

Tourism Relief Fund-RT07

Government of Canada Provides Financial Assistance for the Tourism Industry

On April 6, Regional Tourism Organization 7 (RTO7) received a non-repayable contribution of \$7 million from the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), to deliver the Tourism Relief Fund to tourism businesses in BruceGreySimcoe.

Support is available for small businesses in the tourism sector to recover from the impacts of the pandemic and seize new market opportunities through enhanced or new products and services.

RTO7 will be administering non-repayable financial support ranging from \$10,000 to \$100,000 to SMEs Incorporated Private Sector Tourism Businesses, Indigenous, First Nation, Metis and Inuit owned Tourism Businesses, and Incorporated Not-For-Profits that service tourists on a regular basis, Indigenous Band Councils and Municipalities in Bruce, Grey and Simcoe Counties and the Cities of Barrie and Orillia.

FAQ

Response to this program has been very positive with a few questions being asked, so we have put together a FAQ document.

All SME tourism stakeholders are encouraged to apply. To apply please visit [RTO7.ca](https://rto7.ca)

Quick Facts

Indigenous Tourism Ontario (ITO) is also delivering the Tourism Relief Fund in support of Indigenous tourism in the province of Ontario. If your business or organization is 51% or more Indigenous-owned and controlled, please visit ITO's Tourism Relief Fund webpage and access additional program support. As the recognized voice for Indigenous tourism in Ontario, ITO's program is customized to the needs of Indigenous communities, organizations, and businesses. ITO and RTO7 will work together to support the growth of Indigenous tourism in the BruceGreySimcoe region.

Applicants should not submit through both organizations; the ITO application and program differs from the RTO7 application and program. Only use the application that is supplied by the organization that you are applying to.

Funding available per applicant (RTO7 Program)

- SME Incorporated Private Sector - 50% of Eligible Costs up to \$100,000 reimbursement
- Indigenous, First Nation, Metis and Inuit owned, Tourism Businesses - 50% of Eligible Costs up to \$100,000 reimbursement
- Incorporated NFP - 100% of Eligible Costs up to \$100,000 reimbursement
- Indigenous Band Councils - 100% of Eligible Costs up to \$100,000 reimbursement
- Municipalities - 100% of Eligible Costs up to \$100,000 reimbursement Ineligible Applicants

The funding provided through the Tourism Relief Fund excludes Restaurants, Retail Sector, Hotels, Sole Proprietors and Partnerships.

Entities that have previously received or have confirmation that any of their previous Tourism Relief Funding applications through the Tourism Relief Fund have been approved.

SME* - Have fewer than 500 employees

Please consult the guidelines before completing the application

Timelines (RTO7 Program)

Application Deadlines – Opened April 12, and closes May 15, at 12:00 p.m. Applications submitted after the deadline will not be accepted.

Applications can be accessed at this link.

rto7.ca/Public/Programs/Tourism-Relief-Fund-RT07

All applications are to be submitted using the application digital platform provided.



Growing our Future Tree Canopy – A Community in Action



Volunteers from Treetrust, Thornbury-Clarksburg Rotary, and Climate Action Now Network Now (CANN) came out in force on Thursday, April 14 to pot up bare root trees at the TBM Tree Nursery located at the Tomahawk Recreation Complex. These trees, which are already up to 12 feet tall and include a range of domestic hardwoods, will eventually be planted in public spaces or made available to residents through backyard planting programs. Funding for these trees was from the TBM Sustainability Fund.

The 14 volunteers worked efficiently, despite an exceptionally blustery day. Their efforts resulted in considerable cost savings compared to potted trees purchased from a commercial nursery. We can use the savings to help fund more tree care and planting activities in 2022.

TBM staff completed the job by moving the potted trees to a sheltered area in the Town's tree nursery with access to water. Tobias Effinger of Arboreal Tree Care provided expert guidance and delivered a load of Growmax soil mix donated by Tim Degelder of The Landmark Group.

Thank you to our dedicated volunteers, Town staff and these local businesses for making this project possible. It's an important first step in helping to expand our tree canopy!

