

# **ONTARIO'S HIGHLANDS TOURISM DEVELOPMENT PARTNERSHIP PROGRAM 2016-2017 GUIDELINES FOR ELIGIBILITY**

The Ontario's Highlands Tourism Development Partnership Program (TDPP) is an application based program designed to encourage and support collaborative tourism development initiatives that reflect the Come Wander regional brand platform, that align with the following strategic objectives, and that can demonstrate long term benefits to the region.

## **OBJECTIVES**

- Create and distribute compelling stories that focus on the emotional connection our visitors have with our tourism offers. (marketing)
- Create and enhance our tourism offers to build greater emotional connections with our visitors. (product development)
- Create opportunities to build tourism sector capacity (workforce development)
- Create opportunities that can build tourism sector engagement, collaboration and investment (stakeholder engagement and investment attraction)

## **LOCATION**

The project must benefit the region served by the Ontario's Highlands Tourism Organization (OHTO). This includes Haliburton County, Lanark County, Renfrew County, North and Central Hastings County, Addington Highlands, and North and Central Frontenac Counties.

## **APPLICANTS**

Eligible applicants must be a member of Ontario's Highlands Tourism Organization and be a First Nation, county, municipality, or an incorporated for profit or not-for-profit organization that can demonstrate financial and administrative stability. Ad hoc groups and for profit or not-for-profit organizations that are not incorporated must find a qualified applicant to act as the proponent of the project.

## **PROJECT TIMELINE**

Project activities associated with this partnership program must be completed by March 31, 2017.

## **AVAILABLE SUPPORT**

As a partner on projects, the OHTO will make available staff resources to provide joint oversight and leadership of the project and match up to 50% of cash contributions the applicant transfers to the OHTO. The level of support will be determined case-by-case, based on the strength of the project and budget available to a maximum of \$10K per applicant. Ineligible funding contributed by the applicant for the purposes of matching include: funding acquired from Ontario government programs provided by any provincial agency; in kind-donations, "flow-through" payments, such as those acquired through reservations systems, and any funding associated with capital projects.

## **HOW TO APPLY**

To apply to the *Ontario's Highlands Tourism Development Partnership Program*, applicants are encouraged to review the list of eligible projects following these guidelines. If the project falls within the listed categories, the applicant must first discuss the details of their project with the OHTO before proceeding to completing an application.

Projects will be considered throughout the year on a first come first serve basis until the available funds have been fully allocated. Those interested in this partnership opportunity are encouraged to contact us as soon as possible.

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## 2016-17 Tourism Development Partnership Program List of Eligible Projects

<b>Project Type</b>	<b>Marketing - Content Development</b>
<b>Objective</b>	Create compelling stories that focus on the emotional connection our visitors have with our tourism offers
<b>Expected Outcomes</b>	<ul style="list-style-type: none"> <li>Increased amount of high quality regional content</li> </ul>
<b>Project Criteria</b>	<ul style="list-style-type: none"> <li>Content must be experiential and depict OHTO's regional <i>Come Wander</i> Brand Platform, themes, and target market (Connected Explorer)</li> </ul>
<b>Examples of Projects</b>	<ul style="list-style-type: none"> <li>Video production</li> <li>Copywriting</li> <li>Photography</li> </ul>
<b>Contribution Limit</b>	Up to \$2,500 per project
<b>Partner\$ : PF\$</b>	\$1 : \$1
<b>Example Funding</b>	\$2,500 investment by partner receives \$2,500 from partnership fund for a total project of \$5,000

<b>Project Type</b>	<b>Marketing - Co-operative Advertising</b>
<b>Objective</b>	Distribute compelling stories that focus on the emotional connection our visitors have with our tourism offers
<b>Expected Outcomes</b>	<ul style="list-style-type: none"> <li>increase referrals to operators</li> <li>increase in followers of OHTO social media platforms</li> <li>increase in consumer email database</li> <li>increase in website visitors to ontarioshighlands.ca</li> <li>increase in hashtag use</li> </ul>
<b>Project Criteria</b>	<ul style="list-style-type: none"> <li>Promotional opportunity supports the OHTO's regional <i>Come Wander</i> Brand Platform, themes, and target market (Connected Explorer)</li> <li>Is collaborative with two or more partners contributing</li> <li>Can demonstrate high probability the project will contribute to several of the expected outcomes</li> </ul>
<b>Examples of Projects</b>	<ul style="list-style-type: none"> <li>Tradeshows</li> <li>Broadcast media (print, television, radio)</li> <li>Direct Mail</li> <li>Content Marketing</li> <li>FAM tours with media</li> </ul>
<b>Contribution Limit</b>	Up to \$10,000 per project
<b>Partner\$ : PF\$</b>	\$1 : \$1
<b>Example Funding</b>	\$10,000 investment by partners receives \$10,000 from partnership fund for a total project of \$20,000

<b>Project Type</b>	<b>Product Development – Experience Development</b>
<b>Objective</b>	Create and enhance our tourism offers to build greater emotional connections with our visitors
<b>Expected Outcomes</b>	<ul style="list-style-type: none"> <li>• Increased length of stay</li> <li>• Increased per person spend by creating differentiation and a competitive advantage based on value over price (Introduction of value-based pricing and development to attract a higher-yield customer)</li> <li>• Improved visitor satisfaction (Visitors leave satisfied, excited and more knowledgeable about the locale, and feel like they experienced something really special)</li> <li>• Expansion of networks (new partners, working relationships, and community collaboration)</li> <li>• Creation of “sharable moments” (visitors are compelled to share moments of their experiences on social or other platforms)</li> </ul>
<b>Project Criteria</b>	<ul style="list-style-type: none"> <li>• Engages visitors in new, innovative, customized and inherently personal ways (i.e. experiences that engage their senses and offer opportunities to connect on an emotional, physical, spiritual, or intellectual level)</li> <li>• Adds depth and richness to the tourism offer, showcasing the people, stories that are unique and compelling to the visitor</li> <li>• Alignment with the OHTO’s regional <i>Come Wander</i> Brand Platform, themes, and target market (Connected Explorer)</li> <li>• Can demonstrate high probability the project will contribute to several of the expected outcomes</li> </ul>
<b>Examples of Projects</b>	<ul style="list-style-type: none"> <li>• Feasibility studies, business/marketing plans, non-capital project specific human resources and material costs associated with developing/enhancing tourism experiences such as routes and interpretive/guided experiences.</li> </ul>
<b>Contribution Limit</b>	Up to \$10,000 per project
<b>Partner\$ : PF\$</b>	\$1 : \$1
<b>Example Funding</b>	\$10,000 investment by partner receives \$10,000 from partnership fund for a total project of \$20,000

<b>Project Type</b>	<b>Workforce Development</b>
<b>Objective</b>	To create opportunities that can build tourism sector capacity.
<b>Expected Outcomes</b>	<p>The tourism community is equipped with the vision, skills and resources to:</p> <ul style="list-style-type: none"> <li>• Create and distribute compelling stories that focus on the emotional connection our visitors have with our tourism offers. (Marketing)</li> <li>• Create and enhance our tourism offers to build greater emotional connections with our visitors (Product Development)</li> </ul>
<b>Project Criteria</b>	<ul style="list-style-type: none"> <li>• Project supports the OHTO's regional <i>Come Wander</i> Brand Platform, themes, and target market (Connected Explorer)</li> <li>• Can demonstrate high probability the project will contribute to the expected outcome.</li> </ul>
<b>Examples of Projects</b>	<p>Workshop delivery for topics including but not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Marketing Topics:</b> content marketing strategies, social media, blogging, media relations, travel trade</li> <li>• <b>Product Development Topics:</b> Experience Development, packaging and customer service</li> </ul>
<b>Contribution Limit</b>	Up to \$2000 per project
<b>Partner\$ : PF\$</b>	\$1 : \$1
<b>Example Funding</b>	\$2,000 investment by partners receives \$2,000 from partnership fund for a total project of \$4,000

<b>Project Type</b>	<b>Tourism Investment Attraction</b>
<b>Objective</b>	Create opportunities that can build tourism sector engagement, collaboration and investment
<b>Expected Outcomes</b>	<ul style="list-style-type: none"> <li>• Increase the level of support for tourism within the region</li> <li>• Increase the level of awareness of the value of tourism in the region</li> <li>• Increase the level of collaboration among the tourism industry</li> </ul>
<b>Project Criteria</b>	<ul style="list-style-type: none"> <li>• Project supports local buy-in and support for the OHTO's regional <i>Come Wander</i> Brand Platform, themes, and target market (Connected Explorer)</li> <li>• Can demonstrate high probability the project will contribute to the expected outcomes.</li> </ul>
<b>Examples of Projects</b>	<ul style="list-style-type: none"> <li>• Networking events, industry FAM tours, community outreach</li> </ul>
<b>Contribution Limit</b>	Up to \$1000 per project
<b>Partner\$ : PF\$</b>	\$1 : \$1
<b>Example Funding</b>	\$1,000 investment by partners receives \$1,000 from partnership fund for a total project of \$2,000