

EYYOU ISTCHEE TOURIST REGION

REGIONAL TOURISM

PARTNERSHIP AGREEMENT

2020-2022

PROMOTER'S GUIDE
COMPONENT 1

Support with Sanitation measures
COVID-19



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PROMOTER'S GUIDE - Component 1

1. INTRODUCTION

The Regional Tourism Partnership Agreement (RTPA) reflects the intention of the **Ministère du Tourisme (MTO)**, of **Eeyou Istchee Tourism** and the **Société de développement de la Baie-James** to work with local partners and businesses to carry out projects to develop the regional tourism offer in line with the destination's development priorities.

More specifically, the purpose of the Agreement is to define the commitments of the parties and the terms of support for projects that develop the tourism offer in the **Eeyou Istchee** tourist region.

Component 1 of the RTPA aims to financially help businesses adapt to the reality of the tourist season during a pandemic in accordance with the various sector recommendations issued by the tourism industry's health plans.

2. FRAMEWORK

The call for projects and selection process will be governed by the rules set out in this document. Project promoters are invited to read it carefully.

3. PURPOSE AND OBJECTIVES OF THE PARTNERSHIP AGREEMENT

Purpose: to support and stimulate the development, renewal and structure of the tourism offer in the **Eeyou Istchee** touristic region.

The **Partners** agree to work together, in accordance with their respective mandates, to renew and enhance the tourism offer in the region by taking into account the measures set out in the tourism industry's health intervention plan or in the sector health plans produced by industry partners (RTA-STA-AITQ).

The projects must be of a structuring nature and help renew and enhance the region's tourism offer. They must promote the following objectives:

- stimulate the regional economy by:
 - maintaining a quality tourist offer;
 - developing an innovative tourist offer;
 - creating new niches for tourism businesses;
 - encourage the development of an original, complementary and sustainable tourism offer.
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4. PROGRAM ALLOCATION RULES

ELIGIBLE CLIENTS:

To be eligible for Component 1, the applicant must offer a tourist activity or service during the current 2020-2021 tourist season, if permitted by health authorities.

Tourism SMEs (attractions, festivals and events, accommodation, destination management companies and tourist transport services), such as:

- For-profit organizations (FPO) legally incorporated in Québec;
- Non-profit organizations (NPOs) legally incorporated in Québec;
- Cooperatives legally incorporated in Québec.
- Indigenous communities and nations recognized by the National Assembly, Indigenous organizations and businesses.

INELIGIBLE CLIENTS:

- Crown corporations, departments and agencies of the governments of Québec and Canada and municipal organizations
- Any applicant who is registered in the Register of Enterprises Ineligible for Public Contracts.

ELIGIBLE PROJECTS

Eligible projects are designed to make the space dedicated to tourists and employees of eligible tourism businesses compliant with the health plans proposed by the Government of Québec or by a partner of the Government of Québec.

INELIGIBLE PROJECTS

Projects in the following areas:

- restaurant;
- retail;
- hospitality (other than companies specifically eligible for the program)
- gambling;
- related to the sale and consumption of alcohol;
- debt financing and loan repayments;
- projects aimed more at developing and structuring the tourism offer, since they are eligible under Component 3 (Appendix C).

Notwithstanding the foregoing, financial assistance may take into account, as part of an agritourism or gourmet tourism project, work related to the facilities and equipment required for the sale of products resulting from these types of projects, since these components are essential to the tourist experience offered to visitors in this area.

ELIGIBLE COSTS

- The addition of equipment to implement sanitation measures, the redevelopment of a site, or the acquisition of sanitation equipment;
- Expenditures for an additional resource to comply with COVID-19 sanitation requirements (client-to-staff ratio, disinfections), etc.;
- Fees of external consulting firms (other than regional tourism associations or sectoral tourism associations) paid by a business to organize and apply the necessary sanitation measures to welcome tourists;
- The cost of permits required for a project directly aimed at compliance with sanitation measures;
- Non-refundable taxes related to project costs;
- Eligible expenses are retroactive to April 1, 2020, where applicable.

INELIGIBLE COSTS

- Costs related to working capital, debt service, operating losses, capital losses or the redemption of capital;
- Costs related to compliance with standards (other than those issued in health plans proposed by the Québec government or a partner thereof), asset maintenance and compliance with regulations;
- Donations and contributions in kind or in services;
- Transfer of assets;
- Purchase of automobiles or rolling stock;

- Rights-of-way, easements and other related costs;
- Salaries and the promoter's regular operating and management costs;
- Promotion, advertising and marketing costs;
- Expenses already reimbursed or that the promoter knows will be reimbursed, in particular by another financial assistance program;
- The refundable portion of taxes related to eligible costs;
- Costs related to applications for financial assistance in other programs.

MINIMUM ELIGIBILITY CONDITIONS:

The project must:

- take place in the Eeyou Istchee tourist region;
- be carried out by a tourism SME;
- comply with the laws and regulations in force in Québec;
- allow the company to comply with the rules of one or more sanitation plans produced by the Government of Québec or one of its partners;
- enable the tourism SME to operate during the 2020-2021 tourist season; and
- comply with the obligations listed in the promoter's commitments section.

DESCRIPTION OF FINANCIAL ASSISTANCE:

The RTPA's financial contribution is a **grant**.

➤ **Level of Financial Assistance**

The maximum level of financial assistance is 100% of actual eligible project costs to a maximum of \$10,000 per applicant.

➤ **Minimum Eligible Costs**

The RTPA assistance is calculated on eligible costs as described above. Applicants may not submit more than one application for funding under Component 1. There is no minimum eligible cost.

➤ **Increased Financial Assistance**

Under no circumstances may the financial assistance be increased to offset cost overruns on approved projects.

➤ **Financial Assistance Contract**

The selected projects will be governed by a contract between the ATR and the promoter that defines the terms and conditions for the payment of financial assistance and the parties' obligations. An example of the protocol is available on request.

SELECTION CRITERIA

Each eligible project will be evaluated according to the following selection criteria:

- The promoter must be a Cree beneficiary under James Bay and Northern Québec Agreement and must be 18 years of age, or an organization controlled by Cree beneficiaries;
- A significant portion of the project's clientele must be tourism-related.

- The business must be in operation during the time the pandemic
- The organization must be eligible and meet the objectives of the program
- Only eligible costs will be considered.
- This Component 1 of the RTPA program has a fixed envelope, requests will be done on a first come first served basis.
- Project must respect the sanitary regulations from the government of Quebec and the Cree Board of Health and Social Services of James Bay.
- The project must comply with Québec legislation.

5. HOW TO APPLY FOR COMPONENT 1

To apply for financial assistance under this program, you must complete and return the form: “Application for Financial Assistance RTPA; Component 1”¹ AND the Project Cost Table for component 1 duly completed and signed, available from the RTA

<https://www.creetourism.ca/tourism-matters/rtpa-program/>

Documents can be signed electronically. If you need to print the document to sign and initial it, 8 1/2” x 14” paper size must be used and a high-quality scan must be ensured. In light of the current situation, please do not mail us a hard copy of the application.

The financial assistance application form AND the project cost table for component 1 must be sent to: jsimard@creetourism.ca

The RTA receives applications for financial assistance on **an ongoing basis**.

The component 1 **ends on March 31st, 2021**.

An incomplete file will not be processed.

Dissemination of Documents

The promoter can be assured that the dissemination of its information will be limited. However, for the purposes of managing the RTPA, the RTA may communicate information deemed relevant to any body including the Ministère du Tourisme to validate the compliance, validity or status of a project or project expenditures.

6. SUPPORT FOR PREPARING APPLICATIONS FOR COMPONENT 1

For more information, please contact the Assistant to the Executive Director at Eeyou Istchee Tourism.

Julie Simard

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7. PROJECT REVIEW PROCESS FOR COMPONENT 1

- Projects may be submitted at any time;
- Eeyou Istchee Tourism evaluates the project’s eligibility and relevance and directs requests for clarification to the promoter;
- The RTA renders a decision;
- A letter is sent to the promoter accepting or rejecting the application for financial assistance;
- A financial assistance contract is signed for the selected projects;
- Monitoring and reporting by the promoters of the funded projects.

Appendix 1

Commitment of the Financial Assistance Recipient

- Use the amount awarded to acquire and develop the tourism business as presented in the application for financial assistance and assume any cost overruns;
- Offer services, experience or hospitality to tourism clientele during the 2020-2021 season (when public health permits, according to established guidelines);
- If the company wishes to acknowledge the funding received in a communication, forward the acknowledgement in advance to the RTA, who will ensure that the required approvals from the MTO are obtained.
- Send the RTA before and after photos of the facilities showing the improvements made and/or the equipment acquired and/or the employment contract awarded thanks to this grant as soon as possible after their acquisition/implementation;
- Submit at the end of the season the final budget of the project as well as the tourist data sheet for the opening season or the year of operation 6 months after the project submission date, such as presented in the annex to this document;
- Return the unused amount to the RTA, if the eligible project costs are lower than the estimates indicated in my application for financial assistance;

If I fail to comply with any of the preceding points without prior authorization or acceptable justification, I will have to reimburse the financial assistance obtained at the request of the RTA, failing which I will jeopardize my eligibility for the other components of the 2020-2022 RTPA as well as for the programs subsequently administered by the RTA.

Appendix 2

TOURISM BENEFITS - Component 1 - Post Covid-19

PROJECT TITLE :

FILE / NO. : **XXXXXXXX**

Name of **Beneficiary**: _____

Beneficiary's Representative: _____

Title: _____

Specify the reference period: *month/year* to month/year:

1. TRAFFIC

Since April 1, 2020, indicate the number of visitors based on their origin:

Origin:	Local (RCM)	Regional (tourist region, other than local)	Quebecer (other than local and regional)	Canadian (other than Québec)	United States	Other Countries	Total
Number of persons							

What are the high-season months for your organization?

What is (are) the opening period(s) of your organization?

Compared to last year, have your hours and the period of operation changed in 2020-2021? If so,
 what changes were made? (reduced days, reduced hours)

Data on the origin of the clientele was collected in the following manner:

- Ticketing Sampling Polling
 Other: Specify: Random methods Estimates

2. JOB CREATION AND MAINTENANCE

Since April 1, 2020, how many people were employed on a PERMANENT BASIS?

	Total Number of People	Women	Men
Number of full-time employees (30 or more hours per week):			
Number of part-time employees (less than 30 hours per week):			

Since April 1, 2020, how many people were employed on a SEASONAL BASIS?

	Total Number of People	Women	Men
Number of full-time employees (30 or more hours per week):			
Number of part-time employees (less than 30 hours per week):			

Signature _____ Date _____

_____ Signature _____

*** To be sent to the ATR at the end of the touristic season with the updated project cost table