

QUESTIONS & ANSWERS

Q1. Where can I see a breakdown of funding by individual RTO?

A1. In keeping with government's objective to assure the transparency and accountability of funding, the ministry will make publicly available the amount of funding each RTO has been allocated for the 2013-14 fiscal year.

Q2. Will the ministry revisit the funding allocation formula on an annual basis?

A2. No. RTOs asked for long-term funding certainty in order to facilitate multi-year business plans. This model will remain in place until at least 2015 in order to provide RTOs with consistent funding.

Q3. For how long will the ministry continue to provide \$40 million annually to fund the RTOs?

A3. The ministry supports ongoing funding of the tourism regions. Currently, the ministry has an approved allocation, which includes the \$40 million to fund the RTOs, which goes through to the 2014-15 fiscal year.

Q4. Will the amount of funding an RTO generates through marketing fees have an impact on the amount of funding it receives from the government?

A4. No. The ministry will provide \$40 million in annual funding to the RTOs. Decisions to implement and utilize funds derived from marketing fees are determined by the industry.

Q5. How did the ministry calculate the proportional funding a region will receive? Will that amount change from year to year?

A5. As a means of determining relative allocations, we used historical tourism data, such as overnight visits, to inform calculations of each region's proportional funding. The estimate will remain constant until at least 2015 in order to provide RTOs with consistent funding.

Q6. What does an RTO need to do to access the funding?

A6. An RTO will need to submit a business plan for fiscal years 2013-14 and 2014-15 to the ministry that outlines its general use of the base, proportional and partnership funds. The RTO will also need to advise the ministry of the amount of money they've generated through partnerships in order to access partnership funding.

Q7. Define partnership within the context of the new funding approach.

A7. In the context of the funding model, "partnership" is defined as the agreement of the RTO to work with one or more entities on a specific project in support of the RTO's business plan. The RTO is the project lead and partner contributions "flow into" the RTO – they do not "flow through" to the partner(s).

Q8. Is there a limit to the number of partners an RTO can engage with to be eligible for partnership funding?

A8. No, an RTO may have multiple partners. The ministry strongly encourages RTOs to work with all tourism partners in their region to grow tourism.

Q9. What does not qualify as part of an RTO's calculation for partnership funding?

A9. Funding from ministry programs, such as Celebrate Ontario, or ministry agencies, such as the Ontario Tourism Marketing Partnership Corporation, or funding from other Government of Ontario ministries and agencies, or other RTOs, is not eligible for partnership funding. In-kind

donations, “flow-through” payments, such as those from reservation systems, and funding for capital projects are also ineligible.

Q10. What kind of partners should an RTO engage with to qualify for partnership funding?

A10. RTOs are encouraged to consider a broad range of partners reflecting their local area and business plan objectives. This might include local DMOs, other levels of government, sector associations, the private sector and other provincial agencies.

Q11. Will RTO projects that include partners who are ineligible for partnership funding (e.g., in-kind donations, ministry agencies) not be considered for partnership funding?

A11. Organizations that may be ineligible for partnership funding should not be excluded from the RTO’s partnership activities. The ministry will only consider the revenue contributions of eligible project partners who are eligible for the purposes of this funding from the ministry, but other partners are encouraged to participate financially in these projects as well. RTOs are encouraged to consider a broad range of partners reflecting their local area and business plan objectives.

Q12. Why are provincial ministries and agencies ineligible partners for partnership funding?

A12. Provincial government ministries and agencies were excluded as eligible partners for partnership funding in an effort to avoid duplicating other funding offered at the provincial level. Regardless of the partnership funding component, RTOs are encouraged to work with all tourism partners in their region to grow tourism.

Q13. What happens if my RTO is unable to develop partnerships to utilize the partnership funding allocation?

A13. We are confident that all RTOs will be able to fully utilize their partnership funding allocation given the range of opportunities reflected in the guidelines. However, the ministry will be closely monitoring the initial activity of RTOs and will work closely with RTOs to maximize opportunities.

Q14. What happens after 2014-15?

A14. At this time, the ministry’s approved allocation, which includes the \$40 million to fund the RTOs, goes through to the 2014-15 fiscal year. Information about any future funding available to RTOs beyond 2014-15 is unknown at this point in time.

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