

# Municipal Accommodation Tax Tourism Fund

## Tourism Grant Program Policy

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## Policy Statement

With the Province of Ontario's passage of Bill 127, the *Stronger Healthier Ontario Act*, Municipalities have been authorized to establish a transient accommodation tax within their jurisdictions. The implementation and administration of the accommodation tax is authorized under *Section 400.1 of the Municipal Act, 2001* and the *Ontario Regulation 435/17 (Transient Accommodation tax)*.

The City of Temiskaming Shores [By-law 2025-019](#) being a by-law to establish the Municipal Transient Accommodation Tax within the City of Temiskaming Shores passed February 18<sup>th</sup>, 2025. The Municipal Transient Accommodation Tax is effective as of March 31, 2025.

Where a Municipal Accommodation Tax (MAT) by-law is in place, the MAT is mandatory and providers of transient accommodation are obligated to collect the MAT from purchasers of accommodation, and to remit same to the municipality having imposed it.

Applicable Laws requires the Municipality to share a minimum of 50 percent (50%) of the tax net revenue collected from the Municipal Transient Accommodation Tax, following the deduction of reasonable administrative costs, with an Eligible Tourism Entity.

The City of Temiskaming Shores has designated the Temiskaming Shores Development Corporation ("TSDC") as the Eligible Tourism Entity that will be responsible for allocating and distributing part of the MAT (the proceeds transferred to the TSDC being "The Fund").

The City of Temiskaming Shores [By-law 2025-050](#) being a by-law to enter into a Municipal Transient Accommodation Tax Financial Accountability and Service Agreement with The Temiskaming Shores Development Corporation passed on April 1, 2025.

## TSDC Committee

The Committee is responsible for ensuring that The Fund is made available, distributed and accounted for in a fair and transparent manner, in accordance with the following objectives and expected outcomes:

- Increase visitors to the City of Temiskaming Shores
- Oversee tourism development and promotion of the City of Temiskaming Shores
- Advocate for the growth and development of local tourism products and services by identifying and promoting opportunities that will generate positive economic growth in Temiskaming Shores
- Marketing the Municipality to enhance its local, regional, provincial, national and international profile
- Support tourism product development and industry growth in the Municipality
- Facilitate collaboration, where possible, amongst Temiskaming Shores's tourism industry, business organizations and community stakeholders
- Fund bid requirements for major events that do not require additional funding from the City
- To become more competitive with other local, regional provincial, national, international cities

### **Conflict of Interest**

Private/personal interests including those relating to or involving money (pecuniary).

Includes:

- 1) An actual conflict of interest, where a member has a private or personal interest that is sufficiently connected to his/her duties and responsibilities as a member that it influences the execution of those duties and responsibilities.
- 2) A potential conflict of interest, where a member has a private or personal interest that could influence the performance of a member's duties and responsibilities provided that, he/she has not yet exercised that duty or responsibility.

Each meeting will open with a call for disclosure of conflict of interests. Members will declare any conflict of interest. Only majority of committee members with no conflicts can make decisions, ensuring transparency and fairness.

### **Tourism Fund - The Fund**

The purpose of the MAT Tourism Fund, referred to herein as "The Fund", is to support the sustainable development of the tourism sector within the municipality. The Fund aims to enhance the tourism economy of Temiskaming Shores by providing financial support to initiatives that improve visitors' and resident experience, encourage product development, and contribute to long-term industry growth as outlined in the Tourism Grant Program.

### **The Tourism Grant Program**

The Tourism Grant is a discretionary program with a limited funding allocation; therefore, the TSDC is under no obligation to allocate or distribute funding to any applicant. For Certainty, a project or event that meets all program criteria may not be approved for funding.

The mandate of the program is to enhance Temiskaming Shores' tourism economy by supporting the development of new visitor experiences and enhancement of existing visiting experiences that:

- Attract more visitors to Temiskaming Shores from at least 80 km 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

### **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 two million dollars (\$2,000,000) per occurrence. The policy must include the Temiskaming Shores Development Corporation as an additional insured for the duration of the funded project or event. Proof of insurance, in the form of a valid certificate of insurance, must be submitted prior to the release of any funds. Failure to provide valid insurance documentation may result in withdrawal of funding approval.

**Note:** Coverage limits may increase at the discretion of the TSDC based on the nature, scope, and risk level of the proposed project.

### **Financial Incentive Programs**

A portion of The Fund will be allocated to provide financial support to the TSDC Tourism Development Grant and the Tourism Support Grant to provide funding opportunities within the City of Temiskaming Shores with the intention of responding to local needs and opportunities for tourism economic growth.

#### **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.

#### **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".

Ten percent (10%) holdback of the total grant funds shall be withheld until the recipient has delivered a complete and compliant Final Report in accordance with the reporting obligations set out in this policy.

Granting assistance in any given year, or over multiple years, does not guarantee or imply entitlement to funding in future years.

Funding may be allocated and distributed for:

**Planning**

Support for feasibility studies and business plans that investigate the potential for the development of increased visitation and/or hotel room nights.

**Start-up / Expansion**

Support for new/enhanced projects that will increase visitation and/or hotel room nights. (example: new festival/event, marketing and packaging costs).

**Marketing**

Marketing partnerships that promote Tourism activities in Temiskaming Shores.

**Bid Submission**

Support for costs of development and submissions of bids to host future meetings, conventions or sporting events (example: bid fees, familiarization tours, and general bid requirements).

**Hosting**

Support for hosting events awarded through bids or has been designated as significant by the Temiskaming Shores Development Corporation.

**Visitor Experience Enhancement**

Support for costs that add to the overall event experience and provide customer service of address public health and safety (example: watering stations, wayfinding, enhanced security features).

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

**Eligible Expenses**

- Research or consulting services related to feasibility or business planning
- Hosting fees to events right holders
- Marketing and promotion costs
- Infrastructure improvements
- Tourism product development
- Rental, lease or purchase of equipment/infrastructure
- Project specific licenses and permits
- Travel and registration expenses
- Fees for artists/performers, speakers and related costs
- Professional fees related to the organization of the event
- Signage and wayfinding costs
- Salary costs that can be directly linked to project deliverables
- Business hospitality expenses (food and beverage, gifts, transportation)
- Training and development costs related to project
- Photography costs during the event
  - When Tourism Funds are used to cover any photography, videography or other visual media expenses, the recipient must submit all resulting digital files to the TSDC upon completion of the funded activity or project.
  - All submitted photos and media become shared assets between the recipient and the TSDC.

- The TSDC is hereby granted a non-exclusive, royalty-free, perpetual right to use, reproduce, publish, and distribute these materials for regional promotional, marketing and tourism and communications purposes. A media release form will be provided by the TSDC.
- Failure to provide the required media assets may result in withholding of final reimbursement and ineligibility for future Tourism Funds.

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

### **Ineligible Expenses**

- Alcohol and/or cannabis
- Pre-existing deficit funding (grant or loan)
- Operating costs, including salaries, operating and management fees
- Office rent and utilities unrelated to the project
- Legal, audit, or interest fees
- Donations and contributions of in-kind services
- Expenses related to charitable components (example: lottery licenses and raffle expenses)
- Purchase of land or buildings
- Costs already funded by other government grants
- Costs related to working capital, debt servicing and operating losses
- Virtual events/activities

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

### **Program Monitoring**

The TSDC committee will review the program guidelines on an annual basis. The data collected from non-personal and/or private data from all submitted applications whether approved or declined, will be used to make decisions on policy amendments.

### **Application Process**

Personal or private information provided by the applicant and contained within the application form and any attachments is collected under the authority of the *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990* and will be used solely by the TSDC to evaluate and approve funding allocations. Non-personal and non-private information provided by applicants, such as project descriptions, photos, and results, may be used by the TSDC for promotional purposes, including on social media.

Applicants must identify in the application form that the project contributes positively to the growth and sustainability of Temiskaming Shores's tourism economy. The following criteria will be used to evaluate applicants for tourism value:

- Increase in tourism visitors, overnight stays and visitor spending
- Enhance new and/or current tourism offerings to attract visitors
- Fulfills a gap in the tourism visitor experience landscape

- Generates economic impact from the project or event
- Provides positive regional, provincial, national or international exposure
- Strengthens Temiskaming Shores's position as a four seasons visitor destination
- Creates and retains employment opportunities within the Tourism sector
- Encourage partnerships between local organizations

In addition to the criteria listed above, the committee may consider all such other criteria and factors as it may deem appropriate from time to time, having regard to the objectives of the MAT.

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

- One application form may be submitted for each project
- An event holder may only have one active application/project per event at a time
- A project and the application process must be completed before another project/application may be submitted and approved
- Application forms may be submitted after the project proceedings have started

Applicant's **Budget** must demonstrate, but not limited to the following:

- The total project costs must equal the total funding amount
- The amount of funding requested from other government bodies and/or non-profit organizations must be declared on the application form budget table
- The applicant must financially contribute to the project. The contribution must equal to or greater than funds requested from the Tourism Grant Program. In-kind or financial contributions from applicants may be sourced from partnering government bodies and/or non-profit organizations.
- The maximum allocation per financial incentive program shall not exceed \$5,000
- The minimum allocation per financial incentive program shall be \$500
- The total amount of allocation per application/project shall not exceed \$5,000
- The Temiskaming Shores Development Corporation is not responsible for any future costs burden incurred by an application in relation to all application/projects

Applicants' **supporting documents** may include, but are not limited to the following:

- Detailed project proposal describing the tourism initiative, objectives, timeline and expected outcomes
- Specify the requested funding amount and how it would be utilized
- Project timeline/work plan with key milestones and deliverables
- Itemized budget demonstrating how the grant funds will be used and any matching funds or in-kind contributions
- Business registration documents proof of your organization's legal status (articles of incorporation, business license, etc.)
- Financial statements to demonstrate financial stability



- Letter of support from stakeholders, community organizations, or partners involved in the project
- Marketing or promotional plan demonstrating the intent to attract tourists
- Evidence of permits/approvals if the project requires regulatory approvals
- Photos, maps, or site plans such as visual documentation of the project location
- Quotes or invoice estimates from contractors or suppliers for major expenses
- Proof of insurance where applicable for liability coverage documentation
- Board resolution (for non-profits)
- References or past project examples demonstrating your track record

### **Application Intake**

Applications will be accepted on a continuous basis each year until all available funds have been exhausted, after which the intake will close, and no further application will be accepted.

The Application period will be open as of January 19<sup>th</sup>, 2026.

Priority will be given to applicants who apply for a minimum of 90 days from the date of their event/activity or start date of the project. This will allow lead time for evaluation of potential funding and then, if funding is approved, ensure the logistics and marketing required to attract out-of-town participants and/or spectators can be met for a successful tourism event.

### **Application Submission**

[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. Hardcopies may also be obtained from reception at City Hall.

Application forms must be signed by the applicant, and/or a representative of the organization

- All application forms will be submitted to the Tourism Coordinator to be directed to the TSDC committee for review
- Applicants will be notified regarding the receipt of their application
- Incomplete applications will not be accepted but will be returned to the applicant with advice on how to complete the application

Completed applications, with all required supporting documents, 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)



### **Application Review**

- The TSDC committee will review applications for completeness and adherence to the terms established in this policy.
- Applications will be assessed for their alignment with the objectives of the funding program and the anticipated outcomes, in accordance with the [Evaluation Matrix](#).
- The Committee may also review, discuss and approve proposed professional fees and budget items.
- The subject/organization will be reviewed to ensure that they are in good standing with the municipality
- Applicants will be notified regarding the status of their application after the TSDC review

### **Application Approved**

Successful applicants will be required to sign an agreement and provide a completed project summary report form detailing the completion of the project.

- After application approval the applicant will enter into an agreement with the TSDC for the terms of the grant.
- Once the agreement has been signed by all parties the funds may take up to 4 weeks to be received by the applicant.
- Within 90 days of project completion, the applicant must complete and submit a signed Final Report (project summary report).

### **Funding Agreement**

Applications approved for funding by the TSDC will require the applicant to enter into a legally binding agreement with the TSDC. The applicant must be a legal entity, and will be required to provide to the TSDC, such documents as the TSDC may request, including without limitation, documentation relating to the applicant's bank and insurance provider.

The agreement will be in such form as the TSDC may require, and will specify amount other things:

- The date and requirements for funding advances
- The circumstances under which funds advanced must be repaid (if any)
- Any portion of allocated funds to be held back until the submission and approval by the TSDC of the applicant's final report.

For certainty, the TSDC shall establish the requirements that apply.

### **Obligation and Recognition**

Funding recipients must acknowledge the support of the TSDC as an official event/project 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.

The TSDC reserves the right to implement and require the use of data-tracking mechanisms, including but not limited to QR codes provided by the TSDC, digital analytics, or other designated tracking tools, for the purpose of collecting performance, engagement, visitation, and outcome data from applicants and funded projects. Applicants may be required to incorporate and utilize such tracking tools as a condition of funding. Data collected through

these mechanisms may be shared with the applicant upon request, at the discretion of the TSDC. Failure to comply with support acknowledgement and data-tracking requirements may result in non-payment of the final funding instalment and may affect eligibility for future funding opportunities.

### **Summary of Project Completion – Final Report**

The summary of project completion should include (as indicated in the [Final Report form](#)):

- Report presenting the activities of the event and details of the project's accomplishments
- Promotional material
  - Program of activities
  - Activity posters/flyers
  - Print advertising samples
  - Additional materials
- Photographs of the area before the project starts (if applicable)
- Photograph of the completed project
- Proof of invoices and payments for expenses covered with The Fund
  - Receipts indicated in the project budget table

Funded projects will be required to report on their contribution to enhancing Temiskaming Shores tourism economy.

Key performance indicators can include, but not limited to:

- Overnight accommodation volume generated or influenced by the project
- Tracking a visitor source market; domestic, Canadian and international travel
- Length of stay per visitor
- Number of partnerships developed through the project
- Jobs created through the project
- Value of earned media resulting positive mentions of Temiskaming Shores
- Visitor satisfaction ratings of the visitor experience once operational

Please note, the comments inserted in the Final Report could be used as an excerpt from testimony and shared with the public through different communication methods.

Failure to provide a Final Report may result in the non-payment of the last funding instalment, the 10% holdback, as well as the organization's ineligibility for funding in the following year.

### **Non-Compliance**

If any of the above provisions are not adhered to by the applicant, the applicant and associated organization will no longer be permitted to apply for Tourism Funding for the following intake year (duration of 1 year). The applicant may be required to pay back funds received from the Tourism Grant Program.

### **Cancelled Event**

If an event supported through the Tourism Grant program is cancelled, the recipient shall immediately notify the TSDC staff. Any unspent or uncommitted funds shall be returned and may be reallocated. Expenditures made in good faith prior to cancellation may be reviewed for eligibility. Proof of expenditure may be required in-order-to determine how much, if any, needs to be returned.

