

TOURISM RELIEF FUND

RTO8 Program for:
Peterborough & the Kawarthas
Kawartha Lakes
Northumberland County

OVERVIEW

Made possible with support from the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) Regional Tourism Organization 8 (RTO8) will be distributing \$3 million in Tourism Relief Funding within the RTO8 region.

RTO8 will provide non-repayable contributions between \$25,000 to \$100,000 for up to 50% of eligible costs for for-profit businesses and up to 100% of eligible costs for not-for-profit organizations and municipalities. For larger projects, please apply directly to FedDev Ontario.

OBJECTIVES OF THE PROGRAM

- Enable recipients to strategically adapt projects and services to changing public health requirements, while planning for and investing in recovery efforts that enable future growth.
- Empower tourism entities to seize new market opportunities while helping the sector reposition itself for domestic and international visitors as the country safely reopens.
- Support costs related to product development and enhancement of tourism experiences that help tourism businesses adapt to the 'new normal', modernize tourism offerings, and encourage the adoption of more sustainable practices.
- Support destination development that would position communities to take advantage of post-pandemic opportunities through strategic planning for medium to long-term investments, as well as supporting destination development in line with objectives set out in regional priorities and the Federal Tourism Growth Strategy.

NOTE: Projects must be completed by December 31st, 2022



INELIGIBLE APPLICANTS:

NOTE: Please do not submit an application if you have already applied directly to FedDev Ontario as it is limited to one project per organization. It will not be processed.

Businesses that are in the following industries are not eligible under this initiative:

- restaurants
- retail sector
- hotel chains
- sole proprietorships

NOTE: independent businesses may be considered for funding if they are an anchor product and the main reason for attracting tourists to the region. This will be assessed on a case by case basis.

ELIGIBLE APPLICANTS:

Eligible applicants must be part of the tourism ecosystem and include:

- incorporated businesses, primarily small- and medium-sized enterprises (SMEs)
- not-for-profit incorporated organizations (including tourism associations and destination marketing organizations) co-operatives (for-profit and not-for-profit)
- municipalities, Municipal Development Corporations, and related entities
- post-secondary institutions
- Indigenous Communities
- Indigenous Sole Proprietor

RTO8 is proud to work in partnership with Indigenous Tourism Ontario (ITO) to deliver the Tourism Relief Fund in support of Indigenous tourism in the province of Ontario.

If your business or organization is 51% or more Indigenous-owned and controlled, please visit ITO's Tourism Relief Fund webpage to apply and access additional program support. As the recognized voice for Indigenous tourism in Ontario, ITO's program is customized to the needs of Indigenous communities, organizations and businesses. Together, ITO and RTO8 will work together to support the growth of Indigenous tourism within the Kawarthas Northumberland region.

For questions, contact TRF@indigenoustourismontario.ca





ELIGIBLE PROJECTS:

Eligible costs will include those relating to the following activities:

- Creating, adapting, and enhancing protocols and permanent infrastructure to meet health and safety requirements to accommodate visitors;
- Modernizing operations, attractions, greening initiatives, and online sales services;
- Supporting businesses with the local promotion of tourism products, including digital and virtual reality experiences;
- Developing capacity for more inclusive tourism experiences (e.g., staff training to ensure welcoming, inclusive environments to diverse clientele, gender-neutral washroom facilities);
- Providing support to local communities to develop sustainable tourism plans based on research and market analysis, and designed to rebuild tourism confidence in communities;
- Supporting seasonal dispersion by equipping tourism SMEs to extend their product offering to increase visitation during the winter and shoulder seasons;
- Implementation of tourism plans that create or improve local assets, facilities, and planning for key infrastructure;
- Developing and enhancing tourism services and experiences; and,
- Implementing strategies to re-activate and animate downtown cores, main streets and business districts through activities, public art, and mixed use spaces.

ELIGIBLE COSTS:

Eligible costs (not already covered through a different program) can occur between April 19th, 2021 and December 31st, 2022 and include:

1. Capital costs:

capital/site-specific infrastructure, cost of equipment, including acquisition or rental of equipment, and other related capital costs directly related to, or necessary for, the completion of the project.

2. Non-capital costs:

costs involved in providing training to personnel, licences/software upgrades, project management costs (costs associated with the oversight and administration of the project such as the costs of a public announcement or required temporary or permanent signage), or costs related to intellectual property.

3. Labour:

incremental salaries and benefits for individuals employed for the project may be eligible should they meet the following conditions:

- a. The recipient confirms and substantiates that it is not economically feasible to tender a contract
- b. Costs are for those employed directly in respect of the work that would have been the subject of the contract; or
- c. Labour hired to work exclusively on the project (i.e., not existing employees of the recipient)

4. Expertise:

incremental fees paid to professional and/or technical personnel, consultants, or contractors

5. Materials:

costs of materials and supplies, including costs associated with production and distribution of promotional materials.

All costs are approved in advance and are included in the contribution agreement. RTO8 reserves the right to make the final determination on the value of contributions and to exclude expenditures deemed to be ineligible or outside the scope of the project.

INELIGIBLE COSTS:

Ineligible Costs:

- HST
- Costs of land, building or vehicle purchase
- Rent
- Refinancing
- Costs of intangible assets such as goodwill, whether capitalized or expenses
- Depreciation or amortization expenses
- Interest on invested capital, bonds, debentures, or mortgages Bond discount
- Losses on investments, bad debts and any other debts
- Fines or penalties
- Costs related to litigation
- Non-incremental wages
- Fees for administrators, including payments to any member or officer of the Recipient's Board of Directors
- Opportunity costs
- Hospitality and entertainment costs
- Costs of individual membership in a professional body (e.g. professional designations)
- Lobbying fees
- Gift cards
- Any cost that was covered through a different program whether it was federal or provincial.

SELECTION CRITERIA:

The selection committee will use a criteria-based model for decisions including:

- Eligibility
- In tourism Ecosystem
- Financial Viability
- Aligns with Priorities
- Impact of Project (Benefits) including jobs, visitors, and spending.



TIMING

- Application intake opens **April 19, 2022**
- Initial intake period closes **May 15, 2022**. In the event the program is not fully subscribed during the initial intake period, applications will be reviewed on a rolling basis.
- Decisions by **May 31st, 2022**
- Projects must be completed by **December 31st, 2022**
- A final report including copies of receipts will be required within one month of project completion or **January 31st 2023** at the latest.

FUNDING/USE OF FUNDS:

- RTO8 will provide non-repayable contributions up to \$100,000. For-profit businesses can apply for up to 50% of eligible costs. Not-for-profit organizations and municipalities can apply for up to 100% of eligible costs.
- An application will be necessary, outlining the eligible amount requested and a written commitment that guidelines regarding use of funds and reporting requirements will be adhered to.
- A signed partnering agreement, including specific program deliverables and reporting requirements is necessary for successful participants.
- Funds applied for can be for expenses of projects that started April 19, 2021.
- Funds must be fully spent by December 31, 2022.
50% of funding will be disbursed to successful applications upon signature of ultimate recipient agreement, 30% upon project check-in (half way), and 20% upon receiving the final report.

Specific Terms, Deliverables and Reporting Requirements will be outlined in the partnering agreement.





HOW TO APPLY:

Please apply at the following link:
rto8.com/tourism-relief-fund
Applications Due: May 15th, 2022 at 11:59 pm

Required Documentation:

- 1. Completed Application Form
- 2. Historical financial statements for 2021 either in the form of an Audit, Review Engagement or Notice to Reader. Internally-prepared financial statements may be accepted. At a minimum, this should include a balance sheet, income statement (including a breakdown of costs), and statement of cash flow.
- 3. Incorporation documents, Letters Patent or other relevant documentation.
- 4. Proof of Insurance

Contact:

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Executive Director, RTO8
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APPENDIX 1

Application Form Questions

Applicant Information

- Name
- Email
- Legal and Operating Business Name
- CRA Business Number
- Type of Organization
- Address
- Select the most accurate NAICS code description of your organization
- Company/Organization Description
- Total # of Full-time employees at start of project. Estimated jobs created and maintained (temporary and permanent) through project directly with the organization.
- Will this project help you adapt to meet COVID-19 health and safety regulations?
- How is your organization in the tourism ecosystem? Assurance that, where lobbyists are utilized, they are registered in accordance with the Lobbying Act and that no actual or potential conflict of interest exists nor any contingency fee arrangement
- Assurance that any former public office holder that derives benefit from this agreement will be in compliance with the Conflict of Interest Act and the Values and Ethics Code for the Public Sector

Proposed Project Description

- A detailed description of your project Description of the benefits/key objectives Estimated Start Date
- Estimated Completion Date
- Key risks and mitigation strategies
- Project Budget by line item and funding source.

You must also provide your 2021 financial statements, Incorporation documents, and proof of insurance.

OPTIONAL - Diversity and Inclusion Survey

