

**FESTIVALS AND EVENTS, B&Bs, BIKE PATHS, RESTAURANTS**

The Outaouais Tourism Business Support Fund 2022–2025 (OTBSF 22–25) reflects Outaouais Tourism’s commitment to funding and supporting the development and growth of **its members**, 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 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 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**

**The Support Fund is available exclusively to members of Outaouais Tourism whose activities are based in the Outaouais tourism region.**

The following are eligible:

- Festivals and events funded under the Quebec Ministry of Tourism’s *Aide financière aux festivals et aux événements touristiques* (F&E) program, in the *Festivals and Events* category
- Tourist accommodation in the *Accommodation, Studies and Consulting Services*, and/or *Digital Business Development* categories
- Bicycle paths in the *Attractions, Studies and Consulting Services*, and/or *Digital Business Development* categories
- Restaurants wishing to improve the visitor experience and to feature and promote local products in the *Studies and Consulting Services*, and/or *Digital Business Development* categories

**CATEGORIES, ELIGIBLE EXPENSES AND NON-ELIGIBLE EXPENSES**

**Attractions, Activities and Facilities**

**Eligible expenses:**

- 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.

<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.

- 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 expenses:**

- 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.

**Accommodation**

**Eligible expenses:**

- 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 expenses:**

- Costs of acquiring a business and its infrastructure.
- Promotion and marketing costs, including website redesign.
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- 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.

**Festivals and Events**

**Eligible expenses:**

- All project costs related to enhancing programming or developing new activities.

**Non-eligible expenses:**

- Costs related to the regular programming of the event.
- Costs of activities not related to organizing and presenting the event.
- 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.
- Unaudited donations and contributions in kind or in services.
- Transfers of assets.
- Normal maintenance and operating costs.
- Financing costs.
- Remuneration paid to a lobbyist.
- Costs for which the recipient has made contractual commitments prior to submitting the funding application (except for project development fees).
- Cost overruns.
- Legal fees.

Studies and Consulting Services

**Eligible expenses:**

- Professional fees paid to specialized firms or consultants to conduct specific studies on the development of a territory’s tourism offer or to provide the support required to improve the quality of products and services.
- The non-refundable portion of taxes on eligible costs.

**Non-eligible expenses:**

- The promoter’s ongoing or project-related salaries and operating and management costs.
- Costs related to working capital, debt service, operating losses, capital losses or redemption of capital.
- Costs of facility upgrades, 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.
- Costs for which the recipient has made contractual commitments prior to submitting the funding application (except for project development fees).
- Promotion, publicity and marketing expenses.
- Cost overruns.
- Legal fees.

Digital Business Development

**Eligible expenses:**

- Professional fees for the support and implementation of the proposed solutions.
- Purchase of technological or other equipment allowing the use of the solution.
- An initial subscription (maximum 24 months) to cloud computing services if the solution uses that technology.
- Purchase of hardware, software or mobile applications to increase the degree of customer interaction.
- Purchase of enterprise resource planning (ERP) software.
- Purchase of e-commerce software.
- Travel expenses (comparable to the ATR’s), overhead, salaries and benefits for human resources specifically assigned to the promoter’s project.
- Professional fees related to the training or development of human resources responsible for the implementation of the digital development project.
- The non-refundable portion of taxes on eligible costs.

**Non-eligible expenses:**

- The promoter’s ongoing salaries and operating and management costs.
- Costs of leasing land, buildings and other facilities.
- Capital expenditures related to the acquisition of equipment.
- Bandwidth purchase costs.
- Costs related to a sales commission on online sales or booking platforms.
- Recurring operating costs of the business solution.
- Development costs of video games and technological infrastructure.
- Server room setup costs.
- 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.
- Direct or indirect operating or administrative expenses.
- Normal maintenance and operating costs.
- Financing costs.
- Remuneration paid to a lobbyist.
- Costs for which the recipient has made contractual commitments prior to submitting the funding application (except for project development fees).
- Promotion, publicity and marketing costs.
- Cost overruns.
- Legal fees.

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).

**FUNDING CHARACTERISTICS**

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- Funding is provided as a non-repayable grant.
- The project must have eligible costs of at least \$10,000.
- The maximum funding amount is \$50,000, and may not exceed 75% of eligible costs for FPOs and 80% for NPOs.

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.

**SPECIFIC RULES**

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**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**

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- Project assessment will take into account the overall approach proposed in terms of sustainable development, including in particular the integration of innovative, environmentally respectful solutions and social and eco-responsible components.

**REQUIRED DOCUMENTS**

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- Completed and signed application form SUBMITTED AS AN EXCEL FILE.
- Description of the event program or proposed program.
- Report of the most recent event, if available/applicable.
- Financial statements for the organization's most recent fiscal period, and a statement of the event revenues and expenses. (For municipal entities and Indigenous communities, a statement of the event revenues and expenses only.)
- Financial forecast for the next three (3) years.
- Resolution of the board of directors (or equivalent body) authorizing the signatory of the funding application and any document relevant to the application.
- Confirmation of financial partners, if available.
- If applicable, an Indigenous certificate or accreditation recognizing the Indigenous status of the FPO, NPO or cooperative (this will determine the funding rate).
- For projects in the *Studies and Consulting Services* and *Digital Business Development* categories:
  - A copy of the tender documents specifying the issue, the objectives of the process, the methodology (if applicable), the deadline and the expected deliverables.
  - Two offers of professional services.

**HOW TO APPLY**

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Complete the form titled *Demande d'aide financière aux entreprises touristiques* and return it, together with the required supporting material, to [programmes@tourisme-outaouais.ca](mailto:programmes@tourisme-outaouais.ca).

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