

## CATEGORY: FESTIVALS AND EVENTS

The 2022–2025 *Entente de partenariat régional et de transformation numérique en tourisme* (EPRTNT) reflects the shared desire of the Ministère du Tourisme (MTO) and Eeyou Istchee Tourism (EIT) to join forces to provide guidance and financial support to tourism businesses in their area so that these businesses can develop and grow in a responsible and sustainable way.

### OBJECTIVES

Projects must help achieve the following objectives:

- Stimulate the regional economy by:
  - Developing a unique, enticing tourism offering
  - Promoting an innovative tourism offering
  - Developing new niches for tourism businesses
- Develop a responsible and sustainable tourism offering by:
  - Getting tourism businesses to follow corporate social responsibility practices
  - Integrating innovative, eco-friendly solutions

### ELIGIBLE CLIENTS

The following types of organizations are eligible for this program:

- Tourism businesses:
  - For-profit organizations
  - Non-profit organizations
  - Cooperatives
- Municipal entities<sup>1</sup>
- Indigenous communities and nations recognized by the National Assembly, as well as Indigenous tourism organizations and businesses
- Any group of such clients

Eligible businesses must be legally incorporated under the laws of the government of Québec or Canada and must do business in Québec.

To be eligible, an organization must have delivered on any commitments to partners for any prior subsidies it was awarded.

Businesses and organizations operating tourism accommodation establishments must follow all laws and bylaws in effect for these establishments and must possess a registration number.

Nature and adventure tourism businesses must possess or must have initiated or agree to initiate the process to obtain a Quality/Safety Certification or Quality/Safety Attestation from Aventure Écotourisme Québec.

The following types of organizations are not eligible for this program:

- State-owned enterprises, as well as ministries and agencies of the Québec and Canadian governments
- Businesses listed in the enterprise register as not eligible for public contracts
- Businesses not in compliance with the Office québécois de la langue française's Francization process

### ELIGIBLE PROJECTS

<sup>1</sup> Municipal entities include municipalities, towns, cities, villages, parishes, townships, united townships, northern villages, unorganized territories, regional county municipalities (RCMs), intermunicipal management boards and

Financial assistance may be granted to festivals and events deemed regionally relevant that are not supported by the MTO's Aide financière aux festivals et aux événements touristiques (F&E) program.

A festival or tourism event means a public display that is produced and held in Québec, organized around a theme and program of activities that generates significant visitor traffic (day trippers and tourists) and that makes a destination more exciting.

One-off festivals and events that demonstrate an ability to generate significant traffic (day trippers and tourists) and that make a destination more exciting may be considered.

Financial assistance may be provided by the EPRTNT for infrastructure or a consulting project for a festival or event. However, it must be submitted in the "Attractions, activities and equipment" or "Studies and consulting" category.

### INELIGIBLE PROJECTS

The following types of projects are not eligible for this program:

- An attraction's regular programming
- Trade fairs
- Tourism trade shows
- Conferences
- Congresses
- Shows
- Fairs and markets (that are not part of a food tourism project)
- Exhibitions (that have no programmed activities other than those directly related to the exhibition)

Projects that receive non-repayable financial assistance from the MTO's F&E program are also excluded.

### PROJECT SELECTION CRITERIA

- The promoter must be a Cree beneficiary under the James Bay Northern Quebec Agreement (JBNQA) and must be 18 years of age OR the business must be owned by a majority of Cree beneficiary of the JBNQA
- Compatibility with EPRTNT objectives
- Major impact (ability to draw visitors, project scope, effects, coordination with other partners, job creation, extension of the tourist season, etc.)
- Innovative character
- Design, product and service quality
- Financial structure and financing package
- Relevance (primarily tourist clients, diversification of clients, market, competition, quality of offering, marketing strategy, networking, etc.)
- Feasibility (timeline, marketing strategy, quality of the business plan or study estimates, developer expertise)
- Consideration of sustainable development principles

### FINANCING TERMS

- The financial support is a non-repayable financial contribution.
- The project must have at least \$15,000 in eligible costs.
- Financial support cannot surpass \$95,000 and cannot exceed 90% of eligible costs.

corporations or organizations that have most of their members appointed by or over half of their funding provided by a municipal corporation, as well as groups of such municipalities, corporations or organizations.

The following table lists the applicable investment percentage and stacking rules for each type of client.

Eligible clients	Minimum developer investment	Maximum stacking of government assistance
For-profit organization	50%	50%
Non-profit organization	20%	80%
Cooperative	20%	80%
Indigenous community, organization or nation	10%	90%
Any organization carrying out a project in Îles-de-la-Madeleine	10%	90%
Groups of several of these clients	20%	The lowest % applies, based on the type of organization

If the project receives investment from the developer or its partners (community support, private sponsorships), this investment cannot come from:

- A source used to calculate the stacking of government assistance
- A transfer of assets
- A contribution in goods and services

When calculating the stacking of government financial assistance, contributions are counted from municipal entities and any ministries or agencies of the Québec or federal government.

### ELIGIBLE COSTS

- Administrative costs
- Operating costs
- Programming costs
- Promotional, marketing and communications costs
- Site and facility management costs
- Costs of products destined for resale
- Travel costs, overhead, wages and benefits that are paid to the developer's human resources and related to the event
- Sponsorships of goods and services that are audited (limited to 50% of total eligible costs)
- Net taxes (excluding the refundable portion) related to eligible costs

### INELIGIBLE COSTS

- Costs of activities that are not related to running or organizing the event
- Costs related to working capital, debt service, attrition, capital losses or share buybacks
- Costs of bringing the business up to standards (other than those proposed in the government of Québec or its partners' health plans), maintaining assets or complying with bylaws
- The portion of Québec sales tax, the portion of the goods and services tax and other costs for which the business (or a third party) is entitled to a refund
- Donations and contributions in kind or in unaudited services
- Transfers of assets
- Regular maintenance costs
- Financing costs
- Compensation paid to a lobbyist
- Costs for which the business entered into contractual obligations before filing the request for financial assistance (with the exception of fees related to project development)
- Cost overruns
- Legal fees

### SPECIAL RULES

#### EQUAL ACCESS EMPLOYMENT PROGRAM

- Any financial assistance of \$100,000 or more granted to a for-profit organization with over 100 employees requires the organization to agree to set up an equal access employment program in compliance with the *Charter of Human Rights and Freedoms*.

#### AN ACT RESPECTING FRENCH, THE OFFICIAL AND COMMON LANGUAGE OF QUÉBEC

- On June 1, 2022, *An Act respecting French, the official and common language of Québec*, received official assent. All companies that do business in Québec, regardless of size, must respect the provisions of this Act.

### SUSTAINABLE DEVELOPMENT

- Application appraisals will take into account the overall approach proposed for sustainable development, including integration of innovative, eco-friendly solutions and social and eco-friendly components.

### REQUIRED DOCUMENTS

- The completed and signed form, SENT IN EXCEL FORMAT
- The event's programming or a draft of the programming
- A summary of the most recent event, if available
- The organization's most recent financial statements, including the event's income and expenses (for municipal entities and Indigenous communities, this will be a document detailing the event's income and expenses exclusively)
- Projected income and expenses for the event
- A resolution from the board of directors (or equivalent) authorizing the signing of the request for financial assistance from this program, and authorizing any document relevant to the request
- Confirmation of financial partners, if available
- For adventure tourism businesses, confirmation that they have received a Quality/Safety Certification or Attestation from Aventure Écotourisme Québec OR a copy of an email exchange proving that the business has initiated the process to obtain the certification or attestation
- If applicable, an Indigenous certification or certificate recognizing the Indigenous status of a for-profit organization, not-for-profit organization, or cooperative (which helps determine the level of assistance)

### HOW TO APPLY

Fill out the application form of Eeyou Istchee EPRTNT to submit a request and send it with any necessary documents to [pblodeau@creetourism.ca](mailto:pblodeau@creetourism.ca).

For more information call Philippe Bilodeau at 1-888-268-2682 ext. 4230 or email [pblodeau@creetourism.ca](mailto:pblodeau@creetourism.ca).