



# 2014-2015 TOURISM EVENT MARKETING AND TOURISM INDUSTRY PARTNER PROGRAMS

October 28, 2014



ONTARIO  
*Yours to discover*

OTMPC

Ontario Tourism Marketing Partnership Corporation  
An Agency of the Government of Ontario

# Tourism Industry Partners Program (TIPP)

## Objective

- Support targeted and innovative marketing programs that directly generate measurable tourism visitation and revenues by out-of-province consumers.
- Foster broad partnerships between tourism industry suppliers and private sector organizations through the development of tourism-focused business consortia.
- Extend the market reach and improve business volume through marketing tactics beyond Ontario.
- Leverage industry funds for optimal impact and return on investment (ROI).
- Encourage creativity and new marketing ideas in the tourism sector with a focus on innovation.

## 2015-2016

- Two application deadlines: January 16, 2015 (April-August 2015 campaigns/Notification: March 2015) and June 1 (September 2015-March 2016/Notification: July 2015).
- Budget: \$1.4M
- Applicants are required to submit requests online via Grants Ontario.
- OTMPC will assist marketing campaigns that target *out-of-province* markets.
- The OTMPC provides funding of up to 40% of total eligible project costs up to \$200,000 (vs. \$60,000 in 2013).
- Eligible organizations: a consortium (minimum of three) of private sector tourism businesses, tourism marketing associations, Destination Marketing Organizations, Visitors and Convention Bureaus, municipal tourism organizations, Ministries and agencies of the Ontario Government, and alliances directly involved in the marketing of tourism.

## Recommendations for 2015-2016

- Criteria to be amended to require that the lead partner be limited to investing a maximum of 70% based on the overall marketing campaign costs.

# 2014-2015 Tourism Industry Partners Program (TIPP)

TIPP	Received	Approved	Declined	Funding
<b>1st Deadline:</b>	11	10	1	\$793,707
<b>2nd Deadline:</b>	5	2	3	\$172,674
<b>Total:</b>	16	12	4	\$966,381

# Tourism Industry Partners Program (TIPP)

<b>April 1-August 31, 2014</b>	
<b>Organization Name</b>	<b>Funding Amount</b>
1000 Islands Accommodation Partners	\$76,540
Brockville and District Chamber of Commerce Tourism	\$14,200
Fort Erie Economic Development & Tourism Corporation	\$26,301
LOW Development Commission	\$8,000
Niagara Falls Tourism Association	\$200,000
Shaw Festival	\$40,000
Stratford Festival	\$176,666
Tourism Toronto	\$200,000
Waterloo Regional Tourism Marketing Corporation	\$20,000
<b>September 1, 2014-March 31, 2015</b>	
Ottawa Tourism and Convention Authority	\$122,100
Kingston Accommodation Partners Inc.	\$50,574

# Opt In

- Receive OTMPC Communications (partnership and advertising opportunities, newsletter, research information, stakeholder survey, and other general communications)

Register now!

Log in New user? Register now for FREE. [Advanced Search](#) Search [FAQ](#) [Help](#) [Contact Us](#)

### Ontario Tourism Marketing Partnership Corporation

Welcome to the Ontario Tourism Marketing Partnership Corporation's (OTMPC) web site for industry partners - your valuable source of tourism news, marketing opportunities, research and resources.

The OTMPC collaborates with tourism partners and colleagues at home and internationally to create and deliver exciting, integrated, research-based marketing opportunities and a premier, four-season tourism economy and a premier, four-season tourism economy.

If your business is involved in the Ontario tourism industry become a [partner](#) with OTMPC to the advantage of the many benefits of this unique and exciting private/public sector partnership!

Also, each registered tourism partner is entitled to a free listing for their organization displayed to users of the consumer web site, [www.ontariotravel.net](http://www.ontariotravel.net).

[xineau@ontario.ca](mailto:xineau@ontario.ca) [GO](#)

Privacy by [SafeSubscribe](#)<sup>SM</sup>  
For Email Marketing you can trust.

#### What's New!

##### ONTARIOTRAVEL.NET RE-LAUNCHED!

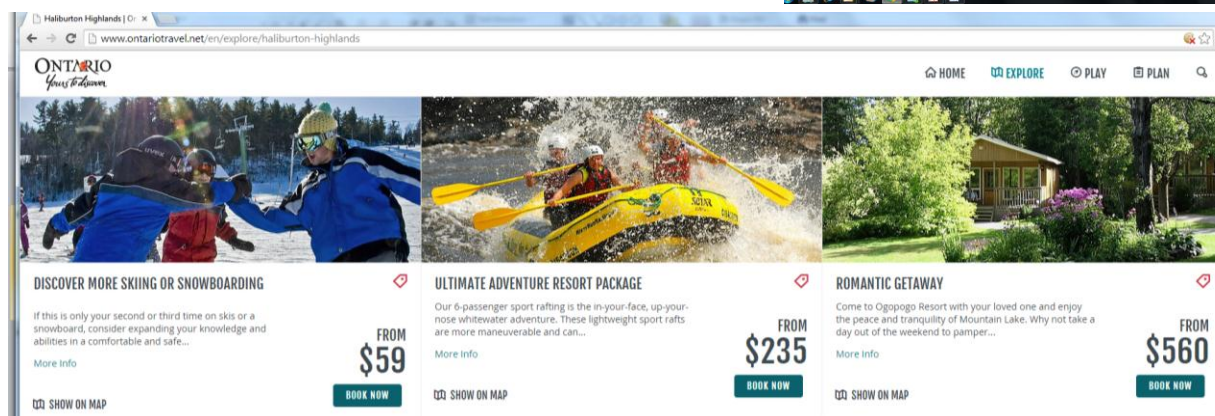
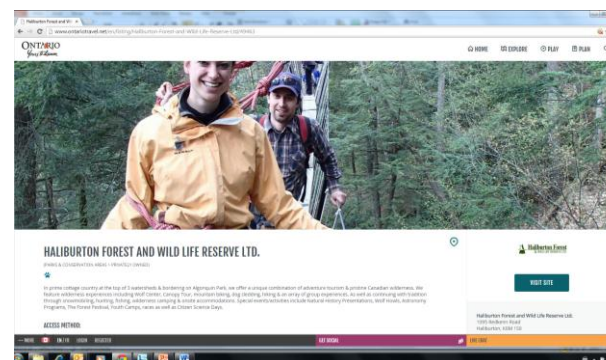
We have re-launched our consumer web site at [ontariotravel.net](http://ontariotravel.net), and welcome new and updated business listings, festivals and events and tourism packages from industry - all absolutely FREE.

##### Partnership Opportunities 2014-2015

Partner now! Leverage OTMPC's marketing initiatives and take advantage of a wide variety of available partnership opportunities to bring the world to Ontario. [More](#)

# FREE BUSINESS, EVENT AND PACKAGE LISTINGS

- Promote your tourism related business, events, and packages for FREE on our re-designed consumer site, [ontariotravel.net](http://ontariotravel.net). Event listings will also appear on our Discover Ontario mobile app.
- Contact us: [info@tourismpartners.com](mailto:info@tourismpartners.com)



# Tourism Event Marketing Program

## Objective

- Facilitate substantive economic benefit through marketing of tourism events with potential to generate incremental tourism visitation and expenditures.
- Strengthen Ontario's tourism brand image throughout Canada and International markets.
- Facilitate overnight stays through the development and marketing of overnight packages and incentives.
- Budget: \$1.9M

## 2015-2016

- Deadline: December 5, 2014 for events being held between April 1, 2015 and March 31, 2016 (Notification: March 2015)
- Applicants are required to submit requests online via Grants Ontario.
- The funding model is cost-sharing based on geographic markets.
- The program provides funding of up to 75% of eligible Ontario-targeted marketing costs to a maximum of \$20,000 per event, and up to \$150,000 for campaigns targeting out-of-province consumers, with OTMPC's contribution not exceeding 50% of the out-of-province marketing costs.

## Recommended Changes for 2015-16

- Implemented one deadline per fiscal year.

# Tourism Event Marketing Program (TEMP)

TEMP	Received	Approved	Declined	Funding
1 <sup>st</sup> Deadline	129	103	25	\$1,487,937
2 <sup>nd</sup> Deadline	46	39	7	\$504,601
<b>Total:</b>	175	142	32	\$1,992,538



# Tourism Event Marketing Program

April 2014 – March 2015	
2014 Images Festival	\$8,600
24th annual Toronto LGBT Film Festival & World Pride Film Series	\$14,355
Ottawa International Children's Festival	\$16,525
2014 Canadian Tulip Festival	\$14,638
24th annual Toronto LGBT Film Festival and World Pride Film Series	\$14,355
SING! The Toronto Vocal Arts Festival	\$3,450
Artfest Kingston	\$8,740
2014 Soulpepper Family Holiday Festival	\$8,000.00
Supercrawl	\$26,439.00
Cinefest Sudbury International Film Festival	\$11,750.00
Simcoe County 2014 International Plowing Match and Rural Expo	\$12,649.00
Toronto International Piano Competition 2014	\$35,300.00
River Lights Winter Festival	\$5,107.50
Simcoe County 2014 International Plowing Match and Rural Expo	\$12,649.00
imagineNATIVE Film + Media Marketing Plan	\$8,837.90

# CONTACTS

## PARTNERSHIP AND SALES

- Nicole Papineau, Partnership Development and Sales Manager (and TIPP)
- [Nicole.papineau@ontario.ca](mailto:Nicole.papineau@ontario.ca), Tel: 416-212-1886
  
- Enza Chiappetta, TEMP Program Coordinator
- [enza.chiappetta@ontario.ca](mailto:enza.chiappetta@ontario.ca), Tel: 416-314-5492