



Tourism Recovery and Innovation Program » TRIP

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Funding for this program has been provided by the Government of Ontario through the Ministry of Heritage, Sport, Tourism and Culture Industries





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The Ontario's Highlands Tourism Recovery and Innovation Program (TRIP) is an application-based program designed to encourage collaborative projects that will strengthen resiliency in our tourism sector.

BACKGROUND

The COVID-19 pandemic has had a profound impact on our tourism sector. While several provincial and federal programs have been launched to support our industry through this crisis, OHTO identified the importance of working with our communities at the grassroots level to explore collaborative and innovative initiatives that more specifically address the needs of our region.

OBJECTIVES

Now more than ever, our communities need to be working together to deliver positive experiences that align with new visitor expectations as they relate to COVID-19. This program seeks to:

- increase the quality and quantity of outdoor experiences in the region;
- increase collaborative promotional initiatives around travelling safe and travelling local;
- increase community understanding of and support for the visitor economy;
- increase the quality and availability of the tourism workforce in the region;
- increase diversification of tourism businesses;
- support sustainability through strategic planning and research.

LOCATION

The project must benefit 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.

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Innovation
Program » TRIP



ELIGIBILITY

Eligible applicants must be a member of Ontario's Highlands Tourism Organization and be a First Nation, county, municipality, or an incorporated for profit or not-for-profit organization that can demonstrate financial and administrative stability. Ad hoc groups and for profit or not-for-profit organizations that are not incorporated must find a qualified applicant to act as the proponent of the project.

PROJECT TIMELINE

Project activities associated with this partnership program must be completed within the OHTO fiscal year ending March 31, 2021.

AVAILABLE SUPPORT

As a partner on projects, the OHTO will make available staff resources to provide joint oversight and leadership of the project and financial support up to \$30,000 towards the costs of carrying out the initiative. The level of support will be determined on a case by case basis utilizing the following evaluation criteria:

- Quality of the Project (Does the project have the potential to meet the objectives of the program?)
- Contributions from Partners (What is the level of investment from participating partners?)
- Impact on Community (What is the potential impact on the community? How broad is this impact?)
- Project Management (How much guidance/personnel support from OHTO will this project require?)
- Cost/Benefit Analysis (What is the overall benefit in comparison to the costs?)
- Strategic Alignment (Will the project along with its partners support the strategic work of OHTO long term)

INELIGIBLE COSTS

- Capital costs related to permanent structures or acquisitions (except for signage);
- Expenses that do not directly relate to the application/delivery of the project;
- In-kind donations or contributions;
- Costs already covered by a provincial program such as RED, TIPP, Celebrate Ontario



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HOW TO APPLY

To apply to the Ontario's Highlands Tourism Recovery and Innovation Program (TRIP), applicants must first submit a project brief electronically by clicking [here](#). This initial submission will provide a general overview (500-word max) of the project. OHTO will respond to this initial submission within 5 business days to schedule a time to discuss the eligibility of the project and next steps.

This program is made possible through annual funding from the Ministry of Heritage, Sport, Tourism and Culture Industries released each April. Intake of applications will occur continuously throughout the year and approved on a first-come, first-served basis until the available funds have been fully allocated.

Contact

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APPLY NOW