

Tourism Wayfinding Signage 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.

Tourism Wayfinding Signage Collaboration Details - Program Overview

This application is used to request funding through RT07's Partnership Program to support the planning, fabrication, and installation of tourism wayfinding, trails, and cycling signage that aligns with RT07's Wayfinding Signage Standards. The program supports municipalities, counties, and eligible organizations in implementing consistent, durable signage systems that improve visitor navigation, enhance the visitor experience, and support tourism growth across the region.

- To receive funding, you will be required to adhere consistently to the RT07 specifications document

[RT07 Wayfinding Signage Standards and Specifications](#) (June 2021 version)

- If the signs you are looking to develop are not included in the above document, see the Guidelines for information regarding Adjunct signage that may be eligible
- Signage projects are most often undertaken by Municipalities or Counties (or by Conservation Authorities or Recreational Organizations) and funding does not apply to any

other types/formats of signage or electronic signage. Development of signage plans is only eligible for those implementing the RT07 signage system.

- TODS Provincial highway wayfinding signage is not eligible.
- You will share sign proofs early in the process with RT07 to confirm sign specifications are being met
- The Partner owns the signs and is responsible for future maintenance, content changes, replacement, etc.
- Future funding of partners will in part be determined by timely completion of signage projects
- \$1 partner funds are matched by \$1 partnership funds, e.g. if you contribute \$10,000 you'll end up with a project of \$20,000 (including tax)
- Partner minimum contribution is \$5,000, to a maximum partner contribution of \$75,000 (including tax)

The red asterisks below indicate required fields.

*** Indicates required question**

1. Email *

2. Email *

3. Organization Name *

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

Mark only one oval.

County or Municipality

Conservation Authority or Recreational Organization (e.g. Bruce Trail)

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) *

Allow at least 6 months (preferably 12 months) from project start (if approved) to signs being installed.

Project 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 \$5,000; the maximum is \$75,000 (including tax).

You will need to send RT07 this amount in the form of EFT, e-transfer or cheque.

11. Total Project Budget *

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

12. Project Budget Detail

Please provide the budget breakdown (including HST) for the following elements of your project (as applicable):

Signage Plan (conducted by qualified third party) (\$):

Sign Fabrication (by March 31, 2027) (\$):

Installation (may occur no later than June 30, 2027; note that installation by the partner is an ineligible cost as prescribed by the Ministry) (\$):

Total should match the Total Project Budget above (\$):

13. 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.

- # of RT07 Signs installed
- # of Adjunct System Signs installed
- Increase in tourist satisfaction (surveys, anecdotal evidence, etc.)
- Quality of the end product
- Experience of working with the sign supplier
- Deadlines met
- Other: _____

14. 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:

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

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

Check all that apply.

- Once the project is approved, partner commits to using Basecamp (provided by RT07) for all communications regarding the project
- 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
- Partner will include the BruceGreySimcoe - Always in Season Logo on any interpretive kiosks installed as part of the project
- Partner has signed up to receive RT07's e-blasts
- 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 project completion

SUSTAINABLE TOURISM

15. 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

16. 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

17. 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: _____

18. Sustainability Initiatives/Measures Detail from Above

19. 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

20. 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

21. 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

22. 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: _____

23. 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

24. 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

25. 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)

26. 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 inquiries/bookings

Increase in volume 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	

27. 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: _____

28. ATTESTATION *

The following links outline requirements you are agreeing to below:

[Eligible Sources of Funds](#)

[Partnership Program Guidelines](#)

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
- 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

29. 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.

30. Signature *

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

31. Today's Date *

Example: January 7, 2019

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

Mark only one oval.

Very

Somewhat

Not at all

33. **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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