

## **EXPLORERS EDGE PRODUCT DEVELOPMENT: INITIATIVE GUIDELINES**

*Explorers' Edge Product Development initiative program is designed to build on existing and introduce new EE tourism products that enhance the regions diversity of tourism attraction and competitive advantage by support the development of tourism experiences in EE. Explorers' Edge encourages the formation of working partnerships to achieve this goal, and will assist by providing financial incentives to community groups whose projects meet this ideal.* The strategic focus of the Tourism Product Development Fund is to build on existing and introduce new tourism products that enhance the Region's diversity of tourism attractions and competitive advantage, and support the development of tourism experiences.

### **The objectives of the fund are to:**

- Engage regional operators and organizations in the development of tourism products that will strengthen the range of tourism products in the Region.
- Meet tourism demands based on local community product (solutions)
- Generate business development (and job) opportunities and activities.

### **Mandate of Explorers' Edge**

It is the Explorers' Edge mandate to help regional tourism operators increase receipts by providing strategic leadership, by developing strong, collaborative partnerships and compelling packages, by developing workforce and skills training, and by developing innovative and effective marketing initiatives that produce measurable results.

**NOTE: Applicants are REQUIRED to discuss their project with Explorers' Edge BEFORE starting the application process.**

## **Eligibility**

### **1. Location**

The project must be located within the region served by Explorers' Edge. This includes Almaguin Highlands, Algonquin Park, Muskoka and Parry Sound.

### **2. Applicants**

Eligible applicants must be a First Nation, local service board, municipality, or an incorporated not-for-profit community organization that can demonstrate financial and administrative stability. Preference is given to candidates who indicate support for the project from other organizations, the various government levels, co-operatives, or the private sector. Ad hoc groups and not-for-profit organizations that are not incorporated must find a qualified applicant to act as the proponent of the project.

### **3. Projects**

Explorers' Edge Product Development Initiative may fund feasibility studies, promotion of innovation and new technology, seminars and workshops, community tourism, and other community-based tourism development projects. Projects are **not** eligible if they access funding from Ministry of Tourism, Culture and Sport or have received previous Explorers' Edge Initiative funding. Priority is given to projects that align with the Explorers' Edge strategies:

- Changing Perceptions
- Building New Audiences
- Promoting Shoulder Season
- Helping Tourism Operators Increase Receipts

### **Available Financial Assistance**

The budget for the Explorers' Edge Initiative is limited, and access to its financial assistance is therefore competitive. All applicants are expected to generate additional financial support from their community and/or other funding agencies. While in kind expenses are an important element of the application funding is based on actual costs that are incurred. Awards to approved projects are to a maximum of \$10,000, and cannot exceed 75% of the total project cost.

### **Other Sources of Funds**

All applicants are encouraged to seek funding from organizations that may have a specific interest in the kind of project proposed. Explorers' Edge staff may be able to assist in identifying appropriate agencies.



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Algonquin Park, Muskoka, Parry Sound and the Almaguin Highlands  
[www.explorersedge.ca](http://www.explorersedge.ca)

## Application Deadlines

The deadlines for consideration at scheduled review meetings are **September 15, 2012**. Retroactive approvals will not be considered. Please contact Explorers' Edge **well ahead of the deadline date, BEFORE submitting an application.**

## Application Process

The Tourism Operator Committee (comprised of volunteer members from the community) will review the application. Applicants may be requested to make a presentation to the committee for clarity. A letter confirming acceptance or rejection of the application will be issued within one month following the deadline.

Explorers' Edge reserves the sole right to approve or deny funding of any project even though it may meet the stated eligibility criteria.

Retroactive approvals will not be considered. Costs incurred prior to Review Committee approval are not eligible for funding.

## How to Apply

To apply for Explorers' Edge Product Development Initiative assistance, applicants must discuss their project with Explorers' Edge, complete the application form detailing the project and its budget, and include all requisite support material. Applications may be sent to Explorers' Edge by mail, by e-mail, or hand-delivered.

## If Approved

Explorers' Edge will prepare a letter of offer with terms and conditions. In some cases, disbursements may be released only upon the achievement of specified goals. Explorers' Edge Product Development Initiative contributions may be subject to a 10-50% holdback until applicant has completed the project, met all project requirements as laid out in the letter of offer, and/or until Explorers' Edge receives a final report and budget. Funds must be used within 5 months of receipt.

All applicants must submit a final report within two months of completion of the project, to include final project revenue and expense statements (with copies of invoices relating to the Explorers' Edge Product Development Initiative funding contribution), an evaluation of the project's outcomes and its specific economic impact, and copies or photographs of materials indicating the support of Explorers' Edge.

Explorers' Edge may request that an Explorers' Edge Director be assigned to monitor the project and/or sit on the committee/board of the project as a project liaison person during the duration of the project. This is in addition to the written reports that may be required as outlined in the letter of offer.

### **Acknowledgement of Support**

Explorers' Edge requires acknowledgement as a project partner through:

- (a) Initial publicity of the project (press release or other announcements): Explorers' Edge to arrange the details for media exposure.
- (b) Ongoing publicity: the logogram noting the involvement of Explorers' Edge must appear in a prominent location on publications, signage, and publicity relating to this project. (The logo may be downloaded from the website at [www.explorersedge.ca](http://www.explorersedge.ca), or sent upon request.)

**Explorers' Edge graciously acknowledges the Ministry of Tourism, Culture and Sport (MTCS).**