

Tourism Recovery Fund

Program Description

Through the direction of Council during the 2021 Operating budget approval, \$350,000 was allocated to the Tourism Recovery Program to support Guelph's tourism businesses and organizations. As part of that program, the Tourism Recovery Fund was developed to support recovery initiatives that will strengthen and create long-term financially sustainable solutions for Guelph's tourism industry.

From the \$350,000, \$250,000 is now available through the Tourism Recovery Fund to Guelph not-for-profit and for-profit tourism organizations and businesses to help adapt their services or programs during the COVID-19 pandemic. This fund will help tourism organizations and businesses maintain jobs and recover costs incurred during the pandemic. The remaining \$100,000 will be used at a later date to address any gaps in programming such as collaborative destination attraction, subject to public health guidelines.

Applicants can apply for up to \$10,000 per business or organization towards:

- Operating cost recovery, and/or,
- Adaptation costs – physical or technological

Amount awarded will be based on submission criteria as well as demand for the funding allocation and tourism impacts. All requests are subject to availability of funds.

Interested applicants must submit an application by 4 p.m. on Monday, April 26, 2021, outlining the following:

- Project proposal plan
- Amount requested
- Detailed budget proposal

To learn more about the fund and eligibility, please review the following guidelines.

Eligibility criteria

In order to apply to the Tourism Recovery Fund, organizations must meet ALL of the following eligibility requirements.

- Applicant must be a tourism focused* not-for-profit or for-profit organization or business
- Applicant must be located within Guelph city limits
- Initiatives supported with this fund must be completed by December 31, 2021, and;
- Applicant must be in good standing with the City of Guelph

**Tourism focused: At least 25% of the business revenue is dependent on tourists. The organization has a primary focus on potential to grow their tourist attraction.*

A Tourist is defined as an individual (including an Ontario resident) who travels 40 km or more (one-way) or crosses the Ontario border to attend an event (Ministry of Tourism, Culture and Sport)

The applicant's primary business mandate must align with at least one of Guelph's core tourism asset categories:

- Festival, events and live performances
- Downtown Guelph - attractions
- Recreational adventure
- Heritage sites and cultural attractions
- Culinary arts and food experiences
- Dining and restaurants
- Tourism retail
- Spectator sport events
- Accommodations, visitor transportation

Applicants must also demonstrate how their business or organization supports at least one of the following pillars of Guelph's tourism industry:

- Steward the Guelph story – strengthening Guelph's tourism reputation and further developing Guelph as a destination
- Supports Guelph Festivals & Events reputation
- Supports the development of a Downtown Guelph Destination
- Supports Guelph Sports Tourism Opportunity

Note that not-for-profit organizations and unincorporated groups and individuals whose primary mandate does not include tourism in Guelph should apply for the City Emergency Fund at guelph.ca/grants. Applicants can only apply for either the Emergency Fund **OR** the Tourism Recovery Fund but not both.

Application streams

Tourism businesses and organizations are invited to submit application for funds in one or both of the following streams:

Stream one: Operating cost recovery

Stream two: Adaptation costs

Businesses and organizations may submit more than one application for different project proposals, however the total amount applied for per organization cannot exceed \$10,000. The awarded amount will be allocated based on submission criteria, demand for the funding allocation and tourism impacts. All requests are subject to availability of funds that are intended to be used for the broad tourism sector. Therefore, the awarded amount may be less than the amount requested.

Stream one: Operating cost recovery

Tourism businesses can apply for up to \$10,000 per business for one-time support for general operating costs due to loss of revenues because of direct impacts of COVID-19 and lockdown measures.

Examples include:

- One-time rent or mortgage payment
- One-time utilities payment (hydro, gas, internet)
- Personal Protective Equipment for employees and/or customers
- City of Guelph [Encroachment fees](#)
- One-time payroll support (one week, bi-week or month)

Ineligible expenses:

- municipal, provincial and/or federal taxes;
- costs of land, building or vehicle purchase;
- refinancing;
- costs of intangible assets such as goodwill, whether capitalized or expensed;
- depreciation or amortization expenses;
- interest on invested capital, bonds, debentures, or mortgages;
- bond discount;
- losses on investments, bad debts and any other debts;
- fines or penalties;
- costs related to litigation;
- non-incremental wages;
- fees for administrators, including payments to any member or officer of the Recipient's Board of Directors
- opportunity costs;
- hospitality and entertainment costs;
- costs of individual

- membership in a professional body (e.g. professional designations); and
- lobbyist fees.

Stream two: Adaptation costs

Tourism businesses can apply for up to \$10,000 per business towards physical and/or technological adaptations for new changes to their operations due to the impacts of COVID-19.

Physical adaptations

This stream is designed to support tourism operators as they adjust operations to support their recovery and protect the health and safety of their employees and visitors.

Examples include:

- Patio development or expansions (pre-approved patio costs, building materials, furniture, heating, lighting, labour)
- Placemaking and enhancements to safely attract visitors to your establishment (subject to public health guidelines)
- Takeout windows
- Safety barriers and PPE systems

Technological adaptations

This stream is designed to support tourism operators as they optimize their online approach and use technology towards their recovery plans.

Examples include:

- Digital marketing and promotion
- Video or photography
- E-commerce (new or upgraded)
- Touchless payment
- Expanded wifi

Ineligible physical and technological adaptation expenses:

- Retroactive adaptations prior to April 1, 2021
- Items/services funded through a different source
- Non-essential purchases or adaptations
- Adaptations that don't align with necessary Public Health safety protocols
- Charitable contributions
- Staff wages
- Regular operating expenses

Decision-making Process

Applications will be reviewed and assessed by a panel consisting of representatives from the Guelph Chamber of Commerce, Regional Tourism Organization 4 (RTO4), Tourism Advisory Committee, and City of Guelph. Members of the panel will review and assess applications compiled by staff. Selections will be made using a criteria-based model including tourism-related recovery and long-term sustainability. The panel will then decide on funding based on consensus.

The general manager of Economic Development and the manager of Tourism and Destination Development will allocate appropriate funds to successful applicants. All applicants will be contacted to inform the status of their application by May 7, 2021.

Successful applications will be required to sign a memorandum of understanding (MOU) and submit an invoice to the City of Guelph to receive payment.

Assessment Criteria

All applications that are submitted by eligible organizations will be assessed against the following criteria:

1. The initiative is clear that it supports Guelph tourism industry. The applicant has provided a clear proposal that details how their organization plays a role in Guelph's tourism industry and how their application will support the overall recovery of the industry.
2. The initiative is a clear tourism response to the pandemic: The applicant has proposed a clear project or initiative that is a response to the pandemic. The applicant has a history of doing similar work, and the initiative is an attempt for the organization to adapt.
3. The initiative will help the applicant in dealing with the pandemic: The application should show how the proposed initiative will support the applicant to be more responsive, resilient and support long-term success during the pandemic. As an example, this could be by building the technological capacity, adapting and maintaining revenue streams for greater financial sustainability, or finding a way to continue maintaining the reputation of the organization.
4. There is a need for City funding: Evidence that the applicant needs the funding in addition to other efforts to continue operations in the short and long-term. Organizations should be able to explain how the pandemic has impacted their business and how the funding will support their recovery.

Reporting

Successful applicants who receive funding must report on how the funding was spent, detailing the results of the funding and providing copies of receipts.

Reports should include the following information:

- How this funding was spent
- How this funding helped leverage other revenue or funding
- Impact of funding to the organization or business
- How this funding supported COVID-recovery
- Number of new jobs or jobs maintained

Final reports must be submitted six weeks post project completion. Delay in submitting reports may affect future funding applications.

Information obtained from the reports will be compiled and submitted to council for review. Reports and lists of recipients will be made public via City website and other media sources.

Deadlines

Proposals must be submitted by email to visit@guelph.ca by **4 p.m. on Monday, April 26, 2021.**

All submitted applications will receive an email confirmation within one business day. If you do not receive an email confirmation, contact Dana Keller at dana.keller@guelph.ca or 519-822-1260 extension 3333.

Questions?

Please feel free to email or call if you have any questions or need clarification. We encourage all applicants to submit questions by Friday, April 23 at 4 p.m. otherwise, we cannot guarantee a response after that time.

Contact

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