



CENTRAL COUNTIES TOURISM

## ***2021 Business Support Program Application***

### **INTRODUCTION**

2021 is off to a rocky start and tourism businesses are struggling more than ever. Central Counties Tourism has set aside **\$400,000** to help offset the costs incurred by businesses to: keep customers safe, stay top of mind with consumers and/or modify their business model to stay relevant and accessible.

Central Counties will reimburse up to 50% of eligible paid expenses (**to a maximum of \$15,000**) incurred beginning April 1, 2020.

### **ELIGIBLE COSTS**

Reasonable and necessary expenses that have allowed you to remain engaged with your customers and potential customers throughout the pandemic. These include, but are not limited to:

- the implementation of health and safety protocols;
- alterations to accommodate social distancing including expansion of patio space for restaurants (including tables, chairs, umbrellas) and/or acquisition of equipment like outdoor heaters/tents to extend seasons;
- the purchase of PPE and cleaning supplies for workers;
- marketing & communications costs; and
- the acquisition and implementation of digital tools and operating transformations like virtual queue, timed entry ticketing, contactless check-ins, and/or e-commerce

### **WHO IS ELIGIBLE?**

Any York, Durham or Headwaters private or not-for-profit tourism-oriented business in the hospitality and recreation sectors. This includes, but is not limited to, accommodators, attractions, tour operators, specialty retail, restaurants, art/culture spaces, museums, heritage sites, conservation/nature areas, etc.

### **NEW PROJECTS WELCOME!**

If your business is contemplating developing something new to safely attract and engage consumers, this program can also apply to you. Prior to filling out the below application, please connect with Executive Director Chuck Thibeault at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca) to set up a time to discuss the project and determine all of the ways that Central Counties can help make it happen.

### **PROCESS**

- Applications will be reviewed and approved on a first come, first awarded basis
- Incomplete applications will be returned and can be resubmitted
- Applicants who have successfully applied for the Central Counties PPE Program but had more than \$2,000 in total PPE expenses may apply for this program. Expenses reimbursed under the CCT PPE program cannot be reclaimed. You will be required to complete a form attesting to the fact that none of the expenses submitted for the Business Support program are duplicates of those submitted for the PPE program

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## HOW DO I APPLY? (Estimated 20-30 minutes to complete)

### Step 1 – Complete your 2021 Business Support application (5-10 min)

- Your basic contact information
- Provide a simple expense invoice list (supported by **PROOF OF PAYMENT – max \$30,000**)
  - Each expense is required to have one of the following:
    - a credit card or bank statement showing corresponding charge, and account holder name
    - a cancelled cheque
    - a statement or printout from your accounting system showing vendor invoice entry, and payment entry showing payment details
- Fill and sign the Attestation Page
- Provide your Direct Deposit banking information (**receive up to \$15,000**)
- Email completed application to [partnerships@centralcounties.ca](mailto:partnerships@centralcounties.ca)

### Step 2 - One-time REGISTRATION / Partner Profile (5 – 10 min)

- If not already completed, applicants must register as a partner to participate in programs.
- **Register your business at** <https://centralcounties.ca/resources/cct-cloud/> to take advantage of all marketing and communications opportunities. Basic profile includes:
  - Organization name
  - Short description of what you offer
  - Your best photos
  - Your contact information - location, website and social links.

### Step 3 – Complete Tourism Readiness & SAFE Travel accreditation (FREE)

- **Tourism Readiness** (7 - 10 min)
  - Complete at least ONE Tourism Readiness online workshop. There are many great resources to choose at <https://centralcounties.ca/resources/b2b-resources/>
- **APPLY for the Safe Travels Stamp** (5 - 10 min)
  - This is an internationally recognized accreditation that assures people it is safe to visit your business. Designation is easy to acquire and is FREE.
  - Visit <https://www.tiaontario.ca/cpages/safetravelstamp> to learn more and apply.  
*NOTE: Not all businesses are eligible to acquire the Safe Travels Stamp. This does not disqualify you from this program. Please contact Chuck Thibeault at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca) if this applies to your business.*

### Step 4 – CONFIRMATION and Payments

- CCT will review application for eligibility and completeness within five business days of receipt.
- Partner must complete their CCT organizational profile, one (1) Tourism Readiness workshop and apply for the Safe Travels accreditation before the Business Support application will be considered for approval.
- If approved, up to 50% of your eligible expenses (to a maximum of \$15,000) will be reimbursed and deposited directly into your bank account within fourteen business days of completed application requirements and successful approval.
- **These are challenging times for everyone and we want to help with your expenses, APPLY TODAY**



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## ATTESTATION PAGE

\_\_\_\_\_ has (Y) or has not (N) received support from  
Organization Name

the following programs:

	Y/N		Y/N
Rural Relief and Recovery Fund		Ontario Small Business Relief Fund	
Ontario Main Street Relief Grant: PPE Support		Property Tax and Energy Bill Rebates	
Canada Emergency Rent Subsidy		Canada Emergency Wage Subsidy	
CCT PPE Program		If yes for CCT PPE Program, are all invoices submitted with this application new?	

Note: Success in receiving other supports does not disqualify you from this program

I, \_\_\_\_\_, certify that the information submitted in  
Applicant Name

the CCT Business Support Program application and on this page is correct.

Signature \_\_\_\_\_ Date \_\_\_\_\_