



## **Municipal Accommodations Tax Tourism Fund Guidelines**

With the Province of Ontario’s passage of Bill 127, the Stronger Healthier Ontario Act, municipalities have been authorized to establish a transient accommodation tax within their jurisdictions. The implementation and administration of the accommodation tax is authorized under Section 400.1 of the Municipal Act and Ontario Regulation 435/17 (together with all other relevant laws, regulations, decrees, orders, and by-laws, “Applicable Laws”).

Where a Municipal Accommodation Tax (MAT) by-law is in place, the MAT is mandatory and providers of transient accommodation are obligated to collect the MAT from purchasers of accommodation, and to remit same to the municipality having imposed it.

The proceeds of the MAT must be allocated, distributed, and utilized, in accordance with Applicable Laws.

In Timmins, The Corporation of the City of Timmins has designated the Timmins Economic Development Corporation (“TEDC”) as the organization that will be responsible for allocating and distributing part or all of the proceeds of the MAT (the proceeds transferred the TEDC being the “Municipal Accommodations Tax Fund”). The TEDC has an existing non-profit board with an economic development mandate that has long encompassed tourism.

The purpose of the Municipal Accommodations Tax Fund is to promote and grow the tourism industry in Timmins. To guide investments by the TEDC, Tourism Timmins will develop a “Tourism Development Strategy”. Details of same can be found on the Timmins Economic Development Website under MAT Fund at [www.timminsedc.com](http://www.timminsedc.com)

### **PROGRAM OBJECTIVES**

To provide funding support in line with the priorities identified in the Tourism Development Strategy and Annual Work Plan in order to foster the growth and development of the tourism sector.

#### **Strategic Investment Goals**

- Sports/outdoor Tourism opportunities (may include tournaments, competitions, amateur sporting events, provincial or national sporting events)
- Cultural and heritage tourism opportunities (may include concerts, festivals, culinary events, mining heritage)



- Conferences and conventions (provincial and national in scope)
- Marketing partnership projects (between local tourism partners)
- Development of new tourism product and services (may include tours, packages, attraction development)
- Enhance workforce capacity and inspire a community of ambassadors.

The mandate of the Municipal Accommodations Tax Fund is to enhance Timmins' tourism economy by supporting the development of new visitor experiences and enhancement of existing visiting experiences that:

- Attract more visitors to Timmins from at least 80 km away
- Increases the length of stay of visitors to Timmins
- Increases the economic yield of visitors to Timmins
- Enhances Timmins image as an attractive and appealing year-round visitor destination
- Leverages partnerships and financial resources

**NOTE:**

- Granting of assistance in any one year or over several years is not to be interpreted as a commitment to future years' funding.
- Decisions regarding the Tourism Development Strategy are recommended by Tourism Timmins.
- Some exemptions to the eligibility criteria may apply and are at the discretion of the Municipal Accommodations Tax Tourism Subcommittee (the "MATTS")

**ELIGIBILITY**

All projects must show broader community impact; not solely increasing the benefit of one organization.

**Product Development Projects**

Funding may be allocated and distributed for:

**Planning:** Support for feasibility studies and business plans that investigate the potential for the development of increased visitation and/or hotel room nights.

**Start-up/ Expansion:** Support for new/enhanced projects that will increase visitation and/or hotel room nights. (eg. new festival/event, infrastructure, marketing and packaging costs).

**Capital:** Support the capital costs associated with the development of increased visitation and/or hotel room nights. Please note that funding provided on account of capital costs will not exceed \$50,000.

**Marketing:** Marketing partnerships that promote Tourism activities in Timmins.

**Bid Submission:** Support for costs of development and submissions of bids to host future meetings, conventions or sporting events (eg. bid fees, familiarization tours, general bid requirements).

**Hosting:** Support for hosting events awarded through bids or have been designated as provincially or nationally significant include capital and operating expenses, including, but not limited to, event rights fees, technical estimates/reports, facilities to be built or upgraded, equipment, hospitality, etc.

**\*Note –** At this time, no funding will be made available for the support of ongoing operations.

## APPLICANTS

The Municipal Accommodations Tax Fund is open to for-profit, not-for-profit, and both public and private sector and partnerships.

Applications will be assessed based on the following criteria to achieve the following results, the broader intention of which is to grow tourism in Timmins, where applicable:

- Increase in tourism visitation, overnight stays and visitor spending
- Generate economic impact from the project or event
- Provide positive regional, provincial, national or international exposure
- Enhance Timmins' tourism offering to attract visitors
- Strengthens Timmins' position as a destination
- Support or creation of direct and/or indirect jobs
- Encourage partnerships between local organizations

In addition to the criteria listed above, the MATTS may consider all such other criteria and factors as it may deem appropriate from time to time, having regard to the objectives of the MAT and Applicable Laws.

Applicants can apply for funding via the applications forms found on the TEDC website. The TEDC's Community Economic Development staff is available to help applicants complete their applications. Prior to completing an application form, applicants must complete a pre-consultation process with TEDC Community Economic Development staff to ensure the project they are proposing fits within the goals, guidelines and objectives of the fund. Applicants must call the TEDC at 705-360-2656 and arrange a pre-consultation prior to applying for the funds. The TEDC staff will work with applicants to ensure their application is complete and ready to go to the MATTS for review.

The Municipal Accommodations Tax Tourism Fund is a discretionary program with a limited funding allocation; accordingly, neither The Corporation of the City of Timmins, nor the TEDC, including without limitation, the MATTS, shall be required to allocate and or distribute funding to an applicant. For certainty, a project or event that meets all program criteria may not be approved for funding.

## FUNDING

<b>Legal structure</b>	<b>Proponent's Minimum Contribution</b>	<b>Max Funding</b>	<b>Holdback Required</b>
<b>Not for Profit</b>	25%	Projects are eligible up to 75% funding.	Min 25%
<b>Private Sector</b>	50%	All projects are eligible for up to 50% funding	Up to 100% Reimbursement based
<b>Partnerships</b>	Based on lead applicant structure		

In all cases, events are encouraged to show a profit and become self-sustainable.

The value of in-kind contributions shall not be considered a "contribution" for the purpose of determining a proponent's contribution to a project, nor for the purpose of determining

the total value of a project on which an application is based. Notwithstanding the foregoing, the MATTS may, in assessing the merits of an application generally, consider in-kind contributions.

**Eligible Costs:**

- Research or consulting services related to feasibility or business planning
- Hosting fees to events rights holders
- Marketing and promotion costs
- Rental, lease or purchase of equipment/infrastructure
- Project specific licenses and permits
- Travel and registration expenses
- Fees for artists, speakers and related costs
- Signage and wayfinding costs
- Salary costs that can be directly linked to project deliverables
- Business hospitality expenses (food & beverage, gifts, transportation)
- Training and development costs related to project
- Defined event legacy funding (case by case basis)

**Ineligible costs:**

- Alcohol
- Pre-existing deficit funding (grant or loan)
- Operating costs
- Legal, audit, or interest fees
- Donations
- Prize money
- Expenses related to charitable component (i.e. lottery licenses and raffle expenses)

**APPLICATION PROCESS**

- Applications must be submitted online. A two-phase application process will be required (pre-Consultation with staff first and then the actual application process).
- Priority will be given to applicants who apply a minimum of 120-days out from the date of their event or start of the project. This will allow lead time for evaluation of potential funding and then, if funding is approved, ensure the logistics and marketing required to attract out-of-town participants and/or spectators can be met for a successful tourism event.
- All funding shall be for future projects. Retroactive funding will not be considered.

- All completed applications will be reviewed by the TEDC's Municipal Accommodations Tax Tourism Subcommittee (MATTS).
- Applicants will be required to make a presentation to the committee as part of the review process.
- Applications, if recommended by the MATTS, will be forwarded to the TEDC Board for final approval. If additional information is requested or the project is not recommended, the Director of Community Economic Development will contact applicants on behalf of the MATTS.

### **Demonstrated Tourism Value**

Applicants must identify in the application form that the project contributes positively to the growth and sustainability of Timmins' tourism economy the following criteria will be used to evaluate applications for tourism value.

- Fulfills a gap in the tourism visitor experience landscape
- Enhances current visitor experience offerings
- Supports overnight accommodations growth
- Creates and retains employment opportunities within the tourism sector
- Supports the growth of Timmins as a four seasons visitor destination
- Demonstrates potential to grow domestic, international, and Canadian travel to the city
- Demonstrates a financially sustainable business model

### **Final Report**

Applicants receiving municipal accommodation fund funding will be required to submit a final report to the Timmins Economic Development Corporation at the completion of the project. Capital projects will be required to report their key tourism performance indicators to the TEDC annually for a period of three years upon completion of the project.

### **Performance Measurement**

Funded projects will be required to report on their contribution to enhancing Timmins's base tourism economy.

Key performance indicators can include but not limited to:

- Overnight accommodations volume generated or influenced by the project
- Tracking a visitor source markets; domestic, Canadian and international travel
- Length of stay per visitor
- Number of partnerships develop through the project

- Permanent jobs created through the project
- Financial resources leveraged from the project
- Value of earned media resulting positive mentions of Timmins
- Visitor satisfaction ratings of the visitor experience once operational

Financial questions and supporting documentation need to be submitted to [tedc@timmins.ca](mailto:tedc@timmins.ca). The Municipal Accommodations Tax Fund application needs to be completed on Survey Monkey. Please always hit next to ensure you can go back into your application at a later date and have the data entered previously appear. This can and can be found on the TEDC Website at under Mat fund at [www.timminsedc.com](http://www.timminsedc.com) – You will note there are two parts to the application process part 1 and part 2 both must be done and submitted as well as additional information. They can be submitted to [tedc@timmins.ca](mailto:tedc@timmins.ca)

### **Funding agreement**

Applications approved for funding by the TEDC board will require the applicant to enter into a legally binding agreement with the TEDC. The applicant must be a legal entity, and will be required to provide to the TEDC, such documents as the TEDC may request, including without limitation, documentation relating to the applicant's bank and insurance provider. The agreement will be in such form as the TEDC may require, and will specify, among other things: (i) the date and requirements for funding advances; (ii) the circumstances under which funds advanced must be repaid (if any); (iii) any portion of allocated funds to be held back until the submission and approval by the TEDC of the applicant's final report. For certainty, the TEDC shall establish the requirements that apply to each applicant on case-by-case basis, with consideration given to the particularities of each project. As a standard, each applicant will be required to submit its final report to the TEDC within ninety (90) days of project completion. The final report must contain an outline of expenditures made in the course of the project and a description of progress made in relation to key deliverables identified in the applicant's application and in the agreement with TEDC. Receipts for expenditures must be provided.