

#1

COMPLETE

Page 1: Welcome to the 2025-2026 Partnership Fund Application

Q1

Before you proceed, please confirm you have done at least two of the following:

Read the 2025-2026 Partnership Fund Program Guidelines

**Attended a virtual information session for the Program,
Connected one-on-one with RTO 9 Operations Manager,
Meg Dabros**

Page 2: Business Identity

Q2

Are you a.....

For-Profit Tourism Business that is Incorporated

Page 3: Applicant Information

Q3

Name of Business

Great Example Inc.

Q4

Business Address

Street address

123 Main Street

City/Town

Kingston

Province

Ontario

Postal Code

K0K 1K0

Country

ca

Q5

Kingston

Sub-region/Destination

Q6

Business Website

www.greatexampleinc.ca

Q7

Contact Person

First name

Bob

Last name

Smith

Q8

Contact Person Telephone Number

Phone number

+1 613 888 8888

Q9

Contact Person E-mail Address

Email address

info@greatexampleinc.ca

Q10

Please indicate any past projects your business has undertaken that have been supported through the RTO 9 Partnership Fund and the year of completion:

None.

Q11

Please provide one of the following: Proof of Corporate Status with legal operating name, CRA Business Number (BN), Certificate of Indian Status Registry Number, or Métis Registry Number.

Corporate%20Status_GreatExampleInc.pdf (70KB)

Q12

Please note: while it is not required to be submitted at this time, you must provide proof of \$2M commercial general liability insurance coverage listing RTO 9 as additionally insured for the duration of your project if you are awarded funding.

I currently have \$2M Commercial General Liability Insurance for my business

Page 4: Application Information

Q13 **Videography/Photography**

Project Application Category

Q14

Project Name

Great Example Inc. Local Tour Photography Project

Page 5: Videography/Photography

Q15 **Agree**

You agree that all videography or photography will be experience based and not product based (ie. showing people engaging in activities and not a product catalogue).

Q16 **Agree**

You agree to RTO 9 receiving royalty free copies of all video and photo assets created throughout the project period to be shared with the Ministry of Tourism, Culture and Gaming.

Q17 **Agree**

You agree to use an RTO 9 vetted photographer/videographer for the execution of your project.

Q18 **Agree**

RTO 9 is committed to being an inclusive and welcoming destination for all travellers - you agree to utilize diverse individuals for modelling purposes wherever possible.

Page 6: Project Application

Q19

Project Description & Objectives Provide a full description of the project. Be sure to specify the following: - Objectives and goals of the project- How will this project assist your business with revenue creation?- Explain the rationale/demand for the project.Limit of 2,500 characters.

Great Example Inc. is a local tour company servicing the Kingston area for the past 5 years, focusing on hyper local, guided itineraries for visitors to the area. With this project, we aim to use the assets created to help legitimize our business with professional photography and still imagery for use on our website, social media and direct advertising through our customer e-mail database. We also plan to share imagery and video of people enjoying the experience with our DMO office and partner businesses to assist in the promotion of both our experience and theirs. As a year-round business, we would like to also capture assets from a variety of seasons to ensure that we are able to encourage visitation to the area and utilization of our services throughout the year.

At this time, we do not have a database of high-quality photos and videos, and we believe this would be an excellent way for potential guests to gain a full understanding of our business and the services provided.

Page 7: Project Application

Q20

Assessment and Performance Measures Describe how your business will evaluate your project to determine if its objectives have been met. Detail S.M.A.R.T. performance measures (S=Specific, M=Measurable, A=Attainable, R=Relevant, T=Timely).Limit of 2,500 characters.

We will measure the success of our project using the following performance measures:

- The creation of seasonal still imagery assets (goal: 75 high-quality images per season, total of 225 image assets created for year-round use).
- Creation of a longer-form videos for website use (goal: three high-quality video at 1-minute in length, one for each season).
- Creation of short-form social media videos (goal: 12 videos with 15-second duration).
- Increase in traffic to our website (goal: increase traffic to our tour website by 10%).
- Increase in social media audience and engagement (goal: increase audience by 100 followers, increase in engagement by 10%).

Q21

Project Timelines Provide a complete description of the activities to be undertaken and the timelines surrounding the activity. Note: all projects must be completed by February 13th, 2026.

Activity/Milestone #1:	June 2025 - Contact and Book Photographer/Videographer for 3 seasonal sessions
Activity/Milestone #2:	June 2025 - Book models or find volunteers for photoshoots
Activity/Milestone #3:	August 21, 2025 - Shoot #1 for Summer Video/Images
Activity/Milestone #4:	October 15, 2025 - Shoot #2 for Summer Video/Images
Activity/Milestone #5:	January 12, 2025 - Shoot #3 for Summer Video/Images

Page 8: Project Application

Q22

Other Financial Contributions Please outline any other funding or grant contributions that you have either applied for, or have been approved for in relation to this project. This includes government grants, community sponsors, private businesses, etc. If there are no other financial contributors to this project, please put "N/A" in line #1.

Source & Amount #1:

N/A

Q23

Project Budget Identify and substantiate a detailed project budget using the budget template here. RTO 9 reserves the right to contact other agencies funding the project as may be required. RTO 9 reserves the right to review estimates of costs and procurement practices for the project. Please detail which expenses you are asking RTO 9 to fund. Please ensure any expenses listed to be funded by the RTO 9 are eligible for funding through the Partnership Fund Program. Note: the minimum contribution is \$1,500 (some exceptions apply) and the maximum matching contribution is \$15,000 from RTO 9. Costs are inclusive of HST.

[2024-2025%20Budget%20Template.pdf \(92.7KB\)](#)

Q24

Project Economic Benefits Regarding your project please describe:- How the project will benefit the local or regional economy in terms of tourism development in the region, i.e., direct impact on job creation, tourism growth, overnight stays, product development, business competitiveness.- The sustainability plan for the project - describe your on-going plans for the project.- List all partner businesses/organizations who will be contributing to the project. Limit of 2,500 characters.

This project will allow us to have high-quality marketing materials to draw in a larger audience to participate in our planned itineraries and guided experiences in the Kingston area. This will allow us to curate and sell our 2-day, 3-day and longer packages which include partnerships with a number of local attractions, restaurants, and accommodations. This will also allow us to expand on our business and increase our staffing to accommodate higher demand of tour experiences.

Our local partners include:

- That Place Hotel
 - This Bed & Breakfast
 - You Gotta Have These Tacos Cantina
 - Art Gallery
 - History Museum
 - Gastropub
 - Escape Room
 - Live Theatre
 - Relax Spa
 - Fancy Pizza Pizzeria
 - Boat Tour
 - What a Catch Seafood Restaurant
-

Q25

Upload Your DMO/DMP/DMMO letter here.

DMO-DMP%20Letter%20of%20Support.docx (13.1KB)

Q26

Communications Plan- Outline your communications plan with respect to the opportunities for recognition of your destination (DMO/DMP/DMMO) and the Province of Ontario.- Media releases/newsletters, social media platforms to be utilized.- Placement of the RTO 9 logo and the Ontario logo (provided upon acceptance) with a link to the website are mandatory.- Utilization of relevant RTO 9 and South Eastern Ontario hashtags (#southeasternontario #discoveron).Limit of 2,500 characters.

We will include the Province of Ontario and RTO 9 logo at the end of our video content, recognizing the support of the Province in the creation of the assets. We will also post some behind the scenes of the photoshoot days on our social media platforms recognizing the support of the Province of Ontario and RTO 9 to assist in making them happen. We will also include recognition and links upon the premier of the video content, and include logos and links on our website recognizing the support received.

Q27

Management & Support Plan- Describe your business' structure and its capacity to co-manage the project.- When more than one partner is involved, provide letters of commitment from each partner describing their support and involvement in the project.- Identify staff resources that have been allocated to the project.- Identify internal plans for ensuring project success.- Do you have access to legal services and advice?Limit of 2,500 characters.

Great Example Inc. has been operating tours in the Kingston area for 5 years. We maintain a tight knit staff of 10 people, with a dedicated member of experienced admin staff who has been with us for the last 5 years being allocated to assist with the project in the coordination of diverse models and booking of professional photographers around the regular operating schedule of our business. We also have a dedicated individual in marketing who will assist with the promotion of the assets through social media, and inclusion on our website.

We have access to legal services and advice through Benson and Boggle LLP.

Q28

Respondent skipped this question

If you have any partner support letters, please upload them as one file here.

Q29

Please ensure that you have submitted, and are aware of, the following:

Proof of Corporate Status with Legal Operating Name, CRA Business Number (BN), Certificate of Indian Status Registry Number, or Metis Registry Number.

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Letter of Support from your local DMO/DMP/DMMO.,

Project budget showing eligible expenses and the 50% contribution split with the RTO 9.

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IF YOU ARE APPROVED FOR FUNDING: Commercial general liability insurance of \$2M.

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IF YOU ARE APPROVED FOR FUNDING: use of the RTO 9 and Ontario logos recognizing support.

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All sections of the application have been completed fully.

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IF YOU ARE APPROVED FOR FUNDING: all invoices must be addressed to RTO 9 from third-party vendors
