



# FedNor

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**NEW!**

Tourism Relief Program (TRF)



# Agenda

- Program Overview
  - Qs & As



# Objective/Overview

The Tourism Relief Fund (TRF) is designed to support tourism entities to **strategically adapt** their products and services to adjust to public health requirements, and to **plan for**, and **invest in, recovery** efforts for future growth.

# Eligible Applicants

- Incorporated businesses (primarily SMEs);
- Not-for-profit incorporated organizations (including tourism associations and destination marketing organizations);
- Municipalities, Municipal Development Corporations, and related entities
- Indigenous/First Nation/Métis Settlement owned businesses or organizations, an Indigenous organization such as Indigenous-led not-for-profits and organizations which include but are not limited to First Nations as represented by their Chief and Council, Tribal Councils, Indigenous Representative Organizations, Métis and Inuit organizations and Settlements.
- DMOs could be eligible for project-based initiatives.

# Eligible Applicants

- A key supplier/operator in the visitor experience;
- Part of a defined tourism cluster; or
- An anchor product in a destination.

# Project Priority Considerations:

- Support Indigenous tourism sector;
- The business/organization is of strategic importance to the tourism sector in the region;
- Contributes to economic development of a region;
- Contributes to job creation in the region; or
- Takes place in a tourism-dependant community/region.

# Ineligible Applicants

- Businesses that are in the following industries are normally not eligible under this initiative:
  - Restaurants
  - Retail
  - Hotel chain

# Eligible Activities

- **Product Development:** Development and enhancement of tourism experiences to help tourism businesses adapt to the 'new normal', to modernize tourism offerings and to help the sector adopt more environmentally sustainable practices.
- **Destination Development:** Development of a destination which support projects 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 the [Federal Tourism Growth Strategy](#).



# Product Development- Examples

- A cycling association develops itineraries/routes with supporting interactive tools that allow visitors to self-navigate their way around a region, encouraging them to stay longer and spend more money, visiting communities with bike friendly businesses along the way, and further establishing the region as a cycling destination.
- To meet public health requirements and visitor expectations for physical distancing, a client may engage a consultant with expertise to reconfigure a space to minimize congested areas and maximize space utilization. The TRF could then be used to support investments in any physical changes necessary.
- An Indigenous tourism association creates a culinary tourism strategy including initial implementation and support for product development by its members, such as creating new cultural experiences or events involving food tourism.

# Destination Development- Examples

- A not-for-profit organization engages a tourism consultant to undertake a sustainable tourism development planning process with community stakeholders aimed at helping the community and its SMEs develop experiential tourism offerings and digital/online marketing enhancements aligned with the post-pandemic visitor interests.
- Destination Manitoulin Island undertakes a recovery strategy for the Island to strengthen their products, provide training to local businesses, and set out a multi year action plan to rebuild their visitation, both domestically and internationally.

# Eligible Costs

Eligible costs include all expenses directly related to the project and deemed reasonable and necessary for its execution.

Non-capital costs may include:

- fees for professional and technical services, including project implementation, engineering services;
- costs related to community engagement and planning, such as facilitation, rental of facility;
- costs related to producing and disseminating results of studies/plans;
- marketing costs, including design, promotional materials, advertising, product demonstrations and participation at trade shows; and
- travel expenses and labour costs.

Capital costs may include:

- servicing of industrial lands;
- waterfront development;
- leasehold improvements; and
- machinery, equipment and technology.

# Ineligible Costs

- Infrastructure supporting social goals, including educational facilities and health care services and delivery (e.g. hospices, long-term care facilities, health centres);
- Infrastructure related to retail, wholesale, accommodation and administrative facilities;
- Activities and infrastructure primarily of a social/recreational nature such as museums, libraries, cultural centres, recreation centres, tourist information/welcome centres, arenas and waste management disposal;
- With the exception of liquidity support, costs related to normal operations.
- Government services; and
- The purchase of land and rolling stock.

# Funding

## Product and Destination Development Projects:

- Applicants will not normally receive funding for more than one project.
- Contributions to businesses will be either:
  - non-repayable contributions under \$100,000
  - fully repayable contributions up to \$500,000
- A business cannot receive a combination of a non-repayable and a repayable contribution for the same project.
- Contributions to not-for-profit organizations and Indigenous entities (not generating profits) will be non-repayable up to \$500,000.

# Liquidity

- Liquidity funding could be available on a case by case basis in the following scenarios:
  - Deeply impacted tourism businesses that have remained dormant during the pandemic;
  - Tourism entities that could not diversify their tourism offering for domestic tourism;

# Liquidity - Funding Parameters

- Liquidity assistance for businesses is repayable.
- Liquidity assistance for NFP is non-repayable.
- Liquidity assistance for NFP undertaking commercial activities will normally be non-repayable.
- Cost could be retroactive for a 12 month period – April 19, 2021 is the date of eligibility.

# TRF Application Processes

## **Investment Stream Projects:**

Phase One - Initial application

- Application for Financial Assistance

Phase Two - Detailed submission

- Detailed application, Annex, Cost Forecast etc.

## **Liquidity Projects:**

Phase One - Initial application, Annex

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# Thank you!

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