

# Storytelling 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.

## Storytelling Collaboration - Program Overview

*This application supports partnerships that create and distribute compelling tourism stories designed to inspire travel and showcase experiences, businesses, and communities across the region. The program focuses on stories that support tourism revenue, and demonstrate thoughtful distribution and measurable impact.*

- Private tourism businesses, DMOs (Destination Marketing Organizations), Tourism Organizations, Municipalities and Tourism Associations/Interest groups are eligible partners for storytelling partnerships
- Partners to suggest appropriate writer(s); if partner does not have an appropriate writer recommendation, we will work together to find one
- Stories may take many forms (articles, blog posts, Instagram and Facebook posts, etc.)
- \$1 partner funds matched by \$1 partnership funds, (to a combined maximum of \$10,000 per project), e.g. \$1,000 leverages to \$2,000
- Minimum \$750 investment from the partner (can be a single tourism entity or a tourism group/DMO/tourism organization); maximum \$5,000

The red asterisks below indicate required fields.

*\* Indicates required question*

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1. Email \*

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2. Email \*

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3. **Business/Organization Name \***

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4. 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

5. **Senior Organization Rep**

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

*Provide:*

- 1. Name*
- 2. Title*
- 3. Email*

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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*

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7. **Address** \*

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

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8. **Project Name** \*

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9. **Project Date** \*

Allow at least 6 weeks from project application to anticipated story delivery.

Are there any special circumstances or deadlines we need to be aware of? Note that all projects must be completed prior to March 31, 2027.

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**BUDGET**

**10. Partner Funding Contribution \***

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

The minimum partner contribution for this program is \$750; the maximum is \$5,000 (including tax).

You will need to send RTO7 this amount in the form of EFT, e-transfer or cheque.

Please note that storytelling costs can vary widely depending on the content creator, their audience reach, and the type of deliverables requested. Please indicate your maximum partner contribution for this project, or contact Alex to discuss what might be a reasonable estimate based on what you are hoping to achieve.

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**11. Total Project Budget \***

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

Please note that this budget is intended to cover creative output (stories, images, etc.); travel, accommodation and/or incidentals if applicable will be the responsibility of the partner outside of this budget and will be determined in consultation with confirmed storyteller).

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## 12. Target Markets & Activities \*

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

Please review these targeting [considerations](#) when considering appropriate storytellers 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. RT07 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. What will the story promote to the target audience (and why)? \***

Partner will provide initial direction (in form of an outline) to the writer addressing the desired story/theme/concept to be covered.

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## 16. Messaging \*

What is the specific message(s) that will be communicated through the story?

How will the story relate to/promote sustainability (economic, social or environmental) - consider things like incorporating plan ahead/book ahead messaging, profiling active transportation or accessibility, field to table food, promoting responsible tourism, reaching underrepresented groups, how the chosen storyteller aligns with an audience interested in sustainability, etc.

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## 17. What is the name of the writer/storyteller you would like to consider for this project? \*

*Ideally you will have one or more possible suggestions; if not, please indicate and we will work together to find someone suitable.*

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## 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 specific project to determine whether it met expectations. Note that attributing return on investment to storytelling is challenging; some of these metrics may be somewhat subjective.

*Check all that apply.*

- ☐ Qualitative measures - quality of the end product, alignment with brand/objectives, quality of engagement, experience of working with the storyteller, etc.)
- ☐ Reach of the stories (will depend on storytelling platform e.g. social media posts vs journal articles)
- ☐ Views (e.g. reel plays)
- ☐ # Leads Generated (best for individual tourism operators rather than DMOs for instance)
- ☐ # Clicks to Profiled Operators (best for DMOs for instance)
- ☐ # Engagements (comments, shares, likes, etc.)
- ☐ Cost per engagement
- ☐ Increase in Followers
- ☐ Other (please outline below) e.g. forged new partnerships, customers are now booking further ahead, etc.
- ☐ Other: \_\_\_\_\_



## 19. 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:

[Claim/update Your BruceGreySimcoe Website Listing](#) or add a [new listing here](#)  
Contact Allison Davies at 705-888-8728 or [adavies@rto7.ca](mailto: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 Typsy Training](#)

*Check all that apply.*

- ☐ 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
- ☐ Once the project is approved, partner commits to using Basecamp (provided by RT07) for all communications regarding the project
- ☐ Partner commits to accurate and positive daily engagement on relevant social media platforms, including monitor for questions/comments requiring a response
- ☐ Partner has signed up to receive RT07's e-blasts
- ☐ Partner maintains a complete and active (free) listing on the BruceGreySimcoe website
- ☐ Partner has submitted any relevant content (project related or otherwise) to Destination Ontario's 'Always On Partner Content Intake'
- ☐ 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. 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 final agency reporting

## SUSTAINABLE TOURISM

## 20. 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

## 21. 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

## 22. 2. Sustainable Tourism Pledge \*

Details can be found on the [RT07 Take the Pledge](#) page.

*\*Demonstrating your pledge commitment may help strengthen your eligibility for participation in RT07 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: \_\_\_\_\_

## 23. Sustainability Initiatives/Measures Detail from Above

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## 24. 3. Data Collection - Employee Turnover Rate \*

Details can be found on the [RT07 Employee Turnover Rate](#) page.

Collecting and reporting on your Employee Turnover Rate may help strengthen your eligibility for participation in future RT07 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 RT07 (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

## 25. 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

## 26. 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

## 27. 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: \_\_\_\_\_

## 28. 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

## 29. 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

## 30. 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)



## 31. 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
<b>Increasing revenues (from point-of-sale or ticketing systems tracking ticket sales, bookings, merchandise, services, etc.)</b>	<input type="radio"/>	<input type="radio"/>
<b>Increasing spend/visitor</b>	<input type="radio"/>	<input type="radio"/>
<b>Sustaining/growing the number of jobs</b>	<input type="radio"/>	<input type="radio"/>
<b>Increasing visitor numbers (in areas with capacity)</b>	<input type="radio"/>	<input type="radio"/>
<b>Increasing repeat visitation</b>	<input type="radio"/>	<input type="radio"/>
<b>Improving sentiment and consistency in online reviews/ratings and customer surveys</b>	<input type="radio"/>	<input type="radio"/>
<b>Balancing seasonality to achieve more consistent growth across seasons vs. limited to peak season</b>	<input type="radio"/>	<input type="radio"/>

increasing (positive) engagement on social media platforms (followers, likes, shares, etc.)	<input type="radio"/>	<input type="radio"/>
Increasing website traffic and online inquiries/bookings	<input type="radio"/>	<input type="radio"/>
Increase in volume and quality of media coverage (e.g. influencers, travel blogs, news outlets, etc.)	<input type="radio"/>	<input type="radio"/>
Monitoring recognition from industry organizations for best practices, etc.	<input type="radio"/>	<input type="radio"/>
Decreasing the impact of tourism on local ecosystems (resources, energy, waste, etc.)	<input type="radio"/>	<input type="radio"/>
Improving community engagement and benefits to the local community (including partnerships, cultural preservation or jobs)	<input type="radio"/>	<input type="radio"/>
Increasing visitor awareness of their role and responsibility in sustainability	<input type="radio"/>	<input type="radio"/>
Introduction (and performance) of new tourism	<input type="radio"/>	<input type="radio"/>

products/experiences  
tourism

products/experiences  
Increasing

collaborative  
Increasing  
offerings with local  
collaborative  
businesses  
offerings with local



businesses

### 32. 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: \_\_\_\_\_

## 33. 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.

## 34. 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.

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## 35. Signature \*

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

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36. **Today's Date \***

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*Example: January 7, 2019*

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

*Mark only one oval.*

- ☐ Very
- ☐ Somewhat
- ☐ Not at all

38. **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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