**Website Portal 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](https://rto7.ca/Documents/Public/Partnership-Funding-Projects/GUIDELINES-1) before this application.

* Managed by RTO7; managed and executed by the RTO7 Agency of Record (78 Digital Inc.)
* $1 receives $1 ($1 partner matched by $1 MHSTCI funds)
* Partner contribution of $6,500 (English only site) or $7,500 (English & French language) including HST (leverages to $13,000 or $15,000 respectively)
  + Note this does not include translation costs for the French content
* Does not include hosting costs which are billed monthly (direct from 78 Digital Inc. to the partner) at a rate of $100/month + HST following site launch
* Eligible for DMOs/organizations representing/managing tourism partners and whose primary purpose is tourism promotion
* Effectively gives the partner a microsite with their own dedicated URL, colour scheme, analytics specific to that URL, revenue generation attributes and the ability to manage content
* Other optional attributes include newsletter signup, social media links, seasonal subpages, blogpost, French/English…
* Operator data may be shared with RTO7 and other partners on the [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) platform (at the discretion of RTO7/Partner)
* To ensure timely and constructive execution of the planning and actioning of the campaign please select one representative only to act as the decision maker and liaison with RTO7 and 78 Digital Inc.
* There are a limited number of these partnerships available

Note that timelines for these projects depend almost completely on the Partner’s ability to provide timely and accurate data to populate the website.

**Regional Tourism Organization 7**

**2020/21 Partnership Program Application**

**Website Portal 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*](mailto:partnerships@rto7.ca)*.*

|  |  |
| --- | --- |
| **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 contact  Please include name, title, **address**, phone and email |  |
| **Project Name** |  |
| **Project Date(s)** | Allow at least 6 months (preferably 12) |
| **Funding Amount to be Contributed by Partner** (i.e. RTO7 will invoice you for this amount – which **includes** HST) | $6,500 (English) or $7,500 (English & French)  Partner Contribution: $  + $200.00 Administration Fee = *Total Partner Payment (waived for 20/21)* |
| **Funding Ratio** | **$1 : $1** |
| **Total project budget** | $13,000 or $15,000 depending on language(s) chosen  *The Administration Fee is not included in this line item* |
| **Proposed site URL** | *e.g. http://www.partnerswebsite.com* |
| **In-kind contributions by partner** (if applicable) | *Development of all content, copy and imagery for the website. All content and operator data has been verified, is accurate and all approvals for use have been received. All data provided as per instruction of web portal development company.*  *As outlined above, monthly hosting is not included in this cost and is billed direct from 78 Digital to the Partner.* |
| **Please explain the rationale/need/demand for this project.** | |
|  | |
| **Key Activities, Milestones & Responsibilities** | |
| The following is an approximate sequence of events for the project you will be undertaking (note that many of the activities will occur simultaneously):   1. Share features offered by Portal with Partner – RTO7 2. Review features offered by Portal – Partner 3. Draft timelines document created – 78Digital 4. Timelines refined– Partner, 78Digital 5. Project Approval – Partner, RTO7, 78Digital 6. Share existing website URL, Analytics, Branding, Imagery – Partner 7. Send Partner Information Architecture document to help determine what pages/features will be on the new website – 78Digital 8. Review Information Architecture document, determine what pages/features of the portal will be used by the organization and which will not (e.g. organization may not want Special offers or Ads) – Partner 9. Share content guidelines Word document with Partner so content is created and eventually received by 78Digital in a standard way – 78Digital 10. Begin preparing content needed for new site – Partner 11. Operator data spreadsheet sent to Partner allowing the organization to bring their operator data in line with the structure of the data on the Portal website – 78Digital 12. Begin preparing operator data needed for new site based on Operator data spreadsheet – Partner 13. Events, Special Offers, Contests spreadsheet sent to Partner allowing the organization to provide structured information on these topics for launch – 78Digital 14. Based on the branding information provided, and the features the partner would like, the Portal Template design will be altered slightly to align with branding colours & logos. PDF mock-ups will be shared with Partner – 78Digital 15. Signoff on design and information architecture – Partner 16. Website development begins on the test site – 78Digital 17. Send final content to 78Digital – Partner 18. Send final operator data to 78Digital – Partner 19. Send final events, special offers and contests to 78Digital - Partner 20. Website development completed on the test site – 78Digital 21. Testing of the completed test site – 78Digital 22. Issue resolution – 78Digital 23. Testing of the completed test site – Partner 24. Issue resolution – 78Digital 25. Signoff on the completed test site – Partner 26. Training of the Partner on how to use the Content Management System to maintain the website – 78Digital 27. Test site moved from the testing server to the live server for public consumption – 78Digital 28. Google Analytics tracking added to the site – 78Digital 29. Testing of the live site – 78Digital 30. Testing of the live site - Partner | |
| **Performance Metrics -**  Provide anticipated outcome for the performance metric(s) you will gauge your project success by. Note that some of these metrics are more a result of a targeted operator recruitment strategy, which is outside the scope of this project. 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).   |  |  | | --- | --- | | **Metric:** | **Anticipated Outcome:** | | Attractive website developed |  | | Website representative of the area |  | | # of operators enlisted on the website within a year (with a targeted operator recruitment strategy) |  | | Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | | |

|  |
| --- |
| **Preparation – Please confirm the following are in place CURRENTLY in order to qualify for funding** |
| Social media – partner maintains daily engagement of social media communications  Partner will provide all content, copy and imagery for the website (all content and data are accurate, have been verified and are approved for use) in the requested format  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  The support of RTO7 and the Province will be acknowledged in communications both internally and externally (e.g. newsletter, press release, board reports, etc.)  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](mailto: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 * Sustainable Tourism * BruceGreySimcoe Customer Service Excellence Training * RTO7 E-newsletter signup * BGS & Ontario Logos |

|  |
| --- |
| The information supplied above is accurate to the best of my knowledge.  Authorized Signature (application must be signed) Date  Name and Title |

The BruceGreySimcoe Service Excellence Training has been successfully completed by: *Insert name*

*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?