



Ministry of
Heritage, Sport,
Tourism and
Culture Industries

Tourism Economic Development and Recovery Fund 2020 - Application Guide



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1.0 What You Need to Know Before You Apply

Before filling out the application:

1. Read the entire Application Guide before completing the Application Form.
2. Contact your [Regional Development Advisor](#) or email ido.ont@ontario.ca to review the eligibility and feasibility of your project prior to starting your application.
3. Create a [ONE-key ID](#) and password and register for [Transfer Payment Ontario](#) access.

Program Overview

The Tourism Economic Development and Recovery Fund (TEDRF) program is an application-based, cost-sharing program designed to provide non-capital funding to projects that encourage the development of innovative new tourism products, support tourism investment or build the capacity of Ontario's tourism industry.

The program is also supporting innovative tourism recovery projects aimed at increasing visitation across Ontario and addressing the reduction in global travel as a result of COVID-19. TEDRF will provide support to Ontario tourism industry associations to help offset membership fees and support industry recovery through access to membership services and benefits.

Important Definitions

For the purposes of the program, the Ministry of Heritage, Sport, Tourism and Culture Industries defines:

- A **tourist/visitor** as an individual (including an Ontario resident) who travels 40 kilometres or more within Ontario (one-way) to visit/experience a tourism product or who crosses the Ontario border to visit/experience a tourism product in the Province.
- A **Rural project** is located in a community that meets either of the following criteria:
 - has a population of less than 100,000 people
 - has a population density of 100 people or less per square kilometre.

Ontario's urban municipalities include: Brampton, Mississauga, Markham, Ajax, Hamilton, Ottawa, Whitby, Oakville, St. Catharines, Richmond Hill, Guelph, Burlington, Thunder Bay, Cambridge, Vaughan, Barrie, Kitchener, Kingston, London, Oshawa, Toronto, Windsor, Milton and Waterloo.

- A **Northern Ontario project** is located in the [Northern Ontario districts](#) of Algoma, Cochrane, Kenora, Manitoulin, Nipissing, Parry Sound, Rainy River, Sudbury, Thunder Bay or Timiskaming.
- A **tourism industry association** as a provincial organization that represents the interests of a sector within the tourism industry and includes members that are tourism operators and stakeholders.

Program Objectives

The Tourism Economic Development and Recovery Fund program aims to support projects that will increase tourist visitation and visitor spending in Ontario by:

1. Developing innovative tourism products and experiences
2. Increasing domestic and/or foreign private sector tourism investment
3. Supporting workforce development, including strengthening employment opportunities in the tourism sector and building the capacity of the tourism workforce
4. Supporting tourism sector associations' efforts to advance the competitiveness and growth of the tourism industry.

Program Priorities

Each application will be evaluated according to how well it demonstrates alignment with the TEDRF program objectives and priorities. The evaluation criteria are listed in this Guide under the section “Evaluation Process and Assessment Criteria.”

Applicants are expected to demonstrate the following:

- Strong organizational and leadership capacity, including a track record of tracking project metrics and experience in managing previous projects
- A solid tourism-based rationale for the proposed project, including tourism industry analysis, research, future trends and linkages to regional and/or provincial tourism plans
- Tourism and economic benefits at a multi-regional and/or provincial level and/or that projects take place in a rural community, or in Northern Ontario
- Tourism/hospitality, business and community partnerships that support the project either through cash or in-kind contributions. Partners that support the project but do not contribute to cash or in-kind contributions are required to submit a Letter of Support
- Innovative product development projects, new technologies and creative solutions to address the reduction in global travel as a result of the COVID-19 pandemic.

2.0 Eligibility Requirements

Applications which do not meet the following eligibility requirements will not be considered. Consult with your [Regional Development Advisor](#) or email ido.ont@ontario.ca to confirm applicant, project and expense eligibility.

Eligible Applicant Organizations

- Municipalities and Destination Marketing Organizations (Regional Tourism Organizations are not eligible)
- Indigenous Organizations
- Ontario Tourism Industry Associations
- Not-for-Profit Organizations (with a clearly defined tourism focus)
- For-Profit Tourism Organizations

In addition, to be eligible for the TEDRF program, the project and applicants must meet all the following eligibility requirements:

- Take place in the Province of Ontario
- Have an applicant organization which is a legal entity, incorporated in Canada and in existence for a minimum of one year, as of the date of submission
- Applicant is not in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario (e.g., Ontario Trillium Foundation)
- Applications must be submitted a minimum of 4 months prior to project start
- Information provided in the application is true, correct and complete (as verified by an authorized official).

If successful, the applicant organization will enter into a Transfer Payment Agreement with the Province. If successful, the applicant must be the organization that will incur and pay the project expenses and report back to the Ministry on usage of the funds.

Eligible Expenses

Eligible program expenses include, but are not limited to:

- Costs related to the delivery of membership services and activities provided by Ontario tourism industry associations
- Consulting and project management services
- Contract staff to support the delivery of the project
- Research and tourism sector strategic planning (including tourism marketing strategies)
- Business plan support and economic assessments
- Organizational development and capacity building
- Conference organization costs (including speaker fees)
- Other costs deemed reasonable.

Ineligible Expenses

Ineligible expenses for the TEDRF program include, but are not limited to:

- Capital costs including materials, labour, land acquisition or purchase of equipment.
- Operating costs for organizations including administration, permanent staff salaries and on-going maintenance costs. (COVID-19 recovery projects for tourism industry associations are excluded)
- Marketing implementation costs including advertising, promotion, branding, websites and apps (COVID-19 recovery projects for tourism industry associations are excluded)
- Legal, audit or interest fees
- Insurance, buyouts, restructuring costs, refundable goods and service tax (including HST)
- Festival and event costs related to programming, operations and marketing
- Costs related to food, alcohol or cannabis.

Number of Applications Allowed

- Maximum of two applications per lead organization (within same fiscal year)

3.0 Funding Criteria

The Ministry cannot guarantee funding to all applicants, nor can the Ministry ensure that the total amount requested by successful applicants will be granted.

The decision to fund all or part of an applicant's request will depend on its fit with the program objectives and assessment criteria, as well as the overall demand for program funds.

Formula

- TEDRF is a matching funding program, to a maximum of 50% of total cash expenses as outlined in your project cash operating budget (Ontario tourism industry associations supporting recovery efforts are exempt from the matching funding requirement).
- There is no maximum number of partners a project can have, but at least 10% of total cash expenses must come from the lead applicant organization.
- The program has no predetermined limit on the funding amount requested. However, you must provide a solid rationale to support the funding amount you are requesting.
- The value of in-kind contributions is not to be included in the determination of the value of the TEDRF project cash operating budget. TEDRF will only match cash contributions.

4.0 Evaluation Process and Assessment Criteria

Once a completed TEDRF application has been submitted through Transfer Payment Ontario (TPON), it will be evaluated, and a decision will be made as soon as possible.

Applications that meet the eligibility and mandatory requirements will be scored in accordance with the following assessment criteria:

Assessment Criteria	Application Section	Scoring Weight
1. Organizational capacity	Section E	15%
2. Multi-region / provincial project impact, OR Project takes place in a rural community or in Northern Ontario.	Section F Section G (question 5)	10%
3. Project description	Section G	20%
4. Alignment to program objectives	Section G (question 2)	15%
5. Project is a COVID-19 recovery initiative and includes a clearly articulated plan to address and increase tourist visitation	Section G (question 5)	10%
6. Confirmed partnerships and support from stakeholders	Section H Letters of Support	10%
7. Project performance measures	Section I	10%
8. Budget	Section J	10%

5.0 How to Apply?

Transfer Payment Ontario (TPON) provides you with one-window access to information about funding opportunities that are available to you, how to apply for funding and how to check the status of your submission.

TPON makes applying for funding opportunities easy. Enter your organization's information once and it will remain safe and secure, ready for you to access any time you want to apply for funding – regardless of whether you're applying for one or multiple funding opportunities.

The first step is to create, or access, your ONE-key account and ID. ONE-key is used for secure access to the Government of Ontario system. If you do not already have a ONE-key account, creating an account may take up to 5 days, so begin the process early.

To get started, click on [How to Submit for Funding](#).

Submission Checklist: Mandatory Documents

For an application to be considered complete and eligible for assessment, all mandatory documents listed below must be attached to your file in TPON.

1. **Tourism Economic Development and Recovery Fund Application Form** - completed, electronically signed and dated.

2. **Incorporation documents** for your organization. If your organization is already registered in TPON but does not have incorporation papers attached to your organization's profile, please log into TPON and attach them under your Organizational Attachments. This requirement does not apply to municipalities.
3. Organization's **most recent, audited financial statements** prepared by a Chartered Public Accountant. The statements must include: income statement, balance sheet, and the notes and opinion of the auditor.
4. Optional: **'Letters of support'** from organizations and partners that support the project but are not making cash or in-kind contributions.

Application Submission and Deadline

Applications must be submitted **at least four (4 months)** prior to the project start date. Ministry staff will contact you within **two (2) weeks** of submission to confirm completeness or if your application requires clarification and/or additional documentation. Once your application has been confirmed as complete, **decisions will be provided as soon as possible.**

Applications must be submitted using the TPON.

It is your responsibility to ensure that your application has been successfully submitted. If you do not receive email confirmation of your grant submission within 24 hours, please contact Transfer Payment Client Service at TPONCC@ontario.ca or at 416-325-6691 or toll free at 1-855-216-3090.

All funding decisions are made by the Minister of Heritage, Sport, Tourism and Culture Industries.

Once a decision has been rendered on an application, the applicant organization will be notified of the funding decision.

Technical Support

Technical questions related to the [Transfer Payment Ontario System](#) must be directed to Transfer Payment Ontario Client Care.

Monday - Friday 8:30 a.m. to 5:00 p.m. (EST)

- Telephone: 416-325-6691 or 1-855-216-3090
- TTY/Teletypewriter (for the hearing impaired): 416-325-3408 / Toll Free: 1-800-268-7095
- Email: TPONCC@ontario.ca

6.0 Recipient Obligations

Acknowledgement

Applicants are expected to comply with the [Ontario Human Rights Code](#) (the “Code”) and all other applicable laws. Failure to comply with the letter and spirit of the Code will render the applicant ineligible for a grant and, in the event a grant is made, liable to repay the grant in its entirety at the request of the ministry.

Applicants should be aware that Government of Ontario institutions are 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 them in connection with your Tourism Economic Development and Recovery Fund program application may be subject to disclosure in accordance with that Act. Applicants are advised that the names and addresses of organizations receiving grants, the amount of the grant awards, and the purpose for which grants are awarded is information made available to the public.

Successful Applications

If your application is successful, you will be required to:

- Sign a Transfer Payment Agreement (TPA) with the ministry outlining the terms and conditions for receiving funding.
- Carry at least \$2 million commercial general liability insurance coverage for the duration of the TPA and add “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” as the additional insured on this coverage before the TPA can be executed. Refer to the Example of Certificate of Insurance, Appendix 1, in this guide for an example.
- Report back to the ministry within 90 days following the completion of the project on the use of funds, service deliverables and outcomes achieved using the TEDRF final report form.
- Permit the Province 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 the purpose(s) intended.
- Agree that if the funds were not used or will not be used for the intended purpose(s), if specified services were not delivered, or if the intended outcomes were not achieved, the Province has the right at a future date to recover parts, or all of, the funds transferred.
- Obtain prior written consent from the ministry for any change to the TEDRF project once funding is approved.
- Acknowledge Ontario's support in electronic and print media as part of a visibility campaign and in a form and manner directed by the Province.

The ministry expects all grant recipients to comply with all federal, provincial and municipal laws and regulations (e.g., environmental approvals, zoning by-laws, human rights, animal welfare, accessibility).

Reporting Requirements and Accounting

In addition to completing the TEDRF program final report form, successful applicants will be expected to provide the following materials as part of the mandatory post-project reporting process:

1. A summary of all invoices for costs associated with the Project (template available upon request).
2. A summary of all Government of Ontario acknowledgements made using the Ontario Trillium logo and associated with the Project.
3. Electronic copy of materials, plans, reports, publications and communication pieces produced as part of the Project.
4. A board-endorsed or treasurer-certified financial statement, with a statement confirming that funding was used for eligible and approved components:
 - For projects that received under \$100,000 in project funding - A financial statement outlining all

project revenue and expenditures.

- For projects that received over \$100,000 in project funding - An audited financial statement outlining all project revenue and expenditures.

5. An Auditor, Director or Treasurer (depending on your level of funding per above) must confirm Project funding spending and the eligibility of the expenses with a letter, that includes the following statement:

“In our opinion, the statement of Provincial revenue and expenditures of [org. name] for the [project name] for the period [dates that statement covers] is prepared, in all material respects, in accordance with the financial reporting provisions in Article 7 of the Ministry of Heritage, Sport, Tourism and Culture Industries Agreement dated [date of Agreement] between [org. name] and Her Majesty the Queen in right of Ontario.

No Tourism Economic Development and Recovery Fund funded expenses incurred were ineligible, per the list in Schedule “D” of the agreement.”

6. Any other details that may be requested by the Province, including further clarification of information submitted in the Post Project Report, methodology used for metrics submitted etc.

7. Recipients will be required to allow the Ministry, at the Ministry’s discretion and need, to follow up at 2 years and 5 years after project completion to collect Performance Measures as identified as part of the project.

Failure to provide a complete final report may result in the retention of the final grant payment, and recovery of all or a portion of funding may be requested. Failure to meet any reporting requirements may impact an organization’s ability to receive future funding.

APPENDIX 1

Example – Certificate of Insurance

- All successful applicants are required to carry at least \$2 million commercial general liability insurance coverage before the legal grant agreement can be executed. Recipients are required to carry the insurance for the period April 1, 2020 to 150 days post event.
- It is mandatory that “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees” be added as an additional insured.
- The insurer must have a secure A.M. Best rating of B+ or greater, or the equivalent.

The items below have been numbered to correspond with the example insurance certificate on the following page. A certificate of insurance must:

1. State that the insured party is the recipient organization with whom the ministry has contracted. This is important since a policy will only respond to cover the Named Insured on the policy
2. Identify the dates of coverage. The dates must correspond with the TPA’s effective date and end on, or after, the TPA’s expiration date.
3. Identify the Ministry of Heritage, Sport, Tourism and Culture Industries as an additional insured, represented in the following language, “Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees.” This phrase should appear on the certificate face under a memo heading or special note box
4. Identify the type (a) and amount (b) of coverage (Commercial General Liability insurance is listed and is on an occurrence basis for \$2 million). The policy must include:
 - i. Third party bodily injury
 - ii. Personal injury
 - iii. Property damage
 - iv. A cross-liability clause
 - vi. Contractual liability coverage.
5. Include a statement that the certificate holder (the ministry) will be notified of any cancellation or material change within 30 days
6. Include the signature of an authorized insurance representative
7. List the ministry as the Certificate Holder and include the ministry’s mailing address in this section of the policy.

Name and address to whom issued Ontario Ministry of Heritage, Sport, Tourism and Culture Industries Heritage, Tourism and Culture Division Investment and Development Office 400 University Avenue, 5th Floor ⑦ Toronto ON M7A 2R9	Name and address of Insured ①
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Type of Insurance ④a	Insurer	Policy Number	Expiration Date	Coverages	Limits of Liability
Commercial General Liability Including: <ul style="list-style-type: none"> • Non-Owned *Automobile • Blanket Contractual Liability • Products and Completed Operations • Cross Liability and Severability of interests clause • Personal Injury • Employers Liability or WSIB Clearance 	Insurance Company of Canada		October 1, 2020 ②	Inclusive Limits Bodily Injury and Property Damage Liability	Each occurrence or Accident: \$2,000,000 General Aggregate: \$2,000,000 ④b
Automobile	Company of Canada		October 1, 2020	Inclusive Limits Bodily Injury and Property Damage Liability	Each accident: \$2,000,000 • Accident Benefits • Self Insured for Physical Damage
Errors & Omissions	Company of Canada		December 2, 2020	Wrongful Acts committed in the performance of or failure to perform	\$2,000,000 per claim and Aggregate Claims Made

③ **Additional Insured:** Her Majesty the Queen in right of Ontario, her ministers, agents, appointees and employees. Subject to the Terms, Conditions and Exclusions of the above Noted Policies

⑤ ****Evidence of Insurance only**Cancellation:** Should any the policies described herein be cancelled before the expiration date thereof, the insurer(s) affording coverage will endeavour to mail 30-days written notice to the Certificate Holder named herein, but failure to mail such notice shall impose no obligation or liability of any kind upon either the Insurer(s) affording coverage, its agents or representatives.

Issued at: Toronto, Ontario

Date: February 10, 2020

Signature: ⑥ 