

The background of the entire page is a photograph of a hand holding a vibrant green fern frond. The hand is positioned in the lower center, with fingers gently gripping the stem. The fern frond is spread out, showing its delicate, feathery structure. The background is a soft-focus blue, suggesting a sky or water. The overall mood is natural and serene.

Tourism Recovery & Innovation Partnership Projects

PROGRAM GUIDELINES

JANUARY 2023

Funding for these projects has been provided by the Government of Ontario through the Ministry of Tourism, Culture and Sport.



Tourism Recovery & Innovation Partnership Projects (TRIPP) 2023-2024



Tourism Recovery & Innovation Partnership Projects

The Ontario's Highlands Tourism Recovery and Innovation Partnership Projects (TRIPP) stream is an application-based program offered by Ontario's Highlands Tourism Organization designed to encourage collaborative projects between two or more partners that will strengthen resiliency in our tourism sector and communities. Partners are collaborators in projects that leverage region resources that support tourism activities that meet the objectives of OHTO.

BACKGROUND

If we've learned anything in the past couple of years, it's that the people of Ontario's Highlands, those who live, work, and visit here, are deeply connected to the region and are committed to working together to protect and strengthen what makes this place we call home so special.

This is the basis of OHTO's movement towards developing our destination through the lens of responsible tourism. It's an approach that aims to harmonize prosperity and preservation, a critical piece to managing tourism growth across the region, rebuilding a resilient future for our communities, and being mindful of Indigenous Peoples who are first caretakers of the land.



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Since the announcement of this strategic shift in the summer of 2021, the OHTO team has been busy incorporating three value principles of responsible tourism into our industry support programs. Principles of Inclusivity, Community Alignment and Sustainability have guided how we deliver our initiatives and will shape our tourism offer and community experience going forward.

OBJECTIVES

TRIPP should seek to incorporate one or more of the following principles of responsible tourism:

Inclusivity – The project supports diversity, equity and inclusion.

Community Alignment – Meets the needs of visitors, while enhancing the quality of life for residents.

Sustainability – Provides long-term environmental, socio-cultural and economic benefits to the community.

ELIGIBLE PROJECT CATEGORIES

1) **Product Development** – collaborative activities that enhance and/or expand the tourism offer. Examples of eligible projects include, but are not limited to:

- Adapt programs into other languages or accessible formats



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- Product or asset inventories; develop itineraries; improve the market-readiness of existing tourism experiences; showcase local distinctiveness; create/develop new niche tourism products to entice and target new visitors; create tour routes; offer enhanced festivals and events; implement signage; and/or enhance programming and interpretation of experiences.

2) **Marketing** – collaborative activities that enhance the presentation of the tourism offer and/or reach target audiences.

- Examples of eligible projects include, but are not limited to:
- a cooperative advertising partnership (broadcast advertising: print, radio, tv; digital advertising; FAM tours for media)
- content development (photography; video production; editorial; website development)

3) **Strategic Planning** – collaborative activities that equip the sector or communities with resources to develop and/or promote the tourism offer.

- Examples of eligible projects include, but are not limited to:
- research, surveys and data analysis
- destination management plans

4) **Skills Development** - support self-learning, group learning and/or personalized coaching, aligned with a minimum of one (1) of the following project categories:

- digital skillset and e-commerce
- business development support
- customer service
- recruitment and retention



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LOCATION

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

APPLICANT ELIGIBILITY

Eligible applicants must be a member of Ontario's Highlands Tourism Organization and be an Indigenous/First Nation/Métis Settlement owned business or an indigenous organization such as Indigenous-led not-for-profits and organizations, county, municipality, and related entities, 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 within the OHTO fiscal year - April 1, 2023 to March 31, 2024.

AVAILABLE SUPPORT

As a partner on projects, the OHTO will make available staff resources to provide joint oversight and leadership of the project and financial support up to \$5,000 non-repayable towards the costs of carrying out the project.



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The level of support will be determined on a case-by-case basis utilizing the following evaluation criteria:

- **Quality of the Project** - Does the project have the potential to meet the objectives of TRIPP?
- **Contributions from Partners** - What is the financial investment and level of engagement and commitment from partners?
- **Impact on Community** - What is the quality and significance of the impact on the community?
- **Project Management** - Does the project clearly outline amount and type of resources required from OHTO?
- **Cost/Benefit Analysis** - What are the qualitative and quantitative costs and benefits?
- **Strategic Alignment** - Does the project support the OHTO principles of responsible tourism?

FUNDING AND COST CONSIDERATIONS

- Costs covered by OHTO's non-repayable contribution are not eligible towards:
 - Capital costs related to permanent structures or acquisitions (except for signage);
 - Expenses that do not directly relate to the application/delivery of the project;
 - In-kind donations or contributions; and
 - Costs that are already covered by a provincial program are ineligible.
- All non-repayable contributions provided by OHTO may not flow-through to the partner(s).
- Costs that exceed \$5,000 requires three quotes and proof of procurement (ie procurement log and accompanying documents).
- Partner is responsible for any overages.



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HOW TO APPLY

To apply to Ontario's Highlands Tourism Recovery and Innovation Partnership Projects (TRIPP), applicants must first apply electronically by [clicking here](#). This initial submission will provide a general overview (500-word max) of the project. OHTO will respond to this initial submission within ten (10) business days to schedule a time to discuss the eligibility of the project and the next steps.

Intake of applications will occur continuously throughout the year and be approved on a first-come, first-served basis and is dependent on available funding released by the Ministry of Tourism, Culture and Sport released in April.

CONTACT

Industry Support Team

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APPLY NOW

