
Objectives

The Ministry of Tourism supports investment attraction, product and experience development and industry capacity building. The Tourism Development Fund aims to:

- Support the creation or revitalization of tourism attractions, sites and experiences
- Support innovative product development for emerging sectors that have demonstrated market potential
- Enhance the quality of tourism services, businesses and practices through training
- Assist with tourism planning and capacity support 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
- Assist communities with investment readiness, investor relations, investment attraction and communications.

Eligible Projects

Priority will be given to projects that:

- Support destination development
- Support best practices and demonstration projects
- Enhance the competitiveness of Ontario's strategic and competitive tourism products and experiences - Great Lakes Cruising, Culture and Heritage (e.g. War of 1812 Commemoration activities), Wine, Culinary and Cycle tourism development
- Support a recommendation from a Premier-ranked Tourist Destinations Framework or local planning initiative
- Are supported by industry, regional planners, economic development organizations or departments, communities or regions
- Target the core Ontario, U.S. or international tourist markets identified by the Ontario Tourism Marketing Partnership Corporation (OTMPC) in its segmentation research and marketing plans. (For more information visit www.tourismpartners.com)
- Leverage private sector and other government (municipal, federal, international and other-provincial) investment

Eligible costs include: consulting services, research, seminars, training, workshops, conference speakers or tourism related programs, regional or sector strategic tourism planning, feasibility assessments for tourism projects, organizational development, project management, web sites, and business plan support.

Other costs that support new tourism investment, experience development or industry development may also be considered.

Ineligible costs include: capital costs (materials, labour, vehicles); land acquisition; purchase of equipment for project construction; buyouts; restructuring; operating costs of organizations (e.g., administration, permanent staff salaries); on-going maintenance costs; insurance; refundable goods and service tax; legal, audit or interest fees; staff travel, food or lodging; and industry participation time.

Eligibility

Eligible applicants for the *Tourism Development Fund* must be one of the following:

- Federally or provincially incorporated; OR
- First Nations in the province of Ontario; OR
- Established by or under legislation.

Application Process

- Contact your tourism advisor within the Ministry of Tourism or Ministry of Northern Development and Mines.
- Discuss your project with your regional tourism industry association, regional development authority, municipality or county to ensure it is compatible with regional tourism development efforts.
- Based on feedback from your provincial tourism advisor and local partners, complete the application form. Fill out all sections on the standard application form or an exact copy, review it to ensure that you have complied with all requirements, and sign it.
- Submit the application to the Ministry of Tourism, Investment and Development Office for formal review and evaluation.
- Applicants may submit proposals and appendices by either email or mail/courier.

Tourism Development Fund

- Applicants choosing to submit applications and appendices via email must submit applications in Microsoft Word. Applications should be sent to: IDO.ont@Ontario.ca.
- Applicants choosing to submit applications by mail/courier must submit one original hardcopy and an electronic version in Microsoft Word on CD to the following address:

Ministry of Tourism
Investment and Development Office
900 Bay Street, 9th Floor Hearst Block
Toronto ON M7A 2E1

Evaluation of Applications

The submission of an application and/or meeting the eligibility criteria does not mean that an applicant will be approved for all or any of the funding requested pursuant to the application. The Ministry of Tourism reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. Applications will be reviewed for their ability to achieve the objectives of the *Tourism Development Fund*.

The following assessment criteria will be applied:

- Is the primary function of the project tourism development?
- Has the project been designed to increase visitor spending, increase visitation, increase investment or improve customer experiences?
- Does the project build the capacity of the tourism industry?
- Is there a demonstrated need for Ministry of Tourism funding to complete the tourism project?
- Has the project been identified as a local or regional priority through planning (Destination Development or Premier-ranked Tourist Destination Framework) or public consultations that show community support and commitment?
- Is there strong market demand or evidence of future demand for the project and does it target core Ontario, US markets or international markets identified by the Ontario Tourism Marketing Partnership Corporation in its segmentation research and marketing plans?
- Is the project sustainable?
- Has the applicant secured funding from other partners (cash or in-kind)?
- Does the applicant have sufficient management capability and the programming track record to carry out the project with an acceptable level of risk?

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 is subject to disclosure in accordance with the requirements of that Act.

Successful Applicants

Successful applicants will be required to:

- Sign a funding agreement with the Ministry of Tourism in the Ministry's standard form, which includes provisions related to monitoring, reporting and corrective action, insurance and indemnification.
- In accordance with the funding agreement, report back in writing to the ministry 90 days following the project conclusion on the use of grant, deliverables, outputs or outcomes achieved etc.
- In accordance with the funding agreement, acknowledge Ontario's support for the project.

No funding will be provided to successful applicants until a funding agreement has been signed.

In order to remain eligible for funding under the Tourism Development Fund, the project for which funding is requested cannot start until a funding decision has been made and a funding agreement has been entered into.

Submission Checklist

Your application must include:

- A duly completed and signed Application Form
- Letters of support for your project

Tourism Development Fund

Questions from Applicants

For more information on the Tourism Development Fund, please contact:

Ministry of Tourism
Investment and Development Office
900 Bay Street, 9th Floor Hearst Block
Toronto ON M7A 2E1

Tel: 416 326-9765
Email: IDO.ont@Ontario.ca
Website: www.tourism.gov.on.ca/english/IDO/

Applicants are advised to consult with their local tourism advisor before submitting an application. Telephone or email enquiries can be made to your local tourism advisor. A complete list of tourism advisors is provided below:

Central Region		
Office	Staff Member	Region
Bracebridge 15 Dominion Street Bracebridge ON P1L 2E7	Randy Clark 1 800 308-3163 / 705 646-0641 Randy.Clark@ontario.ca	District Municipality of Muskoka
Midhurst 2284 Nursery Road Midhurst ON L0L 1X0	Christine Anderson 1 800 308-3163 / 705 739-6695 Christine.Anderson@ontario.ca	Simcoe County
Toronto 5 th Floor 180 Dundas Street West Toronto ON M7A 2R9	Caroline Polgrabia 416 314-7208 Caroline.Polgrabia@ontario.ca	City of Toronto, York, Durham, Peel and Halton Regions
West Region		
Office	Staff Member	Region
Kitchener 4th Floor, Ste. 405 30 Duke Street West Kitchener ON N2H 3W5	Paul Samson 519 571-6116 Paul.Samson@ontario.ca	Counties of Dufferin, Wellington, Grey-Bruce and Regional Municipality of Waterloo
London 659 Exeter Road, 2 nd Floor London ON N6E 1L3	Nancy Fallis 519 873-4482 Nancy.Fallis@ontario.ca	Counties of Brant, Elgin, Huron, Middlesex, Perth, Oxford and Norfolk
St. Catharines 301 St. Paul Street - 9th floor St. Catharines ON L2R 7R4	Tracey Desjardins 905 704-3942 Tracey.Desjardins@ontario.ca	Regional Municipality of Niagara, City of Hamilton, County of Haldimand
Windsor 221 Mill Street Windsor ON N9C 2R1	Janet Jones 519 973-6320 Janet.Jones@ontario.ca	City of Windsor and Counties of Essex, Lambton and Municipality of Chatham-Kent

Tourism Development Fund

North Region		
Office	Staff Member	Region
Kenora 810 Robertson St, Suite 104 Kenora, ON P9N 4J4	Frank Bastone 807 468-2820 Frank.Bastone@ontario.ca	Kenora Area Team
North Bay 447 McKeown Avenue North Bay ON P1B 9S9	Siobhan O'Leary 705 494-4163 Siobhan.Oleary@ontario.ca	North Bay Area Team
Sault Ste. Marie 70 Foster Drive, Suite 200 Sault Ste. Marie ON P6A 6V8	Robert Tarantini 705 945-5913 Robert.Tarantini@ontario.ca	Sault Ste. Marie Area Team
Sudbury Ontario Government Building 199 Larch Street, Suite 401 Sudbury ON P3E 5P9	Gillian Taillefer 705-564-7361 Gillian.Taillefer@ontario.ca	Sudbury Area Team
Thunder Bay Suite 332 435 James Street South, Thunder Bay ON P7E 6S7	Susan Gammon 807 475-1483 Susan.Gammon@ontario.ca	Thunder Bay Area Team
Timmins Ontario Government Complex P.O. Bag 3060, Hwy 101 E. South Porcupine ON P0N 1H0	Graham Campbell 705 235-1665 Graham.Campbell@ontario.ca	Timmins Area Team
East Region		
Office	Staff Member	Region
Kingston Ontario Government Building, Beechgrove Complex, 51 Heakes Lane Kingston ON K7M 9B1	Blair Harris 613 531-5581 Blair.Harris@ontario.ca	Lennox and Addington County; Frontenac County, Leeds and Grenville County, County of Stormont, Dundas and Glengarry
Ottawa 347 Preston Street, 4 th Floor Ottawa ON K1S 3J4	Jonathon Harris 613 742-3368 Jonathon.Harris@ontario.ca	City of Ottawa, Renfrew County, Lanark County, and the United Counties of Prescott-Russell
Peterborough 2nd Floor, South Tower 300 Water Street Peterborough ON K9J 8M5	Beverley Quirt 705 755-5883 Beverley.Quirt@ontario.ca	Counties of Peterborough, Northumberland, Haliburton, Hastings, Prince Edward County, City of Kawartha Lakes