



CATEGORY: STRUCTURING THE REGIONAL TOURISM OFFER

The 2022-2025 Regional Partnership and Digital Transformation in Tourism Agreement (EPRTNT 25-27) reflects the shared desire of the Ministère du Tourisme (MTO) and Tourisme Côte-Nord (TCN) to join forces in order to financially support and accompany tourism businesses located on their territory in their development and growth, in a responsible and sustainable approach.

GENERAL OBJECTIVES

Projects must contribute to the achievement of the following objectives:

- stimulate the economy of the regions by:
 - the development of a responsible and sustainable tourism offer,
 - the enhancement of an innovative tourist offer,
 - the development of new niches for tourism businesses that have a positive impact on the region and its community;
- increase the response force of tourism businesses by:
 - the implementation of actions or the adoption of best practices, particularly in terms of the social and environmental responsibilities of tourism companies,
 - Integration of innovative solutions, including digital technologies.

REGIONAL PRIORITIES

The projects must promote the development and structuring of the tourism offer by:

- Adventure tourism and ecotourism;
- Indigenous Tourism;
- Nature tourism;
- Cultural tourism;
- 4-season tourism;
- Winter tourism;
- Accommodation.

ELIGIBLE CLIENTELES

The types of clientele eligible are as follows:

- Tourism businesses:
 - for-profit organizations (FOSS),
 - non-profit organizations (NPOs),
 - co-operatives;
- municipal entities¹;
- Indigenous communities and nations recognized by the National Assembly, as well as Indigenous tourism organizations and businesses;
- Regional tourism associations with the support of funding partners for each of the projects submitted;

¹ The designation of *Municipal entities* includes municipalities, cities, towns, villages, parishes, townships, united townships, northern villages, unorganized territories, regional county municipalities (RCMs), metropolitan communities, intermunicipal boards and corporations or organizations of which a municipal

- any grouping of these clienteles.

The company must be legally incorporated under the laws of the Government of Quebec or the Government of Canada and must do business in Quebec.

Eligible organizations must have met, where applicable, their commitments to partners when awarding a previous grant.

Businesses and organizations that operate a tourist accommodation establishment must comply with the laws and regulations in force concerning this type of establishment and hold an establishment number.

Nature and adventure tourism businesses must demonstrate, when required, that they meet the standards of [Aventure Écotourisme Québec's Quality-Safety accreditation program](#), or that they have taken steps to comply with the standards of this program, or that they are committed to undertaking such a process.

INELIGIBLE CLIENTELES

- Crown corporations and departments and agencies of the governments of Quebec and Canada;
- Any applicant who is registered in the Register of enterprises ineligible for public contracts.
- [Businesses that do not comply with](#) the francization process of the Office québécois de la langue française.

ELIGIBLE PROJECTS

One-off financial assistance may be granted to structuring projects in the region. The theme must be representative of the region and have an impact on the territory of the region. Projects must demonstrate an ability to generate benefits for multiple partners. They may be coordinated by the ATR or any other entity recognised and accepted by the Management Committee. They must receive financial support from various organizations or businesses in the territory.

Eligible projects are projects related to the implementation of tourist routes and circuits, the development of a thematic and identity product for the region, initiatives to improve access to the territories, intermodality and sustainable mobility for travellers, or any other project demonstrating a structuring of the tourism offer. The sustainability of the projects must be demonstrated and spread over more than three years.

corporation appoints a majority of the members or contributes more than half of the funding, as well as groupings of such municipalities, corporations or organizations.

INELIGIBLE PROJECTS

The following projects are not eligible:

- bed and breakfasts;
- hotel condominiums (condotels);
- bicycle paths;
- snowmobile trails;
- the restaurant and retail sectors;
- development of training content;
- the gaming sector;
- places dedicated to the sale and consumption of alcohol;
- with a majority of costs related to the upgrading, maintenance or replacement of existing infrastructure or equipment;
- recurring business plans, marketing plans, local and regional development plans, as well as studies and surveys required to apply for financial assistance from other programs or to meet the requirements of another department;
- already completed or in the process of being completed at the time of the filing of the application;
- fewer than four tourist residences or organizations renting fewer than four tourist residences on the same site;
- business acquisition;
- receiving non-repayable financial assistance from the Tourism Recovery Assistance Program (TIRP) or any other program established by MTO or its partners, if applicable.

Notwithstanding the above, a financial intervention may take into account, as part of an agritourism or gourmet tourism project, the work related to the facilities and equipment required for the sale of products resulting from these types of projects, these components being essential to the tourism experience offered to visitors in this area.

Similarly, elements relating to restoration may be taken into account when they are part of an overall project to improve or develop the tourist experience.

PROJECT SELECTION CRITERIA

- Alignment with the objectives of EPRTNT 25-27;
- The structuring nature (power of attraction, scope of the project, spin-offs, consultation with other partners, job creation, staggering of the season, etc.);
- Innovativeness;
- Quality in terms of concept, products and services;
- Financial structure and package;
- Relevance (significant tourist clientele and its diversification, market, competition, quality of the offer, marketing strategy, networking, etc.);
- Feasibility (timeline, marketing strategy, quality of the business plan or study estimate, expertise of the developer);
- Taking into account the principles of sustainable development.

FINANCING FEATURES

- The financial intervention offered is a non-repayable financial contribution.
- *The maximum amount of financial assistance is \$49,500.*

The following table summarizes the percentages applicable to the down payment and the accumulation rules according to eligible clienteles.

Eligible clienteles	Promoter's minimum down payment (% of total project costs)	Maximum stack government assistance (% of eligible project costs)
GE	50 %	50 %
NPO, cooperative	20 %	80 %

Municipal entity	20 %	80 %
Indigenous community, organization or nation	10 %	90 %
Consolidation of clienteles	20 %	Depending on the type of organization, the lowest % applies

The promoter's investment, including that of its partners (community support, private sponsorships), if any, may not come from:

- from sources considered in the cumulation of government aid;
- a transfer of assets;
- a contribution in goods and services.

The cumulative amount of government financial assistance consists of contributions from municipal entities and all departments and agencies of the Government of Québec and the federal government.

ELIGIBLE COSTS

- Fees of specialized firms or consultants;
- Travel expenses not exceeding the public service scales, overhead costs, salaries and human resources benefits, if they are specifically devoted to the implementation of the proponent's project;
- costs related to the purchase and installation of equipment necessary to structure the offer;
- Net taxes (excluding the reimbursed portion) related to eligible costs.

INELIGIBLE COSTS

- Costs of acquiring motorized transportation equipment not dedicated to the visitor experience;
- Costs related to working capital, debt service, business interruptions, capital losses and capital buybacks;
- Costs related to bringing the company up to standard, maintaining assets and complying with regulations;
- The portion of the Quebec sales tax and the portion of the goods and services tax and costs for which the business (or a third party) is entitled to a rebate;
- Donations and contributions in kind or services;
- Asset transfers;
- Direct or indirect operating, operating or administrative costs;
- Usual maintenance and operating costs;
- Financing costs;
- Remuneration paid to a lobbyist;
- Costs for which the company has made contractual commitments prior to the submission of the application for financial assistance (with the exception of fees related to the development of the project);
- Promotional, advertising and marketing costs;
- Cost overruns;
- Legal fees.

SPECIAL RULES

RULES FOR AWARDING CONTRACTS

- Financial assistance granted to a project is subject to the obligation to issue a public call for tenders for the awarding of a construction contract when it is for \$100,000 or more.

- When the beneficiary is a municipal entity, it is subject to the legislative and regulatory provisions governing the awarding of contracts.

POLICY FOR THE INTEGRATION OF THE ARTS INTO THE ARCHITECTURE AND ENVIRONMENT OF GOVERNMENT AND PUBLIC BUILDINGS AND SITES

- The policy applies to all projects that construct or expand (at a cost of \$150,000 or more) a building or site that is open to the public, in whole or in part, for the purposes of information, recreation, or the acquisition of a good or service.

EQUAL ACCESS PROGRAM

- Financial assistance of \$100,000 or more granted to an NPO with more than 100 employees must include an obligation for the organization to commit to implementing an equal access program that complies with the *Charter of Human Rights and Freedoms*.

ATTESTATION OR CERTIFIED CERTIFICATE FROM THE OFFICE QUEBECOIS DE LA LANGUE FRANÇAISE (OQLF)

- An organization that carries on activities in Québec and that, during a period of 6 months, employs 25 or more people is subject to Chapter V of Title II of the Charter of the French Language (La francisation des entreprises) and must, in order to be awarded a grant, attach to its grant application the required document proving compliance with this requirement.
- For more information on this obligation, see the information document used by the Administration's bodies: [Compliance of enterprises with the francization process: verification before awarding a contract or grant.](#)

SUSTAINABLE DEVELOPMENT

- Since one of the objectives of the EPRTNT 25-27 is to promote the development of a responsible and sustainable tourism offer, the assessment of the projects will take into account the proposed global approach to sustainable development.

REQUIRED DOCUMENTS

- Completed and signed form SUBMITTED IN EXCEL FORMAT;
- Project plan specifying expected deliverables and impacts over three years;
- Financial statements for the last two most recent years of the organization (not required for RTAs, municipal entities and Indigenous communities);
- Projected income-expenditure covering the duration of the project;
- Resolution of the Board of Directors (or equivalent) mandating the signatory of the application for financial assistance to this program and any document relevant to the application;
- For organizations operating in Québec and which, during a period of 6 months, employ 25 or more people, a certificate or certification document issued by the OQLF attesting to compliance with the compliance requirement;
- Confirmation of funding partners, if available;
- If applicable, an Indigenous certificate or certification recognizing the Indigenous status of the OB, NPO or cooperative (this makes it possible to determine the rate of assistance);
- For nature and adventure tourism businesses, a document proving that they meet the standards of the Aventure Écotourisme Québec [Quality-Safety program](#), or that they have initiated a process to comply with the standards of this program, or that they are committed to undertaking such a process.

HOW TO APPLY

Fill out the *Application for Financial Assistance EPRTNT 25-27 Côte-Nord region* form and return it, along with the required documents, to: direction.dev@cotenordqc.com