



# 2024 MATA Grant Program Guidelines

(April 2024)

*You will need to attest in your application to having read these detailed Guidelines. If the documents linked below do not appear automatically, you may find them in your downloaded documents or reach out to the Municipal Accommodation Tax Association (MATA).*

This program is a matching funds grant, meaning that your investment amount will be matched by the MATA grant to a maximum of the awarded amount. Private businesses and non-profit organizations will be able to access funding at different rates. The MATA Grant is made available through the Municipal Accommodation Tax (MAT) which is collected by the accommodation providers of South Bruce Peninsula from their guests and submitted to Ontario Restaurant, Motel & Hotel Association (ORMHA) on behalf of the Town of South Bruce Peninsula (TSBP). The municipality under provincial regulations must transfer 50% of the funds collected to the Not-for-Profit (NFP) charged with providing tourism promotion and development for the Municipality.

MATA's offer of the MATA Grant is contingent upon the successful collection of Municipal Accommodation Taxes each year, the successful implementation and reporting on grant awarded activities and the direction of the Board of Directors who respect the following mission, core values and value proposition in all decision making.

**MATA MISSION:** To work with all tourism stakeholders to build, sustain and grow tourism in the Town of South Bruce Peninsula through investment and education.

**MATA CORE VALUES:** Collaborative, Transparent, Trustworthy and Accountable to our Tourism Stakeholders.

**MATA VISION:** To have the Town of South Bruce Peninsula as a four-season Tourism destination of choice.

Note that preserving the environment and social fabric in and around our communities is a priority for MATA and where possible, we will integrate "Plan Ahead/Book Ahead" (or other messaging) messaging into all program criteria.

## **Applicant Eligibility**

To undertake a MATA Grant project, applicants must be:

- An established business or organization (with all required operating permits) including;
  - private tourism businesses (i.e. consumer facing organizations that have direct access to the consumer and rely on that consumer for their income).
  - Accommodations wishing to access funding **MUST** be licensed through the Town of South Bruce Peninsula or be an accommodation that pays commercial property tax and collects the MAT.
  - Tourism organizations or tourism-related associations/interest groups representing/managing tourism operators in the delivery of a specific project that has direct benefits for the tourism operators.
- Capable of demonstrating financial and other capacity to execute the project (including meeting agreed upon timelines). Successful applicants may be required to provide a profit/loss statement related to the application.



- Located within the Town of South Bruce Peninsula.
- There must be no outstanding legal issues that would affect the processing and outcomes of this project and collaboration with MATA.

Future funding of recipient will in part depend on the timely completion of the project in question and the final report, as well as your responsiveness and communication.

Recipient contributions (i.e. matching funds) must

- Provide proof of the invoicing/quotes/estimates that detail the product/service to execute the idea outlined in the application.

## Project/Partner Requirements

### Project Requirements

- Projects must be conducted in compliance with the deliverables outlined in the executed Contribution Agreement. Variations from agreed upon deliverables must receive approval from MATA. Failure to comply with the Contribution Agreement will require the repayment in full of all monies advanced or paid out.
- If an approved project is delayed/cancelled before start, you must advise MATA as soon as possible to allow other projects/stakeholders to access funds made available. Any expenses incurred prior to cancellation of a project will be your responsibility.
- Applications requesting funds between \$2,500 - \$10,000 will be considered.
  - Non-profit applications are eligible for funding up to 100% to a maximum of \$10,000.
  - For profit businesses may apply for 50% funding of the project to a maximum of \$10,000 (for example, a maximum funding allocation would result in a project cost of \$20,000).
  - Please note: Total project costs may exceed the funding available. In such cases, the applicant is responsible for any additional costs.
- There will be 2 intakes of funding – the first closing April 30, 2024 and the second opening on or about September 1, 2024 and closing September 30, 2024.
  - MATA reserves the right to limit the number of successful grants one organization or business may receive in one fiscal year as the lead applicant.
    - i. Lead applicant – The organization that submits the application and is primarily responsible for the project's execution, management and reporting.
    - ii. Supporting partner – An organization that contributes to the project with resources, expertise or other forms of support, but does not hold primary responsibility for the application or project management.
  - MATA reserves the right to reject applications that do not suit the spirit of the grant or the criteria listed below.
  - MATA reserves the right to partially fund projects that meet some of the criteria.



## Partner Requirements

You must:

- Have a website/social media page(s), phone number and email address that are regularly monitored.
- Select one representative only to act as the decision maker and liaison with MATA to ensure timely and constructive execution of the project.
- 25% of funding will be held back until successful completion of the project and reporting is submitted to MATA. Final payments will be issued within 30 days of receiving the final reports and proof of expenses.
- Identify MATA as a funder of your project
  - with logos on website with active links back to Discover South Bruce Peninsula's website ([www.destinationouthbrucepeninsula.com](http://www.destinationouthbrucepeninsula.com))
  - with logos on all printed collateral supported through the program
  - in all press releases related to the project
- Maintain a current [operator listing](#) on DestinationSouthBrucePeninsula.com and BruceGreySimcoe.com.
- Sign up for the [MATA Newsletter](#) (funding updates, announcements, etc.).

## Data Collection

There are several tourism metrics we encourage you to consider tracking.

The Environics Analytics analysis of your postal code data (provided codes are provided a minimum of 30 days in advance of your campaign) will be useful to you in your marketing targeting and product development. The data you provide through postal codes will be aggregated across all partners in the longer term to form a clearer, more refined picture of the state of tourism within the municipality to inform future decision making. MATA, in partnership with RTO7, can provide this analysis for a fee.

In addition to [postal code data](#), the data that you may be required to include in your final reporting to assess performance could include:

- Number of overnight stays as a result of the application
- Profit/Loss statement related to the application
- Success of marketing (clicks to campaign, attendance, website visits, occupancy rate)

In the assessment of applications, MATA will prioritize those that offer compelling evidence of value for money. To enhance the favourability of your submission, please provide detailed information on data points such as occupancy rates, revenue generation, and ticket sales. Additionally, emphasize year-over-year changes for the preceding period to strengthen your application.

In addition to the key metrics mentioned earlier, it remains crucial to incorporate a comprehensive approach to data collection. This includes gathering website analytics, guest satisfaction reports, and other relevant metrics, as they play a vital role in evaluating the overall success of the project. These supplementary data points not only contribute to a thorough assessment but also provide valuable insights to inform future planning initiatives.



## MATA Grant Program Streams

### Marketing/Advertising

The Advertising category empowers recipients to enhance and optimize their advertising placements for greater effectiveness. Through this funding stream, matching funds (as indicated above) are allocated to support the development and implementation of robust marketing and advertising strategies. This initiative aims to elevate promotional efforts, ensuring a more impactful reach and engagement for the recipient.

Eligible costs include:

- Digital advertising
- Print Advertising
- Creative development
- Brochure development
- Radio Advertising
- Out-of-home Advertising

### Experience Development

This category offers recipients the chance to engage in research, training, and testing of innovative products and experiences. It allocates matching funds (as indicated above), specifically aimed at fostering the development and execution of new experiences designed to attract and cater to tourists located beyond a 40-kilometre radius. This initiative focuses on creating unique offerings to effectively meet the diverse needs of long-distance travellers. Examples include developing a new cycling route, creating a bread-making workshop, learn to camp program.

### Festivals and Events

This category offers recipients the chance to conceive and/or implement their Festivals and Events plan, including strategies aimed at enhancing the viability of events by attracting new markets. The associated funding stream provides matching funds to facilitate the development of new plans or the effective execution of existing ones, with a focus on attracting visitors located beyond a 40-kilometre radius. The initiative aims to support recipients in strategically improving the appeal and reach of their events, fostering greater success and engagement. Eligible expenses include the cost of talent, advertising, and promotional materials.

Ineligible Expenses:

- Staff compensation/wages
- Operational costs
- Capital infrastructure
- Website costs (development and/or maintenance)
- HST

### Evaluation criteria

Criteria	Weight
Collaboration	10%
Is your application increasing tourism visitation and spending? Is it a ticketed (paid) experience or event? Does it extend the tourism season? i.e. occurs between Mid-October and mid - June Does it encourage overnight stays of 2 or more nights? Does it encourage midweek stays?	50%
Promotion of Sustainable Tourism Practices (Economic, Environmental, Social)	10%



Data Collection ability	10%
Economic Impact	10%
General	10%

**Criteria Definitions:**

Collaboration: Stakeholders working together to produce a new product, event, or promotion. The contributions do not need to be equal, however all stakeholders should have involvement that includes financial support, staff support, contributions that provide infrastructure, etc.

Sustainable tourism: tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” UN World Tourism Organization

Tourism Season: Victoria Day weekend to Thanksgiving.

Economic Impact: the total dollars, jobs, and household income generated in an economy due to a new activity; for example, a business coming to or growing in the region, a festival, or the construction of an event center.

General: Use this category as an overall measure of how much you like the idea, how realistic it will be to execute, how likely the applicant is to complete the required reporting, how closely this relates to the MATA strategic plan, etc.

**Conflict of Interest**

To ensure that all applications are evaluated equally and, in an effort, to remove all real or perceived conflict of interest, the matrix above will be used to evaluate each application. Board members who apply for grants will be excused from the evaluation process.

**Other Programs available**

**RT07 Programs**, please visit [rto7.ca](http://rto7.ca) or talk to RT07 staff about options.

**Bruce County** provides grants to tourism operators through their Spruce the Bruce program. Please contact [Bruce County](#) staff for more details.

**Application Process**

*Please contact MATA [southbrucepeninsulatourism@gmail.com](mailto:southbrucepeninsulatourism@gmail.com) prior to completing and submitting to ensure eligibility of your proposed idea.*

- Complete your application – be sure to **indicate HST as a separate line** in your figures.
- If your project is approved (typically you will be notified within four weeks) a Contribution Agreement outlining timelines, performance measurement etc. will be signed by you and MATA.
- Successful projects will be managed in Basecamp, which allows all parties to track the project’s progress. Note that no expenses incurred prior to April 1, 2024 will be eligible.
- There are 2 application deadlines: April 30, 2024, and September 30, 2024. Note that all projects must be fully completed (including your completion of a final report within 30 days of completion) by March 31, 2025.
- MATA may reach out to applicants to clarify submission.