

Promoter's Guide

Pontiac Tourism Development Program – 2012



1. Program Objectives

The Pontiac Tourism Development Program (PTDP) is a mandate of the MRC Pontiac delegated to the Pontiac Local Development Centre (CLD). With an **annual budget of \$35,000.00**, the fund's objective is to make Pontiac "*a destination known for its tourism offer, its quality services and hospitality, and the diversity of its natural, historical and cultural resources*", as defined in the MRC's Strategic Plan: Pontiac Vision 2020.

Projects submitted must enable consolidation, diversification or expansion of tourism in the MRC. They should include one or more of the following characteristics:

- Empowering attractive and emerging tourism products and the destination - MRC Pontiac;
- Stimulate the tourist clientele in Pontiac by increasing the number of tourists;
- Increase the quality of the tourism offer, the complementarity and sustainability of the products, services and infrastructure in the Pontiac;
- Engender significant economic impacts by maintaining and creating jobs;
- Retain visitors in Pontiac and increase overnight stays;
- Mitigate differentials of seasonality;
- Encourage and promote management practices privileging sustainable and responsible tourism.

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2. Eligibility Criteria and Selection

2.1 Eligible Organizations

- Only private businesses are eligible for this Program.

2.2 Types of eligible expenses

- Immobilizations required for the development and enhancement of sites, equipment and infrastructure for tourism.
 - Purchase of materials and equipment;
 - Professional fees for carrying out the work.

2.3 Types of ineligible expenses

- Studies, polls and concepts;
- Common operation (salaries and operations), stake in the standard, asset maintenance and compliance with regulations;
- Promotion, sponsorship, communication and signage;
- Capital, debt service, capital losses and replacement of capital;
- Fees to start a business.

2.4 Minimum Conditions for Admissibility

- Project should be conducted in the MRC Pontiac territory;
- Be an existing business and registered for at least 3 years;
- The customers targeted in the project must be significantly tourist;
- Business plan demonstrating financial viability and a description of the project with a detailed budget;
- Down payment of the promoter must be of at least 50% of the project submitted;
- Comply with the laws and regulations of Québec;
- Respect the principles of sustainable development in tourism.

2.5 Criteria for Selection

- Matching the project with the objectives of the PTDP;
- Structuring characteristics of the project: economic impact, project in consultation with partners in the community, job creation, buy local (Pontiac);
- Structure and financing of the project: contribution of the promoter, fundraising, promoter's financial health, relevance of financial assistance requested;
- Project relevance: significant tourism clientele, tourist market referred, quality of the offer, innovation;
- Project feasibility: timeline, funding, quality of the business plan, promotion strategy;
- Expertise and experience of the promoter related to the project submitted.

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3. Characteristics of Financial Assistance and Modality of Payment

3.1 Nature of the Financial Assistance

- The grant is a non-refundable subsidy;
- The total amount is allocated according to the quality of the project;
- The funding rate from this program cannot exceed 50% of the total expenses;
- The cumulated government financial assistance (federal and provincial) cannot exceed 50% of the total expenses;
- The maximum financial assistance for a business through this fund is \$10,000.00 per fiscal year. For year 2012, the amount must be used before December 31st, 2012;
- The total amount granted from this program is conditional of the available annual budgets confided to the CLD and MRC Pontiac.

3.2 Modality of Payment

- An agreement protocol will be signed between funder and promoter. This protocol will define the conditions for payment of financial assistance and the obligations of the parties;
- The funding will be granted on reception of invoices (bills), corresponding to the eligible expenses such as described in the agreement protocol.

3.3 Criteria of evaluation

CLD Pontiac's Development Officers Team will conduct the project analysis and make recommendations to the Investment Committee which makes the decision to award financial assistance, should the project be approved.

To establish a priority in the interventions made within the framework of the program, the analysts of the CLD Pontiac will base the analysis on the following evaluation grid. The 2012 call for projects will begin on January 4th, 2012, end on March 30th, 2012. After this date, no requests will be accepted.

Evaluation Grid Project Title	
Preliminary Conditions	
a) respect of the Program's objectives	Yes / No
b) project realized before December 31 st , 2012	Yes / No
1 – Improvement of the Tourism Offer	
a) improvement and diversification of the existing offer (service and infrastructures)	/15
a) novelty of the project/of the product for the tourism market and innovation	/5
b) majority of clientele are tourists	/10
2 – Capacity of realization of the Promoter	
a) promoter's down payment	/15
b) previous realizations / expertise / financial health of the business for the past 3 years	/10
c) budget previsions on 3 years	/5
3 – Impact : Importance of Potential Spin-Offs	
a) social and economic spin-offs (i.e. job creation)	/15
b) structuring effects on the entire MRC territory (attractiveness)	/5
4 – Marketing and promotion	
a) marketing strategy / business promotion	/10
b) registry to a tourism association and/or group	/10
Total	/100