

**OUTAOUAIS TOURISM REGION**

**SANITATION PROGRAM FOR  
TOURISM BUSINESSES  
IN THE OUTAOUAIS  
(SPTBO)**

**2020–2022**

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**PROMOTER’S GUIDE**

**Support for projects intended to help businesses adapt  
to the new realities of the tourism industry  
(EPRT Component 1)**



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# PROMOTER'S GUIDE

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## 1. INTRODUCTION

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The Sanitation Program for Tourism Businesses in the Outaouais (SPTBO) provides funding to help businesses in the industry adapt to the challenges of a tourist season unfolding in the context of a pandemic, in accordance with the various sectorial guidelines issued by the health plans produced by the tourism industry. This program is made possible thanks to financial assistance from the Ministère du Tourisme du Québec.

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## 2. APPLICATION FRAMEWORK

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The present document contains the rules and guidelines for the project application and evaluation process. Project promoters are encouraged to read this information carefully.

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## 3. PROGRAM GOAL

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Provide support to tourism businesses negatively affected by the COVID-19 pandemic.

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## 4. PROGRAM ELIGIBILITY REQUIREMENTS

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### ELIGIBLE CLIENTS

To be eligible for funding, applicants must offer a tourist activity or service during the 2020–2021 tourist season, if permitted by health authorities.

Eligible clients include tourism SMEs (attractions, festivals and events, accommodation establishments, receptive tour operators) such as:

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

### NON-ELIGIBLE CLIENTS

- Crown corporations, departments and agencies of the Government of Quebec and the Government of Canada, and municipal organizations;
- Applicants listed on the register of enterprises ineligible for public contracts.

### ELIGIBLE PROJECTS

Eligible projects are those designed to bring the spaces and facilities used by the clients and employees of eligible tourism businesses into compliance with the health protocols issued by the Government of Quebec or one of its partners.

### NON-ELIGIBLE PROJECTS

- Projects in the following sectors:
  - Restaurant;
  - Retail;
  - Reception and hospitality (other than those specifically identified as eligible);
  - Gaming.
- Projects related to the sale and consumption of alcohol.

- Projects related to debt financing and loan repayment.
- Projects that support the development and structuring of the tourism offer—these projects are eligible under EPRT Component 3.

Notwithstanding the foregoing, financial assistance may be considered for work undertaken as part of an agritourism or gourmet tourism project and 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 sector.

## ELIGIBLE COSTS

- Expenses related to acquiring additional equipment to comply with sanitary measures, refitting a space or facility, or acquiring sanitary equipment.
- Expenses related to an additional resource to comply with COVID-19 pandemic-related health requirements (client-to-employee ratio, disinfection, etc.).
- Consulting fees paid to an external firm (other than an Association touristique régionale/ATR [Regional Tourism Association] or Association touristique sectorielle/ATS [Sectorial Tourism Association]) for the organization and implementation of health measures required to accommodate tourist clientele.
- The cost of permits required for a project directly related to compliance with health measures.
- The non-refundable portion of taxes on eligible project costs.

Eligible costs are retroactive to April 1, 2020, if applicable.

## NON-ELIGIBLE COSTS

- Costs related to working capital, debt service, operating losses, capital losses or redemption of capital.
- Costs of facility upgrades (other than those required by health protocols issued by the Quebec government or one of its partners), asset maintenance or regulatory compliance.
- Donations and contributions in kind or in services.
- Transfers of assets.
- Purchase of automobile(s) or rolling stock.
- Rights of way, easements and other related costs.
- Salaries, operating costs and administrative expenses normally paid by the promoter.
- Promotion, publicity and marketing expenses.
- Expenses already reimbursed or that the promoter expects to be reimbursed, particularly by another funding program.
- The refundable portion of taxes on eligible project costs.
- Costs related to applications for financial assistance from other programs.

## MINIMUM PROJECT REQUIREMENTS

- The project must:
  - Be located within the Outaouais tourism region.
  - Be administered by an SME in the tourism sector.
  - Comply with all laws and regulations in force in the Province of Quebec.
  - Allow the enterprise to comply with the health rules of one or more health plans produced by the Quebec government or one of its partners.
  - Allow the tourism SME to operate during the 2020–2021 tourist season.
- The promoter must agree to the terms and conditions listed in [Appendix 1](#), *Funding Recipient's Obligations*.

## FUNDING CHARACTERISTICS

SPTBO funding is provided as a **non-repayable grant**.

### SPTBO contribution

The maximum financial assistance rate is 100% of actual eligible project costs, to a maximum of \$7,500.

### Minimum eligible cost

There is no minimum eligible cost. SPTBO support is calculated based on the eligible project costs as described above. Applicants may submit only one application under Component 1.

### Funding increase

Under no circumstances can the funding amount be increased to cover an overrun of approved project costs.

### Funding agreement

Projects selected for funding will be subject to a funding agreement between the ATR and the promoter. The agreement will define the terms of payment and the obligations of the parties. A sample letter of agreement is available on request.

## SELECTION CRITERIA

Eligible projects will be evaluated according to the following criteria:

- Proof of the project's financial structure and the organization's viability (appropriateness of funding request, financial health of the organization and/or promoter, existence of detailed and realistic financial data, etc.).
- The amount allocated to the SPTBO cannot exceed 15% of the 2020–2021 budget of the Entente de partenariat régional en tourisme / EPRT [Regional Tourism Partnership Agreement].

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## 5. HOW TO APPLY FOR FUNDING UNDER COMPONENT 1

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To apply for SPTBO funding, you must complete, sign and submit the application form ("Demande d'aide financière, Programme sanitaire, Région touristique de l'Outaouais") AND the completed Component 1 project cost chart, available from the ATR, together with the required supporting documents.

Documents may be signed electronically. If you need to print out a document to sign and initial it, please use 8½ × 14" paper and scan it at a high resolution. Given the current situation, we respectfully request that you **not** submit hard copies of your application or other documents by regular mail.

Email your application form together with the Component 1 project cost chart to:  
[programmes@tourisme-outaouais.ca](mailto:programmes@tourisme-outaouais.ca)

The ATR accepts applications continuously throughout the year.

Incomplete applications will not be considered.

### Your application package must include the following:

- The electronic application form duly completed and signed, together with any pertinent visual elements (photos of existing project elements, sketches, plans, etc.) included as attachments
- The completed Component 1 project cost chart

- A detailed breakdown of project costs (Excel spreadsheet)
- A copy of the organization's articles of incorporation
- A copy of the financial statements for the previous two (2) years and a copy of the most recent interim financial statements
- A resolution passed by the organization or business authorizing the person signing the funding application to act as the organization's designated representative in matters relating to this program

### **Distribution of documents**

Promoters can be assured that the information they provide will not be widely disseminated. However, for the purposes of administering the SPTBO, the ATR may share information deemed relevant with any body or agency, including the Ministère du Tourisme, to confirm the compliance, validity or status of a project or project expenditure.

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## **6. HELP WITH YOUR APPLICATION UNDER COMPONENT 1**

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For more information and to request the forms required for your application, please contact the Outaouais Tourism project officer:

**Gilliane Cyr**  
**Tourism Business Services Advisor**  
 Outaouais Tourism  
 103 Laurier Street. Gatineau, QC J8X 3V8  
 ☎: 819-778-2530 ext. 206  
 📠: 819-576-3166  
 Email: [gcyr@tourisme-outaouais.ca](mailto:gcyr@tourisme-outaouais.ca)

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## **7. PROJECT ASSESSMENT TIMELINE, COMPONENT 1**

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- Promoter submits the project funding application (at any time during the year).
- Outaouais Tourism evaluates the project's eligibility and relevance, and requests additional information from the promoter if necessary.
- The ATR decides whether to accept or reject the application, and notifies the promoter/applicant accordingly.
- If the application is accepted, the promoter signs a funding agreement with the ATR.
- Promoters of funded projects provide project tracking and reporting.

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## Appendix 1

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### Funding Recipient's Obligations

As a recipient of SPTBO funding, you agree to the following:

- Use the funds received under the SPTBO only to acquire equipment and develop your tourism business as presented in your funding application, and assume any cost overruns if applicable.
- Offer tourist services, experiences or hospitality during the 2020–2021 season (when public health permits, according to established guidelines).
- If your company wishes to acknowledge the funding received in a communication, the acknowledgement must be sent to the ATR in advance, and the ATR will ensure that the necessary approvals are obtained from the Ministère du Tourisme.
- Send photographs of the facilities (ideally in a before-and-after format) and/or the equipment acquired and/or the employment contract created with the help of this grant to the ATR as soon as possible after their acquisition/implementation. The ATR reserves the right to conduct a site visit or visits to observe the improvements made and take photographs of the facilities.
- At the end of the season, submit the final project budget and the completed tourism data sheet (provided in [Appendix 2](#) of the present document) for the opening season or year of operation (indicate the date on which you agree to submit the document; it must be no later than 6 months after the date of the announcement letter).
- Reimburse the unused amount to the ATR, if the final eligible costs of the completed project are lower than those estimated in the funding application.

**Should I fail to comply with any of the preceding terms and conditions without prior arrangement or acceptable justification, I agree to reimburse the financial contribution received, at the ATR's request, failing which I will jeopardize my eligibility for Outaouais Tourism's 2020–2022 funding programs as well as any future programs administered by the ATR.**

Appendix 2

TOURISM DATA SHEET – Component 1 – Post COVID-19

PROJECT NAME :

FILE # :

Name of **Recipient**  
(business or organization):

Name of **Recipient**'s representative:

Title:

Indicate the period covered: *month/year* to *month/year*:

1. BUSINESS VOLUME

Since April 1, 2020, indicate the number of visitors and their provenance:

Provenance	Local (RCM territory)	Regional (tourism region other than local)	Quebec (other than local and regional)	Canada (outside Quebec)	U.S.A.	Other countries	Total
Number of visitors							

What are your organization’s high-season months?

What is (are) your organization’s operating period(s)?

Compared to last year (2019–2020), have your operating period(s) and hours of operation changed in 2020–2021? If so, what changes have been made? (e.g., fewer days open, reduced hours)

The data on visitor provenance were collected by:

☐ Box office / admissions

☐ Sampling

☐ Survey

☐ Other

☐ Random means  
(please specify):

☐ Estimate

2. EMPLOYMENT CREATION AND RETENTION

Since April 1, 2020, how many PERMANENT workers have you employed?

	Total	Women	Men
Full-time (30+ hours per week)			
Part-time (fewer than 30 hours per week)			

Since April 1, 2020, how many SEASONAL workers have you employed?

	Total	Women	Men
Full-time (30+ hours per week)			
Part-time (fewer than 30 hours per week)			

Signature \_\_\_\_\_ Date \_\_\_\_\_

To be submitted to the ATR at the end of the tourist season together with the updated project cost chart, no later than 6 months after the date of the announcement letter.