

2025–2027 ENTENTE DE PARTENARIAT RÉGIONAL ET DE TRANSFORMATION NUMÉRIQUE EN TOURISME



CATEGORY: FESTIVALS AND EVENTS

The 2025–2027 *Entente de partenariat régional et de transformation numérique en tourisme* (EPRTNT 25-27) reflects the shared desire of the Ministère du Tourisme (MTO), Eeyou Istchee tourism (EIT) and Société de développement de la Baie James (SDBJ) 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.

GENERAL OBJECTIVES

Projects must help achieve the following objectives:

- Stimulate the regional economy by:
 - Developing a responsible and sustainable tourism offering
 - Promoting an innovative tourism offering
 - Developing new niches for tourism businesses that have positive impacts for the community and the region
- Increase tourism businesses' capacity for action by:
 - Implementing actions or adopting best practices, particularly with regard to tourism businesses' social and environmental responsibilities
 - Integrating innovative solutions, including digital technologies

ELIGIBLE CLIENTS

The following types of organizations are eligible for this program:

- Tourism businesses:
 - For-profit organizations
 - Non-profit organizations (NPOs)
 - Cooperatives
- Municipal entities¹
- 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 demonstrate, when required, that they meet the standards of Adventure

Écotourisme Québec's [Quality-Safety accreditation program](#) or that they have initiated or intend to initiate the process to do so.

INELIGIBLE CLIENTS

- State-owned enterprises, as well as ministries and agencies of the Québec and Canadian governments
- Applicants listed in the Registre des entreprises non admissibles aux contrats publics (RENA)
- [Businesses that are not in compliance](#) with the Office québécois de la langue française's francization process

ELIGIBLE PROJECTS

Financial assistance may be granted to festivals and events deemed regionally relevant:²

- Organization and staging of a festival or event
- Support for a specific aspect of development and growth

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.

INELIGIBLE PROJECTS

The following projects are not eligible:

- 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)

PROJECT SELECTION CRITERIA

- Compatibility with EPRTNT 25-27 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

¹ Municipal entities include municipalities, towns, cities, villages, parishes, townships, united townships, northern villages, unorganized territories, regional county municipalities (RCMs), metropolitan communities, intermunicipal management boards, and 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.

² Financial assistance may be provided by the EPRTNT 25-27 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.

- 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 \$50 000.
- Financial support cannot surpass 90% of eligible costs, but must comply with the investment and stacking requirements for eligible clients.

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

Eligible clients	Minimum developer investment (% of total project costs)	Maximum stacking of government assistance (% of eligible project costs)
For-profit organization	50%	50%
NPO or cooperative	20%	80%
Municipal entity	20%	80%
Indigenous community, organization, or nation	10%	90%
Groups of 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 governments.

ELIGIBLE COSTS

Costs relating to the regular occurrence of the festival or event or a specific aspect of growth and development:

- Administrative costs
- Programming costs
- Promotional, marketing and communications costs
- Site and facility management costs
- Costs of products destined for resale
- Travel costs within current civil service limits, 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)

INELIGIBLE COSTS

- Costs of activities that are not related to running or organizing the event
- Capital expenditures related to the purchase of equipment (depreciation)
- Costs related to working capital, debt service, attrition, capital losses, or share buybacks
- Costs of bringing the business up to standards, maintaining assets, or ensuring bylaw compliance
- 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 lobbyists
- Cost overruns
- Legal fees
- Costs of purchasing motorized transportation equipment not dedicated to the visitor experience.

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*.

ATTESTATION OR CERTIFICATE FROM THE OFFICE QUÉBÉCOIS DE LA LANGUE FRANÇAISE (OQLF)

- Organizations operating in Québec that employ 25 people or more over a 6-month period are subject to Chapter V (Francization of Enterprises) of Title II of the *Charter of the French Language*. As such, in order to receive a subsidy, these organizations must attach the document attesting to their compliance with that requirement to their requests.
- To learn more about this obligation, please see the information sheet used by government agencies: [Conformité des entreprises au processus de francisation : vérification avant l'attribution d'un contrat ou d'une subvention](#).

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

- 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
- Confirmation of financial partners, if available
- A resolution from the board of directors (or equivalent) authorizing a person to sign the request for financial assistance from this program, as well as any documents relevant to the request
- For organizations that operate in Québec and employ 25 people or more over a 6-month period, an OQLF attestation or certificate attesting to compliance
- Confirmation of financial partners, if available
- For nature and adventure tourism businesses, a document proving that they meet the standards of Aventure Écotourisme Québec's [Quality-Safety program](#) or that they have initiated or intend to initiate the process to do so
- If applicable, an Indigenous certification or certificate recognizing the Indigenous status of a for-profit organization, NPO, or cooperative (which helps determine the level of assistance)

HOW TO APPLY

Fill out the Eeyou Istchee region EPRTNT 25-27 funding request form and return it with any necessary documents to pbilodeau@creetourism.ca

For more information call Philippe Bilodeau at 418 745-2220 #4230 or email pbilodeau@creetourism.ca