

Ministry of Tourism, Culture & Sport

# **Funding Readiness WORKSHOP**

## ***Central Counties Tourism***

### **TUES October 08, 2019**

Markham PanAm Centre  
16 Main St. , Markham

# *Funding READINESS Workshop*

## **Today's AGENDA**

- |                      |  |
|----------------------|--|
| 10:00 am             | Welcome / Introductions  |
| 10:05 – 10:45        | Prior to ANY Funding Application   |
| <b>10:45 – 11:00</b> | <b>BREAK</b>   |
| 11:00 – 11:45        | Being PROJECT Ready  |
| <b>11:45 - 12:15</b> | <b>LUNCH</b>   |
| 12:15 – 12:45        | How DATA can enhance your application  |
| <b>12:45 – 2:30</b>  | <b>FUNDING PROGRAMs</b>  |
|                      | <ul style="list-style-type: none"><li>• MTCS - Caroline Polgrabia</li><li>• MEDJC - Rob Schock</li><li>• OMAFRA – Carolyn Puterbough</li><li>• CCT – Chuck Thibeault</li></ul> |

# PRIOR to ANY Application

**STRATEGIC** → *Alignment*

Articulated Plan(s) – *agreed upon / written / collective of ideas*

## Part A - Strategic Direction of ORGANIZATION- **WHY?**

- **Core Mandate / Priorities** - ie community building / healthy and active...
- **Guiding Principles / Values** – ie environment / respect / conservation...

**Outcomes** → ?? - Economic / social / qualitative & quantitative

- Rationale / Imperial Evidence / Support your ideas - **EVIDENCE NOT ANECDOTAL**
  1. **History of Success** → Do more of same (survey / feedback / research)
  2. **Industry / Best Practice** → Replicate / Duplicate / R&D (association / industry publication / relationship building )
  3. **Applicable Research** -

~ **BREAK** ~

## Part B - Operational Plan(s) – **WHAT , HOW, who & when**

- ☑ Organizational Structure - R&R / reporting & accountability / authority
- ☑ Competitive Set – comparable / competitive / best practices / benchmarking
- ☑ Implementation / Action Planning
  - Action Items → **PROJECTS**
  - Timeline / Workplan - **How / Who / When**
  - Goals & Objectives → KPI (Output)→ **Performance Measures (Outcomes)**
  - **BUDGET** – Cash / Inkind & Partnerships

# Strategic Direction: **WHY?**

- **Mandate / Mission**
  - Guiding Principles
- **Outcomes?**
  - Social
  - Economic
  - Other ?
- **Success? KPI (Output) / PM's (Outcome)**
- **Rationale? – History / Industry / Research**

**BREAK**  
**10:45 – 11:00 am**

# Operational Plans: **WHAT, Who , How & When ?**

Mandate → **WHY.....OUTCOMES**

**What?** – PROJECT ideas

**How & When?**

- Timeline / Action items
- Budget
- **Who?** – ORG chart / R&R

# WHY & What ?

What is your RATIONALE ?

1. **History of Success** → Do more of same (survey / feedback / research)
2. **Industry / Best Practice** → Replicate / R&D (association / industry publication / relationship building)
3. **Applicable Research – New Direction**

MANDATE	Outcome(s) Economic / Social	ACTION Items PROJECT	Success? KPI / PM
EXAMPLE Community Building			
EXAMPLE Health Active Lives			
OTHERS....			

DATA / RESEARCH

RATIONALE

RATIONALE

Benchmarking  
DATA / RESEARCH

**CURRENT State (Benchmarking) → Future / Success Measurement**

# Questions?

## Contact:

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**LUNCH**  
**11:45 – 12:15**



**RESEARCH (Tom)**  
**12:15 – 12:45 pm**

# **FUNDING & Support Programs**

**12:45 – 2:30 pm**

MTCS - Caroline Polgrabia

MEDJC - Rob Schock

OMAFRA – Carolyn Puterbough

CCT – Chuck Thibeault

# MTCS – Ministry of Tourism, Culture and Sport

## OVERVIEW

Three 'Divisions' → Tourism / Culture & Sport

- Regional Field Service delivery

## TOURISM Division

### MO – Minister's Office

- **DMO** – Deputy Minister's Office
  - **ADM Office** – Tourism
    - Tourism **Policy & Research** Branch
      - **RTU** - Regional Tourism Unit → Tourism Advisor
  - **IDO** – **Investment & Development** Office
  - **Destination Ontario** (formerly OTMPC / marketing )

# IDO - Investment & Development Office

## *Industry Capacity and Market Readiness*

- **TDF - Tourism Development Fund**
  - Continuous Uptake
  - Projects with broader Tourism benefit and impacts
- **CO - Celebrate Ontario – Annual & Blockbuster**
  - Program Development Focus with Marketing support
  - Late Fall intake (March – April fiscal)
  - ‘Tourism’ related outcomes – visitors for long stays → \$\$\$
- **BR&E – Business Retention & Expansion**
  - *Advisory Service*

# DO – Destination Ontario (formerly OTMPC)

## *Extend your Reach*

- **Digital Platforms**
  - Social Media
  - Consumer Website & Blogs
- **Travel Trade (Group & Fit)**
  - Partnered Product Tours (FAM)
  - Partnered B2B Sales Programs
  - Trade shows
- **Media Relations**
  - Partnered Product Tours (FAM)
  - Marketplaces
- **OTICS – Ontario Travel Information Centres**
  - Brochure Distribution
  - Counsellor Product Education

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