



CATEGORY: FESTIVALS AND EVENTS

The Regional Partnership and Digital Transformation in Tourism Agreement 2025-2027 (EPRTNT 25-27) reflects the shared desire of the Ministry of Tourism (MTO) and Tourisme Côte-Nord (TCN) to join forces 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;

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 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.

- 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 a registration 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 undertake to undertake such a process.

INELIGIBLE CLIENTELES

- Crown corporations and departments and agencies of the governments of Quebec and Canada;
- Any applicant 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

Financial assistance may be granted to festivals and events deemed regionally relevant²:

- the organization and conduct of a festival or event;
- support for a specific aspect aimed at development and growth.

A festival or tourism event refers to a public event, produced and held in Québec, organized according to a theme and a program of activities that generate a significant number of visitors (day-trippers and tourists) and that enliven the destination.

Festivals and one-off events that demonstrate an ability to generate significant visitor traffic (day-trippers and tourists) and that enliven the destination may be considered.

INELIGIBLE PROJECTS

The following are not eligible:

- regular programming of an attraction;
- the salons;
- tourism grants;
- conferences;
- conventions;

² Financial assistance for an infrastructure project or advisory services for a festival or event may be granted through EPRTNT 25-27. However, this type of project must be submitted in the "Attractions, activities and equipment" or "Studies and consulting services" category.

- shows;
- fairs and markets (which are not aimed at gourmet tourism);
- exhibitions (i.e., exhibitions that do not have a program of activities other than those directly related to the exhibition).

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 \$10,000.*

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

Costs related to sustained publishing or a specific aspect aimed at development and growth:

- Administration costs;
- Programming costs;
- Promotional, marketing and communication costs;
- Site and facility management fees;
- Costs of products for resale;

- Travel expenses not exceeding the public service scales, overhead expenses, salaries and human resources benefits of the promoter in connection with the event;
- Sponsorships of goods and services when audited (limited to 50% of total eligible costs).

INELIGIBLE COSTS

- The costs of activities that are not related to the holding and organization of the event;
- Capital expenditures related to the acquisition of equipment (depreciation);
- 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 other costs for which the business (or a third party) is entitled to a rebate;
- Unaudited donations and contributions in kind or services;
- Asset transfers;
- Usual maintenance costs;
- Financing costs;
- Remuneration paid to a lobbyist;
- Cost overruns;
- Legal fees;
- The costs of acquiring motorized transportation equipment that is not dedicated to the visitor experience.

SPECIAL RULES

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

- The assessment of the application will take into account the proposed global approach to sustainable development, including the integration of innovative solutions that respect the environment as well as the integration of social and eco-responsible components.

REQUIRED DOCUMENTS

- Completed and signed form SUBMITTED IN EXCEL FORMAT;
- The programming or draft programming of the upcoming event;
- Balance sheet of the most recent event, if available;
- The organization's most recent financial statements, including an income-expense of the event (for municipal entities and Indigenous communities: a document presenting the revenues and expenses of the event only);
- Projected income-expenditure of the upcoming event;
- Confirmation of funding partners, if available;
- 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;
- For nature and adventure tourism businesses, a document proving that they meet the standards of [the Aventure Écotourisme Québec Quality-Safety program, that they have initiated a process to comply with the standards of this program or that they undertake to undertake such a process](#);
- 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).

HOW TO APPLY

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