

# **Guidelines**

## **TSDC Tourism Grant Program**



## Contents

Tourism Grant Program .....	3
Program Objective .....	3
Program Strategic Investment Goals .....	3
Eligible Expenses .....	4
Ineligible Expenses.....	4
<b>Obligation and Recognition</b> .....	4
Program Eligibility .....	5
<b>Application</b> .....	5

## **Tourism Grant Program**

There are two funding programs available, designed to support the development and attraction of new tourism initiatives within the municipality. These funding streams aim to support projects that demonstrate the potential to increase overnight stays at local accommodations, enhance overall visitor appeal, encourage tourism product development, and contribute to the long-term growth of the local tourism industry.

### **1) Tourism Development Grant (New events/projects):**

A grant to a maximum of \$5,000 per application/project to cover the cost of the event's costs. In-kind contributions are to be represented in the budget (Appendix A)

### **2) Tourism Support Grant (Existing and/or reoccurring events/projects):**

A grant for a total of half (50%) to a maximum of \$5,000 per application/project to cover the cost of the event's costs. In-kind contributions shall not be considered a "contribution".

All funding is made available through the [Municipal Accommodation Tax](#) and administered by the eligible tourism entity, the [Temiskaming Shores Development Corporation \(TSDC\)](#).

Applicants are strongly encouraged to review the TSDC [Tourism Grant Program Policy](#) as all funding allocations are governed by the requirements, conditions, and processes outlined therein.

## **Program Objectives**

- Attract more visitors to Temiskaming Shores from at least 80km away or crossing provincial border
- Increases the length of stay of visitors to Temiskaming Shores
- Increase the economic yield of visitors to Temiskaming Shores
- Enhances Temiskaming Shores image as an attractive and appealing year-round visitor destination
- Leverages partnerships and financial resources

## **Program Strategic Investment Goals**

- Sports/outdoor tourism opportunities (may include tournaments, competitions, amateur sporting events, provincial or national sporting events)
- Cultural and heritage tourism opportunities (may include concerts, festivals, culinary events, mining heritage)
- Conference and conventions
- Marketing partnership projects (between local tourism partners)
- Development of new tourism products and services (may include tours, packages, attraction development)
- Enhance workforce capacity and inspire a community of ambassadors

Eligible Expenses	Ineligible Expenses
Research or consulting services related to feasibility or business planning	Alcohol and/or cannabis
Hosting fees to events right holders	Pre-existing deficit funding (grant or loan)
Marketing and promotion costs	Operating costs, including salaries, operating and management fees
Infrastructure improvements	Office rent and utilities unrelated to the project
Tourism product development	Legal, audit, or interest fees
Rental, lease or purchase of equipment/infrastructure	Donations and contributions of in-kind services
Project specific licenses and permits	Virtual events/activities
Travel and registration expenses	Expenses related to charitable components
Fees for artists, speakers and related costs	Capital expenditures related to the acquisition of equipment
Professional fees related to the organization of the event	Purchase of land or buildings
Signage and wayfinding costs	Costs already funded by other government grants
Salary costs that can be directly linked to project deliverables	Costs related to working capital, debt servicing and operating losses
Business hospitality expenses (food and beverage, gifts, transportation)	
Training and development costs related to project	
Photography costs during the event*	

**Note:** \*If an amount is allocated to this expense using the MAT funds, these photos will be shared with the TSDC for promotional use in the region.

At this time, no funding will be made available for support of ongoing core operations.

The above list is not intended to be inclusive. Applicants must confirm with staff the eligibility of all costs not listed above.

## Obligation and Recognition

Funding recipients must acknowledge the support of the TSDC as an official sponsor. The logo and /or name of the corporation must appear in all publicity related to the event or the completion of the project (images, clips, website, advertising, press material). The logo will be provided following approval of the project.

Where applicable, the TSDC may require the use of data-tracking methods, including QR codes, to support the collection of relevant data from funded projects.

## **Program Eligibility**

The Tourism Grant Program is open to organizations, associations, and community groups, including both for-profit and not-for-profit entities in the public and private sectors. Eligible applicants may also include partnerships involving the City of Temiskaming Shores.

The subject/organization must be in good standing with the City of Temiskaming Shores.

All projects must show a broader community impact; not solely increasing the benefit of one organization.

All funding shall be for future projects. Retroactive funding will not be considered.

Applicants must maintain and provide proof of Commercial General Liability (CGL) insurance with a minimum coverage limit of 2 million dollars (\$2,000,000) per occurrence.

## **Application Process**

Applications forms will be made available in digital format on the City's website, [www.temiskamingshores.ca](http://www.temiskamingshores.ca), and as a downloadable Word document, and may also be obtained in hard copy at the reception area of City Hall.

Completed applications, including all required supporting documentation and budget information, may be submitted online, in-person at the City Hall Office or mailed to the address below. Email submissions will also be accepted.

ATTN: Chantale Ransom  
Tourism Coordinator  
Temiskaming Shores Development Corporation  
325 Farr Drive  
PO Box 2050  
Haileybury, Ontario, P0J 1K0  
Telephone: 705-672-3363 ext. 4130  
Email: [tourism@temiskamingshores.ca](mailto:tourism@temiskamingshores.ca)

**Note:** A pre-application consultation meeting is recommended before an applicant submits a complete application form. The Tourism Coordinator will assist applicants in completing an application form, advising on financial incentive programs and eligibility of costs and indicating required supporting materials.

Successful applicants will be required to submit a Final Report within 90 days of the project's conclusion, outlining the use of awarded funds and demonstrating the project's impact on the tourism economy.

