

## CATEGORY: ATTRACTIONS, ACTIVITIES AND FACILITIES

The Outaouais Region Tourism Development Program 2022–2025 (ORTDP 22–25) reflects the joint desire of Quebec’s Ministry of Tourism (MTO) and Outaouais Tourism to join forces to fund and support the development and growth of local tourism partners and businesses, in a responsible and sustainable way.

### OBJECTIVES

Projects must be designed to meet the following objectives:

- Stimulate the regional economy by:
  - Developing an attractive and distinctive tourism offer;
  - Presenting an innovative tourism offer;
  - Developing new niches for tourism businesses.
- Promote the development of a responsible and sustainable tourism offer by:
  - Adopting socially responsible practices for tourism enterprises;
  - Integrating innovative, environmentally friendly solutions.

### CLIENTS ELIGIBLE FOR PROGRAM FUNDING

The following types of clients are eligible for funding under the ORDTP:

- Tourism enterprises
  - For-profit organizations (FPOs)
  - Non-profit organizations (NPOs)
  - Cooperatives
- Municipal entities<sup>1</sup>
- Indigenous communities and nations recognized by the Quebec National Assembly, and Indigenous tourism businesses and organizations
- Any combination or grouping of the above

The business must be legally constituted under the laws of the Government of Quebec or the Government of Canada and must do business in Quebec.

Where applicable, eligible organizations must have fulfilled their commitments to the partners with respect to previous funding.

Businesses and organizations operating a tourist accommodation establishment must comply with the laws and regulations in force for that type of establishment, and must have a registration number.

Businesses offering ecotourism and guided adventure activities must have the “[Quality/Safety Certification](#)” or “[Quality/Safety Attestation](#)” seal from Aventure Écotourisme Québec, have begun the process of obtaining it, or commit to obtaining it.

The following are *not* eligible for program funding:

- Crown corporations and departments and agencies of the governments of Quebec and Canada
- Companies listed in the Registre des entreprises non admissibles aux contrats publics (RENA) (Quebec register of companies not eligible for public contracts)
- Companies that do not comply with the francization process of the Office québécois de la langue française

### ELIGIBLE PROJECTS

This category covers the various elements that make up a territory’s tourism offer. The following are eligible:

- Projects to build, expand or improve tourism infrastructure.
- Projects to consolidate, set up, expand or modernize a tourist attraction, facility, activity or service.

### NON-ELIGIBLE PROJECTS

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

- Bed and breakfast projects
- Hotel condominium projects (condotels)
- Projects involving bicycle paths, snowmobile trails, golf courses and/or wharf repairs
- Projects in the restaurant and retail sectors
- Visitor centres and signage
- Training materials development
- Projects in the gaming sector and/or associated with the sale and consumption of alcohol
- Projects with a majority of costs related to upgrading, maintaining or replacing existing infrastructure or equipment
- Projects in progress or already completed at the time of application
- Projects receiving non-repayable funding from the *Programme d’aide à la relance de l’industrie touristique* (PARIT) or the *Programme d’appui au développement des attraits touristiques* (PADAT)

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. Similarly, elements relating to catering may be taken into account when they do not constitute the main activity of the business.

### PROJECT SELECTION CRITERIA

- Extent to which the project supports the objectives of the Regional Partnership and Digital Transformation Agreement for Tourism (RPDTAT);
- Alignment with the destination’s strategic priorities in terms of culture, agritourism, outdoor activities, business tourism and experiential accommodation;
- Structuring potential (capacity to attract new visitors to the region, project scope, spinoffs, participation of other partners, impact on job creation, preservation or transformation, extension of the tourist season, etc.);
- Innovative character;
- Quality of project concept, product(s) and services;
- Financial structure and viability;
- Relevance (size and diversity of tourism clientele, size of project’s target market, competition, quality of the offer, marketing strategy, networking, etc.);
- Feasibility (timeframe, marketing strategy, quality of business plan or study, promoter’s expertise);
- Observance of sustainable development principles based on the UN’s [Sustainable Development Goals](#) (SDGs).

<sup>1</sup> 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.

## FUNDING CHARACTERISTICS

- Funding is provided as a non-repayable grant.
- The project must have eligible costs of at least \$25,000.
- The maximum funding amount is \$250,000, and may not exceed 50% of eligible costs for FPOs and 80% for NPOs.

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

Eligible applicant category	Promoter's minimum contribution	Maximum allowable stacked government funding
FPO	50%	50%
NPO or Cooperative	20%	80%
Indigenous community, organization or nation	10%	90%
Group application	20%	Depending on the category/ies of the organizations applying, the lowest percentage applies.

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

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

Stacked government funding includes contributions from municipal entities and from Quebec and federal government departments and agencies.

## ELIGIBLE COSTS

- Costs incurred to carry out eligible projects (construction, reconstruction, expansion, development, adaptation or conversion, replacement of infrastructure or equipment, and introduction of a new tourism experience).
- Professional fees and honoraria paid to expert consultants or firms, particularly for design and engineering, to technical personnel, to consultants retained to oversee and manage the eligible project, or reporting fees.
- Costs related to the development, management and improvement of land and trails.
- Purchase and installation of specialized equipment and furniture.
- Costs of acquiring boats or rolling stock to improve the customer experience.
- Costs of land acquisition, easements and rights of way and other related costs, to the extent that such land is required for the project. However, such costs may not be incurred with a related company or where the asset in question is owned, in whole or in part, by a shareholder or shareholders of the company.
- Site survey costs.
- Quality control costs at the construction site.
- The non-refundable portion of taxes on eligible costs.
- Costs related to the integration of a work of art into a building or site, as per the Quebec government's *Politique d'intégration des arts à l'architecture et à l'environnement des bâtiments et des sites gouvernementaux et publics*.

## NON-ELIGIBLE COSTS

- Costs of acquiring a business and its infrastructure.
- Promotion and marketing costs, including website redesign.
- Costs of acquiring animals.
- Costs of equipment and materials for administrative, warehouse or retail space.
- Costs of leasing land, buildings and other facilities (emphyteutic lease).
- Costs of acquiring motorized transport equipment not dedicated to the visitor experience.
- The cost of services or work normally provided by a funding recipient or any other agent of the recipient (e.g., regular maintenance, housekeeping).
- 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.
- The portion of the Quebec sales tax and the portion of the goods and services tax and other costs for which the business (or a third party) is entitled to a refund.
- Transfers of assets and donations and contributions in kind or in services.
- Normal maintenance and operating costs.
- Financing costs.
- Remuneration paid to a lobbyist.
- Direct or indirect operating or administrative expenses.
- Costs for which the recipient has made contractual commitments prior to submitting the funding application (except for project development fees).
- Cost overruns.
- Legal fees.

## SPECIFIC RULES

### RULES FOR THE AWARDING OF CONTRACTS

- The funding granted to a project includes the obligation to issue an open call for tenders for the award of a construction contract valued at \$100,000 or more.
- Where the beneficiary is a municipal entity, it is subject to the legislative and regulatory provisions governing the awarding of contracts.

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

- Any construction or expansion project valued at \$150,000 or more and 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).

### EQUAL ACCESS TO EMPLOYMENT PROGRAM

- Funding of \$100,000 or more granted to an FPO with more than 100 employees includes the obligation for the organization to commit to implementing an equal access to employment program in accordance with the *Charter of Human Rights and Freedoms*.

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

- On June 1, 2022, the *Act respecting French, the official and common language of Quebec* came into force. All businesses operating in Quebec, regardless of their size, must comply with its terms.

## SUSTAINABLE DEVELOPMENT

- The project must demonstrate sustainable development measures that reduce its environmental impact while having positive social and economic spinoffs;
- Project assessment will thus take into account the overall approach proposed in terms of sustainable development, including in particular the inclusion of social and eco-responsible components.

## REQUIRED DOCUMENTS

- Completed and signed application form SUBMITTED AS AN EXCEL FILE.
- Complete business plan (for the project) including a list of project-related authorizations, certifications, certificates or permits to be obtained.
- Financial statements for the organization's two (2) most recent fiscal periods, and current interim statements. For municipal entities and Indigenous communities, a statement of the revenues and expenses of the project or attraction (not required for startups).
- Projected financial statements for the three (3) fiscal periods following project completion.
- Resolution of the board of directors (or equivalent body) authorizing the signatory of the program funding application and any document relevant to the application.
- Email from the Ministère de la Culture et des Communications indicating whether the project is subject to the *Politique d'intégration des arts à l'architecture et à l'environnement des bâtiments et des sites gouvernementaux et publics*.
- Confirmation of financial partners, if available.
- For adventure tourism businesses, proof of Quality-Safety certification or attestation from Aventure Écotourisme Québec OR a copy of an email exchange indicating that the process to obtain such certification or attestation has been undertaken;
- If applicable, an Indigenous certificate or accreditation recognizing the Indigenous status of the FPO, NPO or cooperative (this will determine the funding rate).

## HOW TO APPLY

Complete the form titled *Demande d'aide financière PDTO 22-25\_Attrait\_activité\_équipement* and return it, together with the required supporting material, to [programmes@tourisme-outaouais.ca](mailto:programmes@tourisme-outaouais.ca).

For more information, please contact Charlene Raby by telephone at 819 576-3166 or by email at [craby@tourisme-outaouais.ca](mailto:craby@tourisme-outaouais.ca).