

2014-15 Partnership Program Guidelines

OVERVIEW

Regional Tourism Organizations (RTOs) are eligible to receive “partnership” funds from the Ministry of Tourism, Culture and Sport (Ministry) as part of their funding allocation.

The partnership funding approach described in this section will provide the RTOs with additional tools to encourage more partnerships, strategic coordination and leveraging of regional resources.

The partnership funding approach is guided by the following set of objectives:

- Enhance tourism across the province
- Support the RTO as the leader in regional tourism
- Maximize support for tourism at a regional level by encouraging strong partnerships, expanding the breadth and diversity of funding partners
- Encourage RTOs to engage industry partners to broaden their financial base to extend reach
- Support a coordinated approach that aligns planning, marketing, product development, investment attraction, and workforce development in the region
- Assure the transparency and accountability of funding through the transfer payment agreement process

The value of partnerships among industry sectors cannot be overstated. Regardless of the partnership funding allocation, RTOs can maximize support for tourism in their regions by expanding the breadth and diversity of their partners. Strong partnerships and a coordinated approach to product development, regional planning and marketing are essential to the future sustainability and increased competitiveness of tourism across Ontario.

RTOs are expected to use ministry funding to develop and deliver strategies to support the following destination management priorities or pillars:

1. *Product Development*
2. *Investment Attraction/ Investor Relations*
3. *Workforce Development and Training*
4. *Marketing*
5. *Governance and Administration*

Project Manager/Lead

Ideally, the RTO is the lead and has the project management responsibility for any given partnership project. However, the ministry recognizes that there may be limited exceptions where it may not be cost effective or efficient for the RTO to be the lead if the partner organization has the capacity, knowledge and skill set to lead the project. In these exceptional cases, the RTO may allow the partner organization to lead or manage the project in the following scenarios:

- To leverage a partners specialized expertise or knowledge
- Where project completion is at risk due to staffing constraints in the RTO

Should the partner organization be the lead or project manager, the following requirements must be met:

- RTO is actively involved in the governance and oversight of the project
- All procurement, whether for goods or services, is led by the RTO regardless of the project lead. Where the purchase price exceeds \$5,000, the RTO will, at a minimum, obtain at least three written quotes.
- For all procurement, whether for goods or services, the partner organization must not bid to avoid conflict of interest, both real and perceived.

- RTO and the partner organization develop a Memorandum of Understanding (MOU) or partnership agreement that includes, but is not limited to, clearly defined roles, responsibilities, key deliverables, timelines and performance measures.

The RTO must seek the advice of the Regional Tourism Adviser to discuss the exception process before entering into agreements with potential partners.

APPLICATION PROCESS

Applicant

- Complete and submit application forms and budget
- Intake dates;
 - The 1st of each month from May 1 to October 1, 2014

Southwest Ontario Tourism Corporation (SWOTC)

- Vet application to ensure application fully complete.
- Ensure that the project/event/activity is on strategy for SWOTC using the Ministry's Evaluation Criteria
- Consult with Regional Advisor from the Ministry of Tourism, Culture & Sport to review and evaluate applications for partnership funding eligibility
- Submit application to Regional Advisor for approval.

Ministry

- Review application
- Consult with SWOTC on any issues or for clarification
- Approve application and advise SWOTC.

REPORTING and AGREEMENT

Applicants should be aware that SWOTC, through funding agreements with 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 SWOTC in connection with their application may be subject to disclosure in accordance with the requirements of that Act.

Applicants will be required to:

- Sign a Funding Agreement or Memorandum of Understanding with SWOTC that will outline the **terms and conditions** to undertake project/event/activity partnership
 - Confirmation and proof of partner funding (if applicable) needs to be in place **within 90 days** of the project/event
 - Confirmation and proof of insurance requirements (if applicable) need to be place before funds are released.
 - Funding schedule
 - Performance Measurements
- The project/ activity has to be new or adding an enhancement or something incremental to an existing project/ activity.
- Ideally, individual projects with applicant and matching partnership funds contributions should be not less than \$10,000 in total.
- Applicant to complete SWOTC's *Final Report* within 30 business days following the project/event/ activity on the use of funds, performance measures and outcomes achieved.
- Permit SWOTC, if required, 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.
- Obtain Ministry approval through SWOTC for any change to the proposed project (once funding is approved).

- Acknowledge SWOTC's and Ministry's support with the use of their logos in electronic and print media as part of a visibility campaign.

Eligible Costs

Eligible costs are those deemed reasonable and necessary by the Ministry for the successful implementation of deliverables.

Ineligible Contributions and Expenses

1. Grants and flow-through to other organizations;
2. Charitable fundraising;
3. Donations to political parties or lobby groups;
4. Capital expenses;
5. Prize money;
6. Expenses that do not relate directly to the delivery of the TPA.
7. Funding from Ontario government programs, such as Celebrate Ontario, or Ontario government agencies, such as the Ontario Tourism Marketing Partnership Corporation, or other RTOs
8. In-kind donations
9. Funds used for advocacy work, fundraising, hiring a lobbyist, capital expenses, or as prize money.
10. Funds given to other organizations for operational funding, such as salaries and wages, or to a political party

Acknowledgements

In accepting public funding from the Ministry, all recipients are required to acknowledge the financial assistance they receive with the use of:

- The "**Ontario Yours to Discover**" logo on all consumer materials (such as consumer websites, social media sites, advertising campaign materials, brochures, etc.)
- The **Ontario trillium logo on industry only related materials** (such as industry websites, newsletters, training sessions and materials, image bank, reports, etc.)

Ontario Yours to Discover logo

OTMPC has a logo for Canadian (domestic) audience that is available in both English and French and a logo for international audiences. Versions of the Ontario Yours to Discover logo can be requested and downloaded for free from the OTMPC's image database at www.imageontario.com. Low-resolution versions of the logo can be found using the search word "logo." Higher resolution versions required for print must be ordered through the site and upon check out you will be asked to outline the purpose of its use.

The guidelines for the use of the Ontario Yours to Discover logo are available on pages 22-24 in OTMPC's Brand Toolkit: http://www.tourismpartners.com/publications/Marketing/mrktng_OTMPCBrandToolkit.pdf

Ontario trillium logo

When using the Ontario trillium logo Please note the following:

- The Ontario logo should be used only as provided. The visual or structural relationship may not be changed in any way.
- There is no colour version of the logo. In most applications, the Ontario logo appears in a black against a white or light background.
- When accompanying other corporate logos, the Ontario Logo should be the same size.
- The two most commonly used recipient taglines are: "Funded by the Government of Ontario" or "Funding provided by the Government of Ontario".

These examples are provided for consideration purposes only. Using a tag line is not a requirement.