective process of working with the translator

☐ French content is live on the website (or in print)

☐ Anecdotal reports of increased French website visits, inquiries, visitation, etc.

☐ Other: _____

12. **Requirements**   *

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 RTO7 E-blasts

Claim/update Your Google My Business Listing

Sign up for/complete your free Typsy Training

Check all that apply.

- [ ] Partner will provide an estimate of number of English words to be translated
- [ ] Partner will provide all text to be translated in a workable format (Word file)
- [ ] Partner will format translated text into collateral, website, etc. for final proofing by agency (optional)
- [ ] Once the project is approved, partner commits to using Basecamp (provided by RTO7) for all communications regarding the project
- [ ] Partner will display the BruceGreySimcoe - Always in Season and Ontario logos with active links to those sites on their website
- [ ] The BruceGreySimcoe - Always in Season logo will be included on collateral subsequently developed using the translation
- [ ] Partner maintains a complete and active (free) listing on the BruceGreySimcoe website
- [ ] Partner has signed up to receive RTO7's e-blasts
- [ ] Partner has updated their Google listing
- [ ] Partners are required to complete at least one Typsy online training course by March 31, 2027. Typsy offers thousands of short, self-paced courses. Partners are encouraged to explore the platform and select training most relevant to them. RTO7 staff may request a brief review or testimonial of the course(s) completed
- [ ] Partner will submit a final report (template provided) to RTO7 within 30 days of project completion

SUSTAINABLE TOURISM

13. **1a. RTO7 Support** *

How many times in the past 5 years has your organization received funding support from RTO7's Partnership or Implementation Programs?

Mark only one oval.

⬭ Have not worked with RTO7 (new partner)

⬭ Once

⬭ 2-4 Times

⬭ 5+ Times

14. **1b. Please check off all the programs you have participated in:** *

Check all that apply.

☐ I have not worked with RTO7 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

15.   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 December 31, 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: _____

16.   Sustainability Initiatives/Measures Detail from Above

_____

_____

_____

_____

17. 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

18. 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 2026/27 Region 7 Tourism Stakeholder Business Performance & Sustainability Survey by June 30, 2026

19.   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 RTO7 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

20.   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: _____

21.   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

22.   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

23.   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)

24. 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 online inquiries/bookings ⬭ ⬭

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

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

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

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

Increasing visitor awareness of their role and responsibility in sustainability ⬭ ⬭

Introduction (and performance) of new tourism ⬭ ⬭

products/experiences
tourism

products/experiences
Increasing

collaborative
Increasing
offerings with local
collaborative
businesses
offerings with local

businesses

25.   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: _____

26. **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 RTO7

27. 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.

_____

_____

_____

_____

28. Signature *

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

_____

29.   **Today's Date** *

_____

Example: January 7, 2019

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

Mark only one oval.

⬭ Very

⬭ Somewhat

⬭ Not at all

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

_____