



Ontario's Highlands
Tourism Organization

RT011

OHTO Digital Marketing Support Program

SEPTEMBER 2020

Funding for this program has been provided by
the Government of Ontario through the Ministry of
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Ontario 



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The OHTO Digital Marketing Support Program is an application-based program designed to encourage operators within Ontario's Highlands to enhance their digital presence and capabilities in response to COVID-19.

Background

The COVID-19 pandemic has had a profound impact on our tourism sector. Not only have the measures to protect public safety, while necessary, severely limited the revenue potential for many operators but consumer behaviour has required businesses to adapt further towards providing online sources for travel information. This accelerated shift presents challenges for operators who may not have the capacity to invest in digital transformation activities. OHTO is excited to make available \$100,000 for applicants to enhance their digital marketing efforts. Businesses are encouraged to submit applications to receive up to \$2,500 in financial support towards the costs of any of the following:

CONTENT CREATION

- Photography
- Videography
- Graphic Design
- Instagram Effects/ Filters

DIGITAL ASSETS

- Website upgrades and improvements
- Google 360 Tours
- Ecommerce

MARKETING

- Social Media Paid Distribution
- Influencer Campaigns

DIGITAL TOOLS

- Equipment acquisition
- Software upgrades/subscriptions
- Digital plug-ins and dashboards

DIGITAL CONSULTATION

- Expertise to support execution of the above.

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OBJECTIVES

- Reach local visitors by enhancing digital marketing efforts within and/or near our region.
- Increase the virtual representation of the travel opportunities in Ontario's Highlands online.
- Improve operator capacity to develop and execute digital marketing strategies.

Eligibility

Eligible organizations must operate a tourism business within the region served by the Ontario's Highlands Tourism Organization (OHTO). This includes Haliburton County, Lanark County, Renfrew County, Townships of North and Central Hastings County, Township of Addington Highlands, and Townships of North and Central Frontenac Counties.

Applicants must also demonstrate they do not qualify for the Digital Mainstreet Program.

INELIGIBLE REQUESTS INCLUDE:

- Charitable contributions
- Staff wages
- Promotional prizing

Funding Conditions

Funding will be allocated at 70% upon mutual signing of an MOU, with the remaining 30% being released upon receiving a final report.

Those selected must provide a final report detailing the accomplishment of the agreed upon activities, related performance metrics and receipts against the invested amount. This report will be due upon a mutually agreed upon date determined by OHTO and the applicant so as to ensure sufficient time to collect metrics where applicable.

All projects must be completed by September 2021.



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How to Apply

Applications will be accepted electronically **no earlier than 9 am on October 15**. Funding will be awarded on a first-come, first-served basis. The following information will be required and will help you prepare your submission once the link to submit goes live at 9 am on October 15.

Applicant Information

Organization Name

Contact Name

Address

Phone

Email

Website

Project Information (500-word limit)

- Describe the project, how you determined it was necessary and what you hope to achieve
- Indicate how you will measure success
- Identify any partners in the project
- Indicate the project timeline
- Include a budget breakdown

Successful applicants will be notified within 5 business days following submission and will be required to sign a MOU before funds will be released.

For inquiries, please contact Julie Mulligan at 613-629-6486, ext 202.

APPLY NOW