

# RTO5.com

## RTO 5

Toronto Mississauga Brampton

APPLICATIONS FOR RTO5 TOURISM RELIEF FUND ARE NOW OPEN UNTIL MAY 15, 2022.



Regional Tourism Organization (RTO5)

Representing Toronto, Mississauga and Brampton

## TOURISM RELIEF FUND - RTO5



The Tourism Relief Fund is a program of the Government of Canada that supports businesses by enabling them to invest in expanding and enhancing visitor products and services. Administered by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), the program is designed to help businesses and destinations recover from the deep challenges of the pandemic and build toward future, sustained growth.

In the regional destination encompassing the cities of Toronto, Mississauga and Brampton, the TRF is being delivered by Destination Toronto in its capacity as Regional Tourism Organization 5, in close partnership with Mississauga Tourism, the City of Brampton and the City of Toronto.

# TODAY'S AGENDA

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1. TRF Overview for RTO5
2. Eligibility
3. Application Process
4. Questions

# TOURISM RELIEF FUND

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- \$500M fund created in federal Budget 2021
- Through regional economic development agencies
- Support business adaptation, product development and destination development

# TRF in RTO 5

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- \$68M for southern Ontario through FedDev Ontario
- **\$10M allocated to RTO 5:**

**Toronto, Mississauga, Brampton**

- Administered by Destination Toronto serving as Regional Tourism Organization

# TRF OPPORTUNITY

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## **For-Profit Organizations**

Non-repayable contributions \$20,000 up to \$100,000 for 50% of eligible costs.

## **Not-for-profit Organizations**

Non-repayable contributions \$20,000 up to \$100,000 for 100% of eligible costs.

# REGIONAL PRIORITIES

**RTO 5**

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- Support **underrepresented stories** and experiences including Indigenous and equity-deserving communities
- Support **small businesses**
- Expand **winter-season** experiences
- Support recovery of **business travel**
- Promote **employment** for youth and newcomers

# REGIONAL PRIORITIES

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- Advance **accessibility** of tourism businesses
- Promote environmental **sustainability**
- Support businesses and neighbourhoods adversely affected by **long-term construction**
- Elevate destination appeal through **placemaking** and public art

# WHO IS ELIGIBLE?

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**Tourism entities that cater mainly to visitors, such as:**

- businesses
- not-for-profit organizations, such as tourism associations

**Applicants must meet at least one of the following criteria:**

- key supplier or operator in the visitor experience
- part of a defined tourism cluster including downtown cores
- anchor product or service in a tourism destination



# WHO IS *IN*ELIGIBLE?

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- Restaurants or restaurant chains
- Retail sector
- Hotels and accommodations
- Sole proprietorships (except Indigenous)
- Partnerships

# ELIGIBILITY NOTES

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Independent businesses operating in the restaurant, hotel and retail sector may be considered for funding if they are an anchor product and the main reason for attracting visitors to the region. Assessed on a case-by-case basis.

If you are an eligible applicant whose operations reside outside of the RTO5 region, applications for the Tourism Relief Fund are available in your region.

# ELIGIBLE COSTS

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## Eligible Expenses

- Capital Costs
- Non-capital Costs
- Labour
- Expertise
- Materials

## Ineligible Expenses

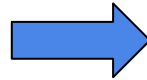
- Operational Costs
- Land, building or vehicle purchase
- In-kind donations
- Expenses not directly related to the project
- Expenses already claimed through another funding program.

# ELIGIBILITY PERIOD

**RTO 5**

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**April 19, 2021**



**December 31, 2022**

# OTHER ELIGIBILITY NOTES

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- Only one application per business/organization
- Applicants must be incorporated and registered for HST
- Commercial general liability insurance of \$2,000,000
- Financial statements for most recent two years
- Evidence to support budgeted project costs (e.g., written cost estimates, quotes)
- Applicants can make use of other federal funding but may not overlap with TRF funds
- Applicants must be financially viable and plan to continue to operate or resume seasonal operations.

# EVALUATION

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- Evaluation of all applications begins after May 15
- Applications will be assessed by an Evaluation Committee including representatives from RTO5, Mississauga Tourism, the City of Brampton and the City of Toronto
- Subject to confirmation by FedDev Ontario
- Applicants informed of outcome in early June (all applicants will receive communication, whether successful or not)

# FUND DISBURSEMENT

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- Upon approval, applicants enter into a formal Funding Agreement defining the terms and obligations parties.
- RTO5 will disburse funds to successful applicants as follows:
  - 65% upon signing of Funding Agreement
  - 35% upon completion and approval of the Final Report (within 30 days of project completion)

# APPLICATION PROCESS

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***Applications open now***

***Closing May 15***



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# APPLICATION TIPS

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- Read complete form before starting
- Use application worksheet for drafts
- Google form - use gmail address to save and return
- Supporting documents attached via email
- Show alignment with priorities
- Leverage available support

# APPLICATION SUPPORT

**RTO 5**

Toronto Mississauga Brampton

- Application Guide
- FAQ
- Recorded Webinars
- Call with Business Liaison

**RTO5.com**

**TRFinfo@rto5.com**

# RTO5.com

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