Tourism Development Fund
Application Guide

Ontario.ca/tourismdevelopmentfund
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Part 1  What You Need to Know Before You Apply

Before completing your Tourism Development Fund application, please:

- Review the Tourism Development Fund program frequently asked questions (FAQs) that are posted on the web at www.ontario.ca/tourismdevelopmentfund.
- Read the entire Application Guide.
- Contact your Ministry of Tourism, Culture and Sport Regional Tourism Advisor to discuss your Tourism Development Fund application.

It is highly advisable that applicants print a copy of this Application Guide or use a split computer screen to ensure all specific application instructions are followed while completing the application.

Introduction to the Tourism Development Fund Program

Background

In 2008, the Tourism Development Fund program was launched as a formal application-based program. It is a cost-sharing program designed to provide non-capital, project-based funding that encourages the development of innovative new tourism products that are provincial or multi-regional in scope, and to support investment attraction and industry capacity building.

The program provides funding to organizations, municipalities, national and/or provincial industry sector associations, and businesses to:

- develop research-based innovative and emerging tourism sectors;
- support tourism organizations’ capacity building;
- encourage new private sector tourism investment attraction; and
- enhance Ontario’s overall economic competitiveness and opportunities for the Ontario tourism industry.

Note: The Tourism Development Fund program is a discretionary, non-entitlement program with a limited funding allocation. In some instances a project that meets all program criteria may not be approved for funding as other projects may more effectively meet the criteria.

Program Objective

Through strategic project-based funding, the Tourism Development Fund will assist not-for-profit organizations, national and/or provincial industry sector associations, municipalities, and businesses to develop quality tourism products, encourage the competitiveness of our tourism sector organizations, stimulate increased tourist attendance and expenditures, and encourage private sector tourism investment in Ontario. The fund has three streams:

- The Tourism Product Development stream provides support for not-for-profit organizations and municipalities to develop and/or implement research-based innovative and emerging tourism sector projects with a provincial focus or with the involvement of at least two or more tourism regions.
- The Tourism Investment Attraction stream provides support for municipalities and businesses to encourage new private sector tourism investment in the province.
- The Industry Capacity Building stream provides support for national and/or provincial industry sector associations and municipalities to ensure that the tourism industry is well positioned to make future strategic decisions, address issues and opportunities, and improve its image as an economic driver for the province.

Application Submission and Deadline

Applicants must use the Tourism Development Fund application available on the Grants Ontario System to submit their applications. The Ministry of Tourism, Culture and Sport has posted the Tourism Development Fund frequently asked questions (FAQs) on the web at www.ontario.ca/tourismdevelopmentfund.

Tourism Development Fund applications should be received at least four (4) months prior to the project start date. When you submit your Tourism Development Fund application through the Grants Ontario System, you will immediately receive a confirmation notice. If you do not receive confirmation of your submission within 24 hours, please contact Grants Ontario office by email at GrantsOntarioCS@ontario.ca or by telephone at 416-325-6691 or Toll Free at 1-855-216-3090.

Tourism Development Fund applications received in any format other than the form available on the Grants Ontario System will not be accepted.
Submission Checklist

- Review the Tourism Development Fund Application Guide.
- Review the Tourism Development Fund frequently asked questions (FAQs).
- Consult with your Ministry of Tourism, Culture and Sport Regional Tourism Advisor.
- Complete the entire Application Form.

Strategic Overview

Maximum Funding

The Tourism Development Fund has no predetermined limit on the funding amount available. However, your request requires a solid rationale to support the funding amount you are requesting.

Funding support is available up to 50 percent of total cash expenses as outlined in your project cash operating budget. The remaining project cash operating budget must come from a combination of organization and project partner cash contributions. At least 20 percent of total cash expenses must come from the organization.

Please note that the value of in-kind expenses or contributions is not included in the determination of the size of the Tourism Development Fund project cash operating budget. In addition, the operating budget described must be for the specific project for which the proposed project funding will be applied and not the operating budget of the applicant organization.

Funding Priorities

Priority will be given to projects that:

- Increase private sector investment in new tourism product offerings;
- Have a provincial or multi-region focus;
- Enhance the competitiveness of Ontario’s strategic and competitive tourism products and experiences;
- Have the potential to generate significant exposure for the province, its destinations and communities;
- Stimulate increased tourist attendance and tourist spending in Ontario;
- Support provincial tourism sector associations’ efforts to advance the competitiveness of the tourism industry;
- Support jobs and economic activity in communities across the province; and
- Contribute to the quality and diversity of community life for Ontario citizens and tourists.

The allocation of funding for the Tourism Development Fund projects will be determined by the number of applications received and amount of funding approved in each category.

The Ministry of Tourism, Culture and Sport cannot guarantee funding to all applicants, nor can the ministry ensure that the total amount requested by successful applicants will be granted. The decision to fund all or part of an applicant’s request will depend on its fit with the Tourism Development Fund program priorities and assessment criteria, as well as the overall demand for funds in the program.

Each Tourism Development Fund application will be assessed to determine its suitability to achieving the following expected results, where applicable:

- Increase in tourist visitation and tourist receipts in Ontario.
- Increase in private sector tourism investment in Ontario.
- Number of jobs created from the project.
- Strong economic impact for Ontario.
- Organizational and leadership capacity building.
- Legacy opportunities, including enhancement of existing infrastructure or new construction (e.g., tourist facilities/attractions).

Definitions

For the purposes of the Tourism Development Fund program, the Ministry of Tourism, Culture and Sport defines:

- A tourism region as one of 13 tourism regions across Ontario established by the Ministry of Tourism, Culture and Sport. The regions are posted on the web at [www.mtc.gov.on.ca/en/regions/regions.shtml](http://www.mtc.gov.on.ca/en/regions/regions.shtml).
- A tourist as an individual (including an Ontario resident) who travels 40 kilometres or more or crosses the Ontario border to partake in a tourist activity.
- A business as an incorporated legal for-profit entity engaged in commercial activities.
Eligibility

Eligibility Requirements
To be eligible for Tourism Development Fund program funding, the project must meet all of the following eligibility requirements:

- Take place in the Province of Ontario.
- Have an applicant organization in existence for one year or longer as of the date of submission.

Each application must confirm compliance with the above Eligibility Requirements. Applications that fail to do so will be deemed ineligible.

Eligible Applicants

Eligible applicants need to demonstrate proven organizational ability, technical capacity and fiscal prudence to successfully manage and deliver the project. This includes the applicant’s capacity, proven track record, financial stability and tourism business expertise.

Funding will be provided only to legal entities. Examples include those that are established by or under legislation; are federally or provincially incorporated; are band councils established under the Indian Act, Canada or other Aboriginal organizations that are incorporated; proof of registration in Canada or another jurisdiction.

The Tourism Product Development stream and the Industry Capacity Building stream accept applications from tourism associations (excluding Regional Tourism Organizations), not-for-profit organizations, municipalities, and national and/or provincial industry sector associations.

The Tourism Investment Attraction stream accepts applications from municipalities, economic development corporations and businesses.

Mandatory Requirements

Each application must confirm compliance with the following:

- Legal status of organization applying (i.e., established by or under legislation; federally or provincially incorporated; First Nations in the Province of Ontario; proof of registration in Canada or another jurisdiction).
- Applicant is not in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario (e.g., Ontario Trillium Foundation).
- None of the proposed expenses will be used for recurring costs to run the applicant organization.
- Information provided in the application is true, correct and complete (as verified by an authorized official).

Applications that fail to meet any of the Mandatory Requirements will be deemed ineligible.

Ineligible Projects

Ineligible projects include and are not limited to:

- Projects that seek operational funding for the purpose of running the applicant’s organization.
- Projects that seek capital funding and infrastructure costs for the proposed project.

One Application per Project

The Ministry of Tourism, Culture and Sport will consider only one application per project for the Tourism Development Fund program.

Maximum of Two Applications per Organization

The Ministry of Tourism, Culture and Sport will consider a maximum of two applications per organization per fiscal year (April 1 to March 31) for the Tourism Development Fund program.

Recipient Obligations

Acknowledgement and Oversight Requirements

Applicants should be aware that the Province is bound by the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.F. 31, as amended from time to time, and that any information provided to the Province in connection with their application may be subject to disclosure in accordance with the requirements of that Act.
Successful applicants will be required to:

- Sign a Transfer Payment Agreement with the Ministry of Tourism, Culture and Sport outlining the terms and conditions for receiving funds.
- Carry at least $2 million commercial general liability insurance coverage, and add “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” as a co-insured on this coverage before the Transfer Payment Agreement can be executed.
- Report back to the ministry within 60 days following the project completion on the use of funds, service deliverables and outcomes achieved. Applicants must use the ministry’s Tourism Development Fund Post-project Final Report to provide this information.
- Permit the Province to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for purpose(s) intended.
- Agree that if the funds were not used, or will not be used, for the intended purpose(s), specified services were not delivered, or intended outcomes were not achieved, the Province has the right at a future date to recover the funds transferred.
- Obtain the Ministry of Tourism, Culture and Sport’s approval for any change to the proposed project (once funding is approved).
- Acknowledge Ontario’s support with the use of the Ontario Trillium logo in electronic and print media as part of a visibility campaign.

The Ministry of Tourism, Culture and Sport expects that the proposed project will comply with all federal, provincial and municipal laws and regulations (e.g., environmental approvals, zoning by-laws, human rights, animal welfare, accessibility, etc.).

**Reporting and Accounting Requirements**

In addition to completing the Tourism Development Fund post-project Final Report, successful applicants will be expected to provide the following additional material as part of the mandatory post-project reporting process:

- A summary of all invoices for costs associated with the Project.
- A summary of all Government of Ontario acknowledgements made using the Ontario Trillium logo and associated with the Project.
- Electronic copy of materials, plans, reports, publications and communication pieces produced as part of the Project.
- An audited financial statement for project funding of $75,000 or more, which accounts for Project revenue and expenditures. Or a Board-endorsed or Treasurer-certified financial statement for project funding less than $75,000, which accounts for Project revenue and expenditures.
- An Auditor, Board of Director or Treasurer (depending on your level of funding per above) must confirm Project funding spending and the eligibility of the expenses with a letter.
- Any other details that may be requested by the Province, including, but not limited to, qualitative and quantitative measures of how the Project supports improvements in the following performance measures — attendance, visitor expenditure, private sector tourism investment, and job creation.

**Understanding the Evaluation Process**

The application evaluation process will include a fair and consistent evaluation of the merit of submissions against the stated Eligibility Requirements, Mandatory Requirements, and Technical Requirements to ensure that applications meet with program priorities. Successful applicants will be expected to comply with the Acknowledgement and Oversight Requirements and the Reporting and Accounting Requirements.

Applications that fail to meet any of the Eligibility Requirements or Mandatory Requirements will not be considered.

Applications that meet all of the Eligibility Requirements and Mandatory Requirements will be scored based on the pre-determined Technical Requirements in accordance with the scoring system set out below.
### Technical Requirements

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<tr>
<td>Rationale and Project Beneficiaries</td>
<td>20%</td>
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<tr>
<td>Organizational Capacity</td>
<td>10%</td>
</tr>
<tr>
<td>Project Impact and Performance Measures</td>
<td>30%</td>
</tr>
<tr>
<td>Risk Management and Evaluation Plan</td>
<td>10%</td>
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<tr>
<td>Current Financial Position and Budget</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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### Ongoing Communications

The Ministry of Tourism, Culture and Sport has posted frequently asked questions (FAQs) regarding the Tourism Development Fund program on the web at [www.ontario.ca/tourismdevelopmentfund](http://www.ontario.ca/tourismdevelopmentfund).

Consultation with your Regional Tourism Advisor before submitting a Tourism Development Fund Application Form is expected. This consultation will help determine whether the applicant and proposed project meet the eligibility requirements of the Tourism Development Fund program and will provide guidance in the development of your application.

Please contact your Regional Tourism Advisor directly.

### Funding Criteria

#### Eligible Expenses

Eligible Tourism Development Fund requests must relate directly to specific expenditures incurred for the delivery of the project and must not include costs that would have otherwise been incurred by the applicant (e.g., operational costs to run the applicant organization).

Examples of eligible expenses for Tourism Development Fund include, but are not limited to:

- Consulting services and project management.
- Research costs.
- Tourism sector strategic planning.
- Business plan support, economic assessments and feasibility studies.
- Organizational development and capacity building.
- Conference organization costs including speaker fees.
- Project-related permits, fees and other similar charges.
- Other costs deemed reasonable.

#### Ineligible Expenses

Examples of ineligible expenses for Tourism Development Fund include, but are not limited to:

- Capital costs including materials, labour, land acquisition or purchase of equipment.
- Operating costs of organizations including administration, permanent staff salaries and on-going maintenance costs.
- Marketing costs including advertising, promotion, and branding.
- Software development, design, and/or installation.
- Website development used to create and maintain an online presence, including web-based marketing, promotion-based activities, booking and packaging, and on-line reservation systems.
- Training and visitor/market-readiness costs.
- Legal, audit or interest fees.
- Insurance, buyouts, restructuring costs, refundable goods and service tax.
- Festival and event costs related to programming, operations, and marketing.
- Alcohol.
Part 2  Applying to the Tourism Development Fund through the Grants Ontario System

Grants Ontario System Instructions

The Grants Ontario System is the Government of Ontario’s online grant management system which provides one-window access to information about government grants, how to apply for grants and how to check the status of your application.

Please read the information below and be sure to give yourself plenty of time to work through the application. This is the best way to maximize your potential for success.

Getting Started

Before applying to the Tourism Development Fund, you must create a ONe-key ID and password as well as register for Grants Ontario Access. You will not be able to access the Grants Ontario System without a ONe-key login and password. If you do not already have ONe-key access, please refer to the How to Create a New Registration user manual (refer to Transfer Payment Common Registration System) for instructions.

The next step is to complete a Tourism Development Fund application through Grants Ontario.

Once a formal Tourism Development Fund application is started online in Grants Ontario, it may be saved at any point and returned to later or you may also create an application online and then download the form to work on it offline. When you have completed the application offline, simply log in to the Grants Ontario System and submit your application along with all mandatory attachments (please refer to the Transfer Payment Common Registration System for instructions on how to save and submit).

It is highly advisable that applicants print a copy of this document or use a split computer screen to ensure all specific application instructions are followed and to best understand what is being asked in each question in the Tourism Development Fund application in Grants Ontario.

The instructions in this document provide guidance to applicants on which questions to complete and how to complete them. **Please note that not all questions need to be answered.** Questions in the online Tourism Development Fund application that need to be answered are indicated in the following pages. Any questions identified in this guide as “not applicable” are not to be answered and you are requested to write “not applicable” in the space provided.

The online Grants Ontario Tourism Development Fund application has general instructions next to each heading, and by positioning the mouse cursor over a key word, additional information will appear.

Because organizations must register with Grants Ontario (you should have already completed this during Step 1) to access the online application, most of the information requested in the first few sections of the application form (e.g., address, contact information, etc.) will be automatically filled in using data from the registration process.

If at any time you experience difficulty with technology, please send an email to GrantsOntarioCS@ontario.ca or create an Assistance Request within the Grants Ontario System. There is a team specifically dedicated to assist organizations with technical difficulties. The Ministry of Tourism, Culture and Sport Tourism Regional Advisors do not have the same access.

As soon as a completed Tourism Development Fund application is uploaded and submitted electronically through Grants Ontario, an email will be sent to the main application contact confirming receipt of the application.

Note: If you have not received confirmation of your submission within 24 hours, please contact the Grants Ontario office by email at GrantsOntarioCS@ontario.ca or by telephone at 416-325-6691 or Toll Free at 1-855-216-3090.

What to Attach

Partnership letters are recommended and should include amount of cash and/or in kind contributions toward the proposed project.

The Tourism Development Fund application is comprised of the following sections:

A. Organization Information
B. Organization Address Information
C. Organization Contact Information
D. Organization Capacity
E. Grant Payment Information
F. Application Contact Information
G1. Project Information
G2. Additional Questions
Sections A to C - Organization Information, Address, and Contact Information

These sections are explained directly in the Application. Sections A and B should be automatically populated with information provided by applicants during the Grants Ontario System registration process. If there is incorrect information, you will need to send an Assistance Request by email to GrantsOntarioCS@ontario.ca or create an Assistance Request in the Grants Ontario System explaining what needs to be changed or added. You cannot change this information yourself.

Section C may contain contact information about your organization that was entered during a previous application submission. You may edit this information if you wish or leave it as it appears.

Section D - Organization Capacity

This section is for you to tell us about your organization.

Q1-3 Self-explanatory.

Q4 Accumulated Deficit.
   • Please note your accumulated deficit in the space provided. If your organization has a zero balance or surplus, please put “0” in the space provided.

Q5 Accumulated Surplus.
   • Please note your accumulated surplus in the space provided. If your organization has a zero balance or deficit, please put “0” in the space provided.

Note: The surplus or deficit noted here must match that indicated in the financial statements for your organization, which must be submitted as an attachment with this application.

Q6 Describe your organization’s core business or field of activity. (2,000 characters maximum)
   • Describe your organization’s core business and explain how the Tourism Development Fund program objectives fit into your organization’s core business.

Q7 How does your strategic plan guide your organization's activities?
   • Not Applicable.

Q8 Outline your organization’s risk management plan for prevention of abuse to clients, members and staff.
   • Not Applicable.

Q9 How is your Board elected?
   • Not Applicable.

Q10 How does the composition of your Board represent the community it serves?
   • Not Applicable.

Q11 What practices/procedures exist to ensure the Board conducts its activities with accountability and transparency?
   • Please include a description of your organization’s monitoring and reporting relationships to governing bodies (e.g., a Board of Directors).

Q12 Describe your organization’s history of managing similar projects and include past achievements. (2,000 characters maximum)
   • Please provide a description of your organization's history of managing similar projects, including past achievements.

Q13 Describe your organization’s ability and capacity to successfully undertake this project. (2,000 characters maximum)
   • Please provide a description of your organization’s ability to manage the project, including the organizational and leadership capacity and your track record delivering similar projects.

Q14 Provide details on your staff and relevant staff experience for those involved in the project. (2,000 characters maximum)
   • Provide details on staffing and relevant staff experience for those managing the project.
Q15 Describe successful strategies your organization has used to ensure achievement of program outcomes.
   • Please provide evidence of your organization’s strategy and capacity to ensure that project outcomes are achieved.
   • How will your project be designed, managed and delivered to ensure success? What contingencies and backup plans are in place?

Q16 Describe your organization’s experience developing, tracking and reporting on outcomes and performance measures successfully. (2,000 characters maximum)
   • Applicants must describe how the Tourism Development Fund program support will help you meet your proposed objectives as stated in "Section G1 — Project Information", “Question 11 — Project Description”, of the online Tourism Development Fund application.
   • Applicants must articulate a commitment to undertake an economic impact assessment using either: (1) a ministry recognized or approved model that provides estimates of the economic impacts accruing to Ontario from the project, or (2) ministry recognized or approved guidelines for measuring the tourism economic impact of the project.

Section E - Grant Payment Information
Please pick "Other" for your organization's name from the drop-down menu in Box 1 and manually fill out Boxes 2-7. (Do not choose your organization’s name from the drop-down menu in Box 1.)

Section F - Application Contact Information
Please provide the name of the person that will be managing the Tourism Development Fund file. The applicant contact noted in this section must be the contact for the project.

Section G1 - Project Information
Q1 Project Name (250 characters maximum)
   Please indicate the name of your project.

Q2 Project Start Date
   • This is the anticipated start date of the project.
   • Should your application be successful, all costs incurred prior to the date of the contract will not be eligible for reimbursement.

Q3 Project End Date
   • This is the anticipated end date of the project.
   • Should your application be successful, a final report will be required no later than 60 days after the end date of your project.

Q4 Event Start Date
   Not Applicable.

Q5 Event End Date
   Not Applicable.

Q6 Target Sector
   Please select from the drop-down menu the appropriate target sector that most accurately describes your project. If necessary, you may choose more than one target sector.

Q7 Project Scope
   Please select from the drop-down menu the appropriate option that most accurately describes your project. If necessary, you may choose more than one option.

Q8 Host Municipality/First Nation Community
   Please indicate the applicant organization location.

Q9 Project Priority
   • Capacity.
   • Increase Investment.
   • Increase Visitation.
   • Increase Visitor Spending.
• Network and Partnership.
• Research and Development.
• Tourism Product Development.
• Tourism Investment Attraction.
• Industry Capacity Building.
Please select all of the above that apply.

Q10 Project Summary
Please provide a brief description of your project.

Q11 Project Description (4,900 characters maximum)
Please provide a detailed description of your proposed project, including the following:
• A comprehensive description of the project and detailed information on partner organizations that have confirmed financial and/or in kind commitment to the project.
• Approach to and critical success factors to ensure the successful outcomes of the project.
• Activities, tactics, timelines, products, etc. to be produced as part of the project plan.

Q12 Project Objectives
Describe your proposed project’s objectives and explain how your proposed project will meet your own objectives, as well as the objectives of the Tourism Development Fund program as described in the “Program Objective” Section of this Application Guide.

Q13 Rationale/Need (1,000 characters maximum)
Provide a clear tourism-based rationale for the proposed project, including tourism industry intelligence, research, and professional industry-based analysis, and linkages to regional and/or provincial tourism strategy. Indicate how provincial and multi-regional partners will be engaged.

Q14 Project Beneficiaries (2,000 characters maximum)
Describe the geographic reach of your project, including the impact on provincial and/or tourism regions (as defined in this Application Guide), as well as the demographic attributes of communities that will benefit from the project. In addition, please provide details for the following:
• How the project will raise Ontario’s profile as an international tourist destination.
• How the project will present opportunities to leverage linkages to other Ontario business sectors, international investment and trade.
• Legacy opportunities, including enhancement of existing infrastructure or new construction (e.g., tourist facilities/attractions).
• The extent to which investment in the project presents value for money for the Province.

Q15 Risk Assessment and Management (2,000 characters maximum)
Please provide a description of the challenges, obstacles or threats to the successful delivery of your proposed project and the risk management plan you will put in place to ensure the safe and successful outcome of the project.

Q16 Project Outcomes (1,000 characters maximum)
• Please provide a rationale for the values placed in the “Goals” column of “Section I - Performance Measures” of your online Tourism Development Fund application. (You may wish to first fill out “Section I - Performance Measures” of your online Tourism Development Fund Application before completing this section.)
• Applicants must present a clear explanation or rationale for their estimates of (e.g. visitation and visitor expenditure) “Goals” using sources such as market intelligence, comparables, independent or third-party assessments (e.g., consulting firm studies, etc.) or their own experience with similar projects.
• Applicants that provide third party confirmation for the basis of their estimates will score higher in their evaluations than those applicants that do not provide such support.
• Applicants that demonstrate significant geographic reach will score higher in their evaluations than applicants without.
Q17 Evaluation Plan/Criteria (2,000 characters maximum)
• Provide a rationale for why you selected your evaluation methodology.
• Explain the methodology you will use to evaluate the success of your project with respect to your own qualitative and quantitative performance measures reported in "Section I – Performance Measures" of your Tourism Development Fund application.
• Explain what safeguards your organization has in place to ensure the accuracy of results.

Section G2 - Additional Information

Q1 Project Stream Selection
Please select only one of the following streams:
• Tourism Product Development.
• Tourism Investment Attraction.
• Industry Capacity Building.

Q2 Feasibility Study Management
• Please indicate your organization's previous experience in managing and funding similar activities to the proposed project.

Section H - Project Financial Information

• Before completing this section, please read the information under Eligible Expenses and Ineligible Expenses of this Application Guide.

• You are required to complete a budget for your proposed project as part of the Tourism Development Fund application.

• In preparing the budget, please note that:
  • Cash and in-kind contributions from your organization and other sources should be identified as revenues;
  • A confirmed cash contribution of at least 20 percent of the total cash expenses for your proposed project must be made by your organization. The Tourism Development Fund can only fund up to 50 percent of the total cash expenses;
  • Revenues and expenses must be entered for Year 1 only. Do not fill out Years 2-5. You can click on the Collapse / expand button to minimize Years 2-5 on the Tourism Development Fund Application Form.
  • All expenses must be reasonable, well supported and justified. For all expenses, applicants must provide a detailed Item Description that provides the following information in the order set out below.

Revenue Sources
• List each budget item under the appropriate header (i.e., Requested Amount, Cash Revenues from Other Government Sources, Cash Revenues from the Applicant and Other Sources, In-Kind Revenues). Please note that there is a limit of 255 characters (including spaces) in each cell.

• Provide a breakdown of the revenue source for each budget item, if applicable (e.g., under the Cash Revenues from the Applicant and Other Sources header, you might list Participation Fees $25/person x 100 people).

• Select whether the funding being contributed by the revenue source is Confirmed or Anticipated by using the corresponding check box.

Expenses
• List each expense item under the appropriate header (i.e., Staffing Expenses, Benefits Expenses, Program Expenses, Administration / Other Expenses, In-Kind Expenses). Please note that there is a limit of 255 characters (including spaces) in each cell.

• Provide a breakdown of the expense source for each expense item, if applicable. For example, for purchased items, include the cost per unit and number of items needed (e.g., Venue Rental /10 workshops x $150 daily rental fee = $1,500).

• If an item is an Eligible Expense (refer to Eligible Expenses of this Application Guide), ensure that the Eligible Expense box is checked. Then indicate the total cost of the item in the Item Expense column. Determine how much of the item expense will be included in the requested funding amount for your project and indicate this in the Requested Funding column.
• If an item is an Ineligible Expense (refer to Ineligible Expenses of the Tourism Development Fund Application Guide), do not check the Eligible Expense box. Then indicate the total cost of the item in the Item Expense column.

• Rows can be added by clicking the ‘+’ symbol on the far right hand side of the budget.

• All sub-totals and totals will be automatically calculated in the Year 1 table.

• The Requested Funding column on the far right does not auto-total, so you will need to manually calculate the total Requested Funding figure to ensure that it matches the Requested Amount figure at the top of the Revenue Sources section.

**Additional Comments Relevant to Project Financial Information (4,900 characters maximum)**

• Add any information required to explain the budget for your proposed project (e.g., a costing break-down of expenses).

• The total Revenues and Expenses for your proposed project will auto-calculate and be displayed in a summary Total Project Financials (All Years) table at the end of the budget section.

• Since the Total Eligible Expense box and the Total Project Budget box at the bottom of the Total Project Financials (All Years) table does not auto-calculate, please do the following:
  • For Total Eligible Expense, list the Total Eligible figure at the bottom left of the Expense section in the budget.
  • For Total Project Budget, list the Total Expenses figure at the bottom right of the Expense section in the budget.

**Section I - Performance Measures**

Applicants must record the Goal for each of the Performance Measures Metrics listed. Performance Measures Metrics comprise two types — (1) Performance Metrics provided by the ministry (and to be completed by applicants) and (2) Any Client Provided Performance Metrics provided by the applicant, of which a minimum of two are required.

**Section J - Partner/Stakeholders Information**

Using the instructions below, please complete the Partner/Stakeholder Information table for your Tourism Development Fund project.

<table>
<thead>
<tr>
<th>1. Name</th>
<th>2. Type</th>
<th>3. Role</th>
<th>4. Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide name of organization</td>
<td>Select “Partner” from the drop-down menu</td>
<td>Note the type of partner(s) with whom you are working. Include one partner per row. Examples of possible partners include, but are not limited to: Accommodation • Travel/Tourism Association • Attraction or Venue</td>
<td>Describe how the partnership will improve your Tourism Development Fund project.</td>
</tr>
</tbody>
</table>

**Section Z - Declaration / Signing**

Self-explanatory.
Appendix A: Example of Certificate of Insurance

All successful applicants are required to carry at least $2 million commercial general liability insurance coverage before the legal grant agreement can be executed. It is mandatory that “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees.” is added as an additional insured. The insurer must have a secure A.M. Best rating of B+ or greater, or the equivalent.

Note: The items below have been numbered to correspond with the sample insurance certificate on the following page.

A certificate of insurance must:

1. State that the insured party is the recipient organization with whom the ministry has contracted. This is important since a policy will only respond to cover the Named Insured on the policy.

2. Identify the date of coverage (i.e. the dates must start on or before the Transfer Payment Agreement’s effective date and end on or after the Transfer Payment Agreement’s expiration date. A renewed certificate of insurance may be required to cover the entire period of the Transfer Payment Agreement.)

3. Identify the Ministry of Tourism, Culture and Sport as an additional insured, represented in the following language, “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees”. This phrase should appear on the certificate face under a memo heading or special note box.

4. Identify the type (a) and amount (b) of coverage (Commercial General Liability insurance is listed and is on an occurrence basis for $2 million. The policy must include:
   - i) Third party bodily injury;
   - ii) Personal injury;
   - iii) Property damage;
   - iv) A cross-liability clause; and
   - v) Contractual liability coverage.

5. Include a statement that the certificate holder (the ministry) will be notified of any cancellation or material change within 30 days.

6. Include the signature of an authorized insurance representative.
Name and address to whom issued
Ministry of Tourism,
Culture and Sport
Tourism Division
Investment and Development Office
900 Bay Street, 10th Floor, Hearst Block
Toronto, ON  M7A 2E1

<table>
<thead>
<tr>
<th>Type of Insurance</th>
<th>Insurer</th>
<th>Policy Number</th>
<th>Expiration Date</th>
<th>Coverages</th>
<th>Limits of Liability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial General Liability Including</td>
<td>Insurance Company of Canada</td>
<td></td>
<td>October 1, 2018</td>
<td>Inclusive Limits Bodily Injury and Property Damage Liability</td>
<td>Each occurrence or Accident: $2,000,000 General Aggregate: $2,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commercial General Liability Including</td>
<td>Compay of Canada</td>
<td>October 1, 2018</td>
<td>Inclusive Limits Bodily Injury and Property Damage Liability</td>
<td>Each accident: $2,000,000 - Accident Benefits - Self Insured for Physical Damage</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Errors &amp; Omissions</td>
<td>Company of Canada</td>
<td>December 2, 2018</td>
<td>Wrongful Acts committed in the performance of or failure to perform</td>
<td>$2,000,000 per claim and Aggregate Claims Made</td>
</tr>
</tbody>
</table>

**Evidence of Insurance Only**

**Cancellation:** Should any the policies described herein be cancelled before the expiration date thereof, the insurer(s) affording coverage will endeavour to mail 30-days written notice to the Certificate Holder named herein, but failure to mail such notice shall impose no obligation or liability of any kind upon either the Insurer(s) affording coverage, its agents or representatives.

Issued at: Toronto, Ontario
Date: February 10, 2018

3 Additional Insured: Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees Subject to the Terms, Conditions and Exclusions of the above noted policies.