

OUTAOUAIS TOURISM REGION
OUTAOUAIS REGION
TOURISM DEVELOPMENT
PROGRAM (ORTDP)
2020–2022

PROMOTER'S GUIDE

Support for tourism offer development and structuring projects
(EPRT Component 3)



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PROMOTER'S GUIDE

1. INTRODUCTION

The Outaouais Region Tourism Development Program (ORTDP) reflects the shared resolve of Quebec's **Ministry of Tourism (MTO)** and **Outaouais Tourism** to join forces with local partners and businesses to implement projects that support the development of the regional tourism offer and optimize tourism investments in accordance with the development priorities of the destination.

Specifically, the ORTDP's objective is to define the roles of the program partners and the funding criteria for projects that develop the tourism offer in the Outaouais tourism region.

2. APPLICATION FRAMEWORK

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

3. PARTNERSHIP AGREEMENT GOAL AND OBJECTIVES

Goal: To support and promote the development, renewal and structuring of the tourism offer in the Outaouais tourism region.

The **Partners** agree to work together, in accordance with their respective mandates, to renew and enhance the regional tourism offer while complying with the measures identified in the tourism industry's health response plan or the sectoral health plans produced by the industry partners (ATR-ATS-AITQ).

Projects must have a structuring effect and must contribute to renewing and enhancing the region's tourism offer. They must be designed with the following objectives in mind:

- Stimulate the regional economy by:
 - Maintaining a quality tourism offer;
 - Developing an innovative tourism offer;
 - Developing new niches for tourism businesses.
- Promote the development of an original, cohesive and sustainable tourism offer.

4. PRIORITY TOURISM SECTORS

The following have been identified as priority sectors:

- Culture
- Agritourism
- Boating
- Outdoor activities
- Unusual accommodations
- Winter

Projects that allow a seasonal business to expand its offer over a longer period, or even year round, will also be prioritized.

5. PROGRAM ELIGIBILITY REQUIREMENTS

CLIENTS ELIGIBLE FOR PROGRAM FUNDING

- Tourism SMEs:
 - For-profit organizations (FPOs) legally constituted in Quebec;
 - Non-profit organizations (NPOs) legally constituted in Quebec;
 - Cooperatives legally constituted in Quebec.
- Municipal entities;¹
- Indigenous communities, organizations and nations recognized by the Quebec National Assembly;
- Any combination or grouping of the above.
- **Associations touristiques régionales (ATR)** [regional tourism associations] are eligible for funding only for tourism studies and regional tourism offer structuring projects and must have funding partners in place for each project submitted.

¹ The term “municipal entity” includes municipalities, cities, towns, villages, parishes, townships, united townships, northern villages, unorganized areas, regional county municipalities (RCMs), metropolitan areas, intermunicipal boards, businesses or organizations where a municipal entity appoints the majority of the members or provides more than half of the business or organization’s funding, and any group or association of such municipalities, businesses or organizations.

ELIGIBLE PROJECT CATEGORIES

- Attractions, activities and facilities
- Tourism studies
- Structuring of the regional tourism offer
- Accommodation
- Festivals and events
- Consulting services
- Digital business development

CATEGORY DEFINITIONS AND DESCRIPTIONS

Projects must fit into one of the following 7 project categories. Also eligible in each category are more extensive projects related to adapting to the new health context.

Attractions, Activities and Facilities

This category includes any and all elements comprising a territory's tourism offer. The following types of projects are eligible for program funding:

- Consolidation, implementation, expansion or upgrading of a tourist attraction, activity, facility or service.
- Construction, expansion or improvement of a tourist facility (infrastructure).

Eligible costs:

- Professional fees for the preparation of construction plans and specifications, interior or exterior landscaping plans, design (exhibition, performance, installation), specialized studies (soil, environmental, structural, equipment) and other related items.
- Construction work (new construction, addition, restoration, repurposing, accessibility upgrades, etc.).
- Interior or exterior landscaping.
- Purchase and installation of specialized equipment and furniture.
- Purchase of land.
- Costs related to the *Politique d'intégration des arts à l'architecture* (Art and Architecture Integration Policy) administered by the Quebec Ministry of Culture and Communications.
- Professional fees paid to expert consultants or firms.
- The non-refundable portion of taxes on eligible costs.

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 motorized 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.
- The refundable portion of taxes on eligible costs.

Tourism Studies

Funding is available for studies in specific areas of expertise whose objective is to support the development of the tourism offer and ensure the project's financial viability. The project studied must be consistent with regional priorities and have an impact on tourism development in the territory. The study must be conducted by a professional consultant or firm specializing in tourism and/or economics, and engaged through a call for tenders.

The following are **not** eligible for funding:

Business plans, marketing plans, local and regional development plans, and customer surveys or studies conducted to apply for funding from another program or to comply with the requirements of another department or agency.

Minimum project cost: \$10,000

Eligible costs:

- Professional fees and honoraria paid to expert consultants or firms to conduct a targeted survey for a tourism development project in a territory, or to provide support for the improvement of the quality of products and/or services.
- The non-refundable portion of taxes on eligible costs.

Non-eligible costs:

- Salaries, operating costs and administrative expenses normally paid by the promoter.
- Donations and contributions in kind or in services.
- The refundable portion of taxes on eligible costs.

Structuring of the Regional Tourism Offer

In order to support the priorities of the regional tourism development offer as specified in the ATR development plan, the ORTDP may provide one-time financial assistance to structuring regional projects. The project must be representative of the region and have an impact on the territory of more than one Regional County Municipality (RCM). The project must have the capacity to generate economic benefits for several partners. It may be coordinated by an ATR or other body that is recognized and accepted by the Management Committee, and must receive funding from various organizations or businesses in the territory.

Eligible projects include creating tourism routes and circuits, developing thematic products, and other initiatives that contribute to structuring the regional tourism offer. Projects must demonstrate sustainability and must take place over a minimum of three (3) years.

Minimum project cost: \$25,000²

Eligible costs:

- Professional fees and honoraria paid to expert consultants or firms.
- Travel expenses (comparable to the ATR's), general expenses, wages and benefits of promoter's employees working exclusively on the project.
- The non-refundable portion of taxes on eligible costs.

Non-eligible costs:

- Costs related to working capital, debt service, operating losses, capital losses or redemption of capital.
- Donations and contributions in kind or in services.
- Purchase of automobile(s) or motorized rolling stock.
- Technology development costs (e.g., mobile apps).
- Promotion, publicity and marketing expenses.
- The refundable portion of taxes on eligible costs.
- Specifically for structuring projects, promotion, advertising and marketing costs are considered non-eligible.

Accommodation

Projects submitted must support the structuring of a specific territory, improve the standard of quality in the accommodation sector, extend the promoter's operating season, or offer new products or services tailored to the target clientele.

Note that accommodation projects related to nature tourism—i.e., projects that offer various types of tourist accommodation (outfitter, hotel, inn, campground, yurt, unconventional accommodation, etc.) in a natural environment³ and encourage visitors to discover a territory through adventure activities, cultural activities and local products—are eligible.

Minimum project cost: \$10,000

² Compensation cannot exceed 50% of the amount requested, and performance indicators must be pre-approved in order to allow the measurement of the level of achievement of expected results.

³ The quality of the environment and of the selected sites (lake, forest, mountain) as well as the offer of complementary activities allowing visitors to discover a territory through adventure activities, cultural activities and local products will be determining factors in evaluating funding requests.

Eligible costs:

- Professional fees for the preparation of construction plans and specifications, interior or exterior landscaping plans, design (exhibition, performance, installation), specialized studies (soil, environmental, structural, equipment) and other related items.
- Construction work (new construction, addition, restoration, repurposing, accessibility upgrades, etc.).
- Interior or exterior landscaping.
- Purchase and installation of specialized equipment and furniture.
- Purchase of land.
- Costs related to the *Politique d'intégration des arts à l'architecture* (Art and Architecture Integration Policy) administered by the Quebec Ministry of Culture and Communications.
- Professional fees paid to expert consultants or firms.
- The non-refundable portion of taxes on eligible costs.

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 motorized 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.
- The refundable portion of taxes on eligible costs.

Festivals and Events

Event funding may be provided to festivals and events deemed to be regionally relevant.

A tourist festival or event is defined as an event produced and held in Quebec that is open to the general public, and celebrates a theme and offers a program of activities that will attract a significant number of visitors (day visitors and tourists) and animate the destination. One-time festivals and events that demonstrate the capacity to attract a significant number of visitors (day visitors and tourists) and that animate the destination will also be considered.³

³ Funding requests will be evaluated based on the following main criteria: the duration of the event, the number of room nights generated, the quality of the marketing plan (including the promotional strategy outside the Outaouais region demonstrating the tourism impact), and the fit with the destination's development priorities..

For festival and event infrastructure projects, please see the information in the [Attractions, Activities and Facilities](#) section above.

Minimum project cost: \$30,000

Eligible costs:

- Travel expenses (comparable to the ATR's), general expenses, wages and benefits of promoter's employees working exclusively on the project.
- Programming costs.
- Costs related to site setup.
- Equipment rental costs.
- Actual operating costs.
- Promotion, publicity and marketing expenses.
- The non-refundable portion of taxes on eligible costs.

Non-eligible costs:

- Costs related to working capital, debt service, operating losses, capital losses or redemption of capital.
- Donations and contributions in kind or in services.
- Purchase of automobile(s) or motorized rolling stock.
- Technology development costs (e.g., mobile apps).
- The refundable portion of taxes on eligible costs.
- Specifically for structuring projects, promotion, advertising and marketing costs are considered non-eligible.

Consulting Services

Funding is available to hire consulting support for coaching, implementation of better business practices, skills development initiatives, customer service improvements, and/or development of a new project or activity.

Minimum project cost: \$5,000

Eligible costs:

- Professional fees and honoraria paid to expert consultants or firms to conduct a targeted study of the development of a territory's tourism offer, or to provide support for the improvement of the quality of products and/or services.
- The non-refundable portion of taxes on eligible costs.

Non-eligible costs:

- Salaries, operating costs and administrative expenses normally paid by the promoter.
- Donations and contributions in kind or in services.

- The refundable portion of taxes on eligible costs.

Digital Business Development

Funding is available for the digital development of a business to allow it to increase virtual/digital interactions (reduce physical contact and health risks) with customers while continuing to offer a quality customer experience.

This component supports the implementation of digital applications (e.g., payment terminal, virtual card, reception point, delivery robot, etc.).

Minimum project cost: \$5,000

Maximum funding: \$30,000

Eligible costs:

At the preliminary support stage:

- Professional fees and honoraria paid to expert consultants or firms to conduct a targeted study of a business's digital development.
- Project-related travel expenses for the consultant or firm.
- The non-refundable portion of taxes on eligible costs.

At the implementation stage:

- Professional fees for the support and implementation of the proposed solutions.
- The purchase of technological or other equipment allowing the use of the solution.
- Subscription to cloud computing services if the solution uses that technology.
- The purchase of hardware, software or mobile applications to increase the degree of customer interaction
- The purchase of integrated business management software.
- The purchase of e-commerce software.
- Travel expenses (comparable to the ATR's), overhead, salaries and benefits for human resources dedicated specifically to the promoter's project.
- Professional fees related to the training or development of human resources responsible for or related to the implementation of the digital development project.
- The non-refundable portion of taxes on eligible costs.
- For infrastructure projects, please see the information in the [Attractions, Activities and Facilities](#) section above.

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.

- Salaries, operating costs and administrative expenses normally paid by the promoter.
- Purchase or leasing costs of land, buildings or facilities.
- Capital expenditures related to the purchase of equipment.
- Bandwidth purchase costs.
- Costs related to a sales commission on online sales or reservation platforms.
- Development costs of video games and technological infrastructures.
- Costs related to setting up server rooms.
- Donations and contributions in kind or in services.
- Transfers of assets.
- Cost overruns.
- Legal expenses.

TYPES OF PROJECTS NOT ELIGIBLE FOR PROGRAM FUNDING

- Projects in the restaurant and retail sectors.
- Visitor centres and signage.
- Projects in progress or already completed at the time of application.
- Training materials development.
- Projects in the gaming sector.
- Projects associated with the sale and consumption of alcohol.

Notwithstanding the foregoing, financial assistance may take into account 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, these components being essential to the tourist experience offered to visitors in this sector.

MINIMUM REQUIREMENTS FOR ALL PROJECTS

The project must be located within the Outaouais tourism region.

The project's target clientele must consist primarily of tourists.

The promoter must have a complete business plan that indicates the project's financial viability.

The promoter must contribute a down payment of at least 10% of the total project cost (5% for Indigenous communities, organizations or nations).

The project must comply with all laws and regulations in force in the Province of Quebec.

FUNDING CHARACTERISTICS

Funding is provided as a **non-repayable grant**.

Promoter's contribution

At least 10% of the total project cost (5% for Indigenous communities, organizations or nations) must be funded by non-government agencies (private-sector organizations).

The promoter's contribution, including funding from partners (community, private sponsorships, etc.), if applicable, cannot come from:

- Sources included in stacked government funding, as defined below;
- A transfer of assets;
- A contribution of goods or services.

Stacked funding: government and ATR

Stacked government funding includes contributions from municipal entities and from Quebec and federal government departments and agencies, including repayable government grants calculated at 50% of their value and granted specifically for the project.

The table below shows the percentages that apply to the promoter's contribution and to stacked funding, according to the eligible applicant category.

Applicant category	Minimum contribution	Maximum allowable stacked government funding
FPO	10%	90%
NPO	10%	90%
Cooperative	10%	90%
Indigenous community, organization or nation	5%	95%
Group application	10%	Depending on the category/ies of the organizations applying, the lowest percentage applies.

EPRT contribution

EPRT funding (*Entente de partenariat régional en tourisme* / regional tourism partnership agreement) cannot exceed 60% of the total project cost (eligible costs) for FPOs and 80% for NPOs.

Minimum eligible costs

The EPRT funding amount is calculated based on the project's eligible costs.

Funding increase

The funding amount cannot under any circumstances be increased to cover an overrun of approved project costs.

Memorandum of understanding

Projects selected for funding will be subject to a memorandum of understanding (MOU) between the funder and the promoter. The MOU will define the terms of payment and the obligations of the parties. A sample MOU is available on request.

Specific rules

All projects considered or selected for funding are subject to the rules listed in [Appendix 3](#).

SELECTION CRITERIA

Eligible projects will be evaluated according to the following criteria:

- Extent to which the project supports the ORTDP **objectives** (see [Section 3](#) above).
- **Structuring potential** (capacity to attract new visitors to the region, impact at the local/regional/sectoral level, tangible benefits, participation of other partners, job creation, extension of tourist season, etc.).
- **Innovation** (e.g., adding a new element to the existing tourism offer, providing new products or services not offered by competitors).
- **Quality** of project concept, product(s) and services.
- **Financial structure and viability** (promoter's contribution, thoroughness of fundraising efforts, appropriateness of funding request, financial health of the organization and/or promoter, existence of detailed and realistic financial data, self-financing prospects, industry support, etc.).
- **Relevance** (size and diversity of tourism clientele, size of project's target market, competition, quality of the offer, marketing strategy, key benefits, networking, etc.).
- **Feasibility** (realistic deadlines, marketing strategy, quality of business plan or study).
- Observance of **sustainable development principles**.
- **Coordination** of completed project (visitor reception, facilitation/presentation, interpretation, supervision of activities, English/French bilingualism, etc.).

6. HOW TO APPLY

To apply for ORTDP funding, you must complete and submit the application form (“Formulaire de demande volet 3_PDTO”), available from Outaouais Tourism, together with the required supporting documents.

Email your application package to :
programmes@tourisme-outaouais.ca

The ATR accepts applications continuously throughout the year.
However, applications will be evaluated according to the following schedule:

- **October 26** for a February (approximately) response
- **December 14** for a May (approximately) response
- **April 12** for a July (approximately) response

Incomplete applications will not be considered by the Management Committee but will be postponed until the following evaluation period.

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.
- A copy of the organization’s articles of incorporation.
- For existing organizations, a copy of the financial statements for the previous two (2) years and a copy of the most recent interim financial statements.
- A copy of financial partnership agreements, as and when available.
- 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 the project.
- A copy of the detailed business plan for investment and/or infrastructure projects, structuring projects, and projects that are part of tourist festivals or events (see [Appendix 2](#)).
- For projects involving studies, consulting services and digital business development, a copy of the request for proposals, including the following elements:
 - Description of the issue
 - Nature and objectives of the study
 - Proposed methodology
 - Project timeline
 - Deliverables
 - Copies of at least two (2) offers of professional services
- Confirmation from the Quebec Ministry of Culture and Communications as to whether the project is subject to the [Politique d’intégration des arts à l’architecture](#) (see [Appendix 3](#)).

- Confirmation from Aventure Écotourisme Québec of the project’s status in terms of the Quality–Security certification.
- A list of all authorizations, certifications, certificates or permits required by law, regulation or other legal instrument: e.g., *Canadian Environmental Protection Act*, *Environment Quality Act*, *Act respecting Land Use Planning and Development*, *Act respecting Tourist Accommodation Establishments* (Quebec).
 - Specify the status of each component (request submitted, file being processed, authorization[s] obtained).

Distribution of documents

The application form will be distributed to the members of the Management Committee and will serve as the basis for their evaluation. Therefore, please pay special attention when completing the form. The business plan, including the promoter’s financial data, will be reviewed by a panel of professional analysts and their observations will be forwarded to the Management Committee. Applicants can be sure that their information will be kept secure and confidential.

7. HELP WITH YOUR APPLICATION

For more information, please contact the Outaouais Tourism project officer:

Gilliane Cyr
Tourism Business Services Advisor
 Outaouais Tourism
 103 Laurier Street
 Gatineau, QC J8X 3V8
 ☎ **819-576-3166**
 Email: gcyr@tourisme-outaouais.ca

9. PROJECT ASSESSMENT TIMELINE

- Promoter submits the project funding application (at any time during the year).
- Outaouais Tourism pre-screens the application for project eligibility, and requests additional information from the promoter if necessary.
- On the dates specified in the evaluation schedule (see [Section 6](#) above), the project’s relevance and financial viability are evaluated.
- Management Committee evaluates the application and makes its recommendation.
- Funders decide whether to accept or reject the application and notify the promoter/applicant accordingly.
- Successful applicants sign a funding MOU with the ORTDP.

APPENDIX 1

DEFINITION OF TERMS

DAY VISITOR: Someone who travels at least 40 km from their usual place of residence to visit a destination and returns home the same day.

FLAGSHIP PRODUCT: A product that sets the theme of a tourist experience, is widely recognized, and is a primary attractor of visitors to the destination.

STRUCTURING OF THE TOURISM OFFER: Developing, networking and/or linking separate elements into an integrated whole that constitutes a marketable tourism product.

STRUCTURING PROJECT: A project that has an impact and visibility at the regional level and beyond, has the potential to generate other projects and/or promote regional partnerships, is supported by the local community, and has the potential to create jobs.

SUSTAINABLE DEVELOPMENT: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development considers environmental, economic and sociological issues and is part of every aspect of the tourism industry.

TOURISM DEVELOPMENT: Introduction (establishment, implementation), consolidation and/or diversification of a tourism product or service.

TOURISM PRODUCT: A combination of tangible elements (accommodation, food, activities, etc.) and/or intangible elements (ambiance, hospitality, animation, etc.) offering visitors a range of tourist experiences.

TOURIST: Someone who travels from their usual place of residence to visit a destination, stays more than 24 hours (i.e., spends at least one night) but less than one year, and stays in commercial or private accommodation.

APPENDIX 2

SAMPLE BUSINESS PLAN

Contact information

- Corporate or business name
- Operating name
- Address
- Telephone number
- Fax number
- Email address

Executive summary

Description of the business and project

- Corporate mission
- Corporate history
- Legal status of the organization
- List of promoters and owners
- Project description
 - Type of project
 - Activity sector
- Project location
- Description of products/services offered: target clientele, target territory, distribution mechanisms for the products/services offered
- Project stages and projected completion date for each stage
- Promotional brochure (if available)

Market analysis

- Description of activity sector
 - Overview
 - Market trends
 - Opportunities
 - Government regulation
- Target clientele (sociodemographic profile, behaviours, attitudes, requirements)
- List of potential clients
- Target territory
- Competitors
 - Description
 - Key strengths and weaknesses
- Competitive advantages
- Market potential (e.g., estimated annual sales)

Marketing plan

- Price strategy (competitors' prices, gross profit margin, cost price)
- Sales and distribution strategy (publicity, telemarketing, Internet and other)
- Promotional initiatives
- Budgets and deadlines

Operating plan

- Quality approach
- Supply system (suppliers, products/services, delivery time)
- Capital requirements (buildings/equipment)
- Human resources required to implement the project
- Technological investments
- Environmental standards
- Permits and licences required to implement the project

Financial profile

- Projected investment costs and funding required to implement the project
- Financial statements for the previous two (2) years
- Financial forecasts for the first three (3) years of operation, including income statement, balance sheet and monthly cash flow budget
- Commitments from bank facilities
- Commitments from financial partners

Documents

- Promoters' C.V.
- Shareholders' agreement (if required)

Note: Financial statements and forecasts must be prepared in accordance with the accounting standards generally accepted in the Province of Quebec.

APPENDIX 3

1. RULES FOR THE AWARDING OF CONTRACTS

The **Beneficiary** must issue an open call for tenders for any construction contract valued at \$100,000 or more, and must meet the following minimum requirements:

- The call for tenders must be published in a regional or specialized publication.
- In the event that no acceptable proposal is submitted or no proposals are submitted in response to the open call for tenders, the organization may ask the **ATR** for authorization to issue an invitational tender.
- Contracts must be awarded to the lowest qualified bidders.

At the **ATR**'s request, the **Beneficiary** must provide:

- All documents (plans and specifications, publication notice), schedule (publication, opening and closing dates), and amendments pertaining to the call(s) for tenders;
- List of contractors or suppliers who have received the tender package;
- List of contractors or suppliers who have submitted a bid in response to the call(s) for tenders;
- List of bidders who meet the mandatory tender requirements;
- Bid prices submitted.

<https://www.quebec.ca/tourisme-et-loisirs/aide-financiere/guide-adjudication-contrats-construction/#c19794> (*website in French only*)

2. POLITIQUE D'INTÉGRATION DES ARTS À L'ARCHITECTURE ET À L'ENVIRONNEMENT DES BÂTIMENTS ET DES SITES GOUVERNEMENTAUX PUBLICS

Any construction or expansion project involving a building or space that is partly or entirely open to the public for purposes of information, recreation, or the providing of goods or services is subject to the *Politique d'intégration des arts à l'architecture et à l'environnement des bâtiments et des sites gouvernementaux et publics* (Government of Quebec policy to integrate art into the architecture and environment of government and public buildings and spaces).

This policy applies to any corporation or organization that receives funding from the government or a government department or agency for a construction or expansion project costing \$150,000 or more. Building or site construction is understood to include restoration, redevelopment or repairs.

The EPRT partners invite promoters planning a construction project and interested in applying for program funding under an EPRT program to contact the Ministry of Culture and Communications (MCC) to determine whether the project is subject to the *Politique d'intégration des arts à l'architecture*.

Promoters must provide the MCC with a project description and a detailed breakdown of the total project cost. The MCC will validate the project's eligibility and the amount allocated to art, if applicable. Note that the cost of integrating art and architecture is part of the eligible project costs.

For more information, please contact:

Program Director

Service de l'intégration des arts à l'architecture

☎: 418-380-2323 x6323

Email: integrationdesarts@mcc.gouv.qc.ca

<https://www.mcc.gouv.qc.ca/index.php?id=6089> (website in French only)

3. QUALITY-SAFETY CERTIFICATION FROM AVENTURE ÉCOTOURISME QUÉBEC (AEQ)

As stated in the announcement by the Quebec Minister of Tourism on January 23, 2020,⁴ the Quality-Safety certification, i.e. compliance with AEQ standards, will be mandatory for adventure tourism businesses that wish to apply for funding from the various MTO grant programs.

The Qualité-Sécurité certification is a self-regulation for nature and adventure tourism businesses that was developed by Aventure Écotourisme Québec with the financial support of the Ministry of Tourism (MTO). To ensure the maximum safety of nature and adventure tourists in Quebec, the certification includes more than 60 minimum standards with rigorous criteria, in addition to activity-specific standards, technical training for guides, a business inspection mechanism, and mystery visits to businesses to follow up on complaints.

For more information, please contact:

Magalie Bernard, Member Services

☎: 450-661-2225 ext. 104, toll-free: 866-278-5923

Email: mbernard@aventurequebec.ca

4. CONTRACTUAL OBLIGATION PROGRAM (Equal access to employment)

Quebec **beneficiaries** or sub-contractors whose business employs more than 100 people and whose construction contract or sub-contract costs are \$100,000 or more must establish an equal access to employment program, in accordance with the terms specified in Section 5 of the form "Identification et engagement – Programme d'obligation contractuelle – Égalité en emploi" (available in French only), available at:

http://www.tresor.gouv.qc.ca/fileadmin/PDF/faire_affaire_avec_etat/cadre_normatif/form_prog_egalite_emploi.pdf

⁴ "Le gouvernement du Québec agit pour rendre les activités de tourisme de nature et d'aventure encore plus sécuritaires." <https://www.newswire.ca/news-releases/le-gouvernement-du-quebec-agit-pour-rendre-les-activites-de-tourisme-de-nature-et-d-aventure-encore-plus-securitaires-818241739.html> (page content in French only)

APPENDIX 4

ORGANIZATIONS PROVIDING ASSISTANCE TO PROMOTERS

* *Indicates website in French only.*

Carrefour jeunesse emploi de l'Outaouais
<https://cjeo.qc.ca/english/>

Centre d'entrepreneurship de l'Outaouais
www.entreprendreoutaouais.com *

Centre de transfert d'entreprise du Québec
<https://ctequebec.com> *

Cilex
<https://en.cilex.ca/accompagnement>

Collines-de-l'Outaouais CLD
<http://cld.mrcdescollinesdeloutaouais.qc.ca> *

Coopérative de développement Outaouais-
Laurentides (CDROL)
<https://cdrol.coop> *

Culture Outaouais
<https://cultureoutaouais.org/> *

Des Collines RCM
<https://www.mrcdescollinesdeloutaouais.qc.ca/en/53-economic-development>

École des entrepreneurs du
Québec/Outaouais
<https://outaouais.eequbec.com> *

ID Gatineau
<http://idgatineau.ca>

Loisir Sport-Outaouais
<https://www.mapaq.gouv.qc.ca/fr/Regions/outaouais/Pages/Outaouais.aspx> *

MicroEntreprendre
<https://www.microentreprendre.ca/fr> *Option
femme emploi

<https://www.optionfemmes.ca> *

Papineau RCM
www.mrcpapineau.com *

Papineau SADC
<http://sadcpapineau.ca>

Pontiac RCM
www.mrcpontiac.qc.ca/en/services/tourism-development

Pontiac SADC
<http://sadcpontiac.ca>

Réseau du patrimoine de Gatineau et de
l'Outaouais
<http://www.reseaupatrimoine.ca/> *

Table agroalimentaire de l'Outaouais (TAO)
– Croquez l'Outaouais
<https://www.croquezoutaouais.com/en/for-businesses/>

Vallée-de-la-Gatineau RCM
www.mrcvg.qc.ca

Vallée-de-la-Gatineau SADC
<http://sadc-vg.ca>

APPENDIX 5

LINKS TO ADDITIONAL RESOURCES

* *Indicates website in French only.*

Outaouais Tourism

www.tourismeoutaouais.com

Entrepreneurship

- outaouais.eequebec.com *
- www.bdc.ca/en/articles-tools/start-buy-business/start-business
- www.infoentrepreneurs.org
- www.economie.gouv.qc.ca/bibliotheques/outils/gestion-dune-entreprise/administration-et-management *

Statistics and surveys

- www.stat.gouv.qc.ca
- www.statcan.gc.ca

Funding partners

- www.quebec.ca/en/tourism-and-recreation/financial-assistance
- www.investquebec.com/quebec/en/financial-products/all-our-solutions/padat
- dec.canada.ca/eng/programs
- www.mapaq.gouv.qc.ca/fr/Regions/outaouais/md/programmes *
- www.canada.ca/en/services/business/grants
- www.fondsftq.com
- indigenouisquebec.com
- www.socca.qc.ca
- www.autochtones.gouv.qc.ca/programmes-aide
- www.aadnc-aandc.gc.ca
- www.bdc.ca/en/i_am/aboriginal_entrepreneur

Tourism industry – Quebec

- alliancetouristique.com
- chairedetourisme.uqam.ca
- veilletourisme.ca
- tourisme.gouv.veille.qc.ca
- cqrht.qc.ca *
- www.professionvoyages.com *
- www.tourisme.gouv.qc.ca *
- www.tourisme.gouv.qc.ca/repertoires/ats/touristiques-sectorielles *
- www.velo.qc.ca
- www.mapaq.gouv.qc.ca/fr/Productions/agrotourisme/Pages/agrotourisme *
- www.mcc.gouv.qc.ca *

Tourism industry – Canada

- ncc-ccn.qc.ca
- www.destinationcanada.com
- tiac.travel

Tourism industry – International

- teoros.revues.org
- atout-france.fr *
- www.eturisme.info *
- www2.unwto.org
- www.lechotouristique.com *
- www.welcomecitylab.com *
- destinationthink.com
- www.destinationmarketing.org
- www.pps.org
- skift.com
- worldfoodtravel.org