**Experience Development / Consumer Research / Workforce Development**

Note:  We are currently approving and actioning all Partnership Programs.  To date we have in excess of 50 projects that are currently being assisted through our Partnership Programs. Expenditure of funds in Partnership Programs is contingent on adherence to the Province’s Emergency Orders.

If the documents linked to below do not appear automatically, you may find them in your downloaded documents. Links in red font indicate those that you are required to read for this application (although we encourage you to read them all). Read the [Partnership Program Guidelines](http://www.rto7.ca/Documents/Public/Partnership-Funding-Projects/GUIDELINES-1) before this application.

* Managed by RTO7
* $1 receives $0.75 ($1 partner matched by $0.75 partnership funds) to a combined maximum of $17,500 per project. Example $10,000 leverages to $17,500
* Minimum $5,000 investment from the partner (can be a single tourism entity or a tourism group/DMO/tourism organization)
* Note for those proposing/undertaking planning/feasibility projects/exercises, that sustainable tourism practices must be addressed in a meaningful manner within the plan/study
* To ensure timely and constructive execution of the planning and actioning of the project please select one representative only to act as the decision maker and liaison with RTO7 and the selected consultant

**Regional Tourism Organization 7**

**2020/21 Partnership Program Application**

**Experience Development / Consumer Research / Workforce Development**

*Please type directly into the form and save a copy to your computer.*

*Print off and sign the final page.*

*Application forms should be emailed to* *partnerships@rto7.ca**.*

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| **Stakeholder Partner/Applicant****Organization’s legal name, website address** (for multiple partners - please identify lead partner here and attach details of additional partner(s) on a separate page) |  |
| **Contact Information** of person responsible for this application /lead partner contactPlease include name, title, **address**, phone and email |  |
| **Project Name** |  |
| **Project Date(s)** |  |

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| **Funding Amount to be Contributed by Partner** (i.e. RTO7 will invoice you for this amount – which must **include** HST) | Partner Contribution: $+ $200.00 Administration Fe*(waived for 2020/21)* |
| **Funding Ratio** | **$1 Partner : $0.75 MHSTCI**  |
| **Total project budget** |  |

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| **In-kind contributions by partner** |  |

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| **Target Markets &****Activities** | **RTO7** [**Target Markets**](https://rto7.ca/Public/Programs/Resource-Guide#TargetMarkets&Activities)**: (subject to change)**[ ]  GTA[ ]  Southwestern Ontario[ ]  BruceGreySimcoe (for Visiting Friends & Relatives market)[ ]  USA border states[ ]  Quebec**RTO7** [**Target Activities:**](https://rto7.ca/Public/Programs/Resource-Guide#TargetMarkets&Activities) **(subject to change)**[ ]  Culture & Heritage [ ]  Nature & Outdoor Recreation[ ]  Cycling[ ]  Festivals & Events (subject to directives from the Province of Ontario)[ ]  Resorting[ ]  Water-Based Recreation[ ]  Culinary & Agri-Tourism[ ]  Touring[ ]  Accessible Tourism |
| **Nature of Project** | [ ]  Feasibility study[ ]  Strategic plan[ ]  Marketing plan[ ]  Experience development[ ]  Tourism research[ ]  Workforce research/plan[ ]  Other (provide detail below) |

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| **Project Overview** Please describe your project and its benefits/what success will look like upon completion of this project. Provide baseline performance data against which the outcomes of the project will be evaluated (e.g. increase tourist spending, visitation, investment, sustainability, number of experiences in market, etc.) If this is a workforce development project, please indicate which workforce the proposed project supports (e.g. one sector, one County, the region, etc.) |
| **Performance Metrics -** Provide anticipated outcome for the performance metrics you will gauge your project success by. At project completion, you will be required to report (in your final report) on ALL the metrics below that are relevant to your project. For an explanation of these and other useful tourism performance metrics, please click [here](https://rto7.ca/Public/Programs/Resource-Guide#PerformanceMetrics) ([Performance Metrics video](https://www.youtube.com/watch?v=yWaAJ61OPLs&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=5) and [Importance of Data](https://www.youtube.com/watch?v=IoIpyCpb2zg&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=6) video).

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| **Metric:** | **Anticipated Outcome:** |
| Steering committee satisfaction with end product |  |
| Community consultation/stakeholder engagement and collaboration |  |
| Broader community satisfaction with the end product |  |
| Experience of working with the consultant  |  |
| Likelihood/feasibility of future implementation  |  |
| Increase in staff satisfaction (clearer direction, improved customer service, etc.) |  |
| Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

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| **What do you see as the key activities and critical deadlines (milestones) of the project? Keep in mind a third party will be conducting the work required.** |
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| **Preparation – please confirm the following are in place CURRENTLY in order to qualify for funding** |
| [ ]  All applicant partners are united on goals and objectives[ ]  Actioning the outcome of this proposed project may require a multiple year commitment – are all partners able to commit to future financing and management of the project outcomes if required?[ ]  One organization will be responsible for representing the group and will be the lead organization for future contact[ ]  Partner will acknowledge RTO7’s and the Ministry’s support by displaying the ‘BruceGreySimcoe – Always in Season’ Logo ([JPG](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK-1.aspx), [EPS](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK.aspx)) with an active link to [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) and the Ontario Logo [(](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_RGB-1)[PDF](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK-1), [EPS](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK)) on their website [ ]  Partner(s) maintain an active operator listing(s) (at no charge) on the [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) website and listed offerings, events, videos, social media, etc. Contact Allison Davies adavies@rto7.ca 705-888-8728 for assistance if required. Partner also maintains a free listing on [www.ontariotravel.net](http://www.ontariotravel.net). [ ]  Partner has [signed up](http://rto7.ca/Public/Special-Pages/Mailing-List-Signup) to receive RTO7’s E-newsletter communications[ ]  At least one representative of the partners’ organization has completed the **FREE** [BruceGreySimcoe Service Excellence Training](https://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training). Note that partners will have until March 31/21 to complete and submit a copy of Certificate of Completion to RTO7. It is strongly recommended that at least one representative of the partners’ organization also complete the **FREE** [It’s Your Shift (Sexual Harassment & Violence) Training](https://rto7.ca/Public/Programs/It-s-Your-Shift)  [ ]  Partner is required to submit a final report to RTO7 within 30 days of completion of the project [ ]  Partner has (or will) consider/reflect on [sustainable tourism practices](https://rto7.ca/Public/Programs/Resource-Guide#SustainableTourism) ([video](https://www.youtube.com/watch?v=edIe1aDDfJ4&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=8&t=0s)) as they relate to their business **Attestation:**[ ]  I confirm that the source of funds to be contributed is consistent with [eligible sources of funds,](https://rto7.ca/Public/Programs/Resource-Guide#IneligibleSourcesofFunds)[ ]  I have read and understand all information contained within the following documents/links above (identified as Mandatory in the [Attestation Matrix](https://rto7.ca/Public/Programs/Resource-Guide#AttestationMatrix), and in red font above):* Guidelines
* Target Markets & Activities
* Sustainable Tourism
* BruceGreySimcoe Customer Service Excellence Training
* RTO7 E-newsletter signup
* BGS & Ontario Logos
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| **Sustainability – what is your broader sustainability plan for the project during and upon completion of this phase.** Please address the following: financial, engagement, risk management, environmental, etc. |
| *Note that RTO7 through the Partnership Program has committed resources both financial and human for the improvement and expansion of the tourism industry within BruceGreySimcoe. An expectation of the program is that all activities will have a positive Return On Investment on the efforts of all involved. This includes the expectation that for reports/plans, both the intent and the funds to action/implement the resulting recommendations will be forthcoming upon project completion/within the following year. Failure to action the recommendations without good cause may result in RTO7 requesting full repayment of funds provided for the Partnership Program.* |
| The information supplied above is accurate to the best of my knowledge.Authorized Signature (application must be signed) Date Name and Title  |

*Please help us to improve…*

Did you find this application easy to complete?

[ ]  Very [ ]  Somewhat [ ]  Not at all

Understanding that all information is needed to effectively evaluate your submission, what changes would you make to the application?