COVID-19 Technology Investment Program for Tourism Stakeholders

PROGRAM DETAILS

OUTLINE

This program was designed to support tourism operators as they optimize their online approach and use physical technology towards a safe re-opening.

During the early phases of COVID-19 there was an urgent need for businesses to get online as quickly as possible. As operators have settled in to somewhat of a routine, operators are now looking for ways to refine and optimize their online approach and upgrade user technology to safely meet the needs of the consumer.

Additionally, across the tourism industry, operators are attempting to bolster consumer confidence. Protocols like mask-wearing, hand-sanitizing and social distancing are being accepted as new norms, and tactics for keeping people apart while continuing to conduct business (i.e., "touch-free" or "contactless" solutions) are the order of the day.

Tech features that might have originally been intended for introduction as novelties or extra conveniences are suddenly becoming necessities in an era where some people are wary of even stepping outside their doors.

01 OBJECTIVES

- Invest in technology solutions towards a safe re-opening
- Providing a seamless and user friendly experience for visitors/patrons

02 CRITERIA

- Located within the RTO4 boundaries (Waterloo Region, Wellington, Perth and Huron Counties)
- Tourism business (at least 20% of your typical patrons are from at least 40km away)
- Either a for profit business or not-for profit organization including:
  - accommodations
  - event spaces
  - restaurants
  - attractions
  - retailers
  - breweries and wineries
  - festivals and events.

03 INELIGIBLE EXPENSES

- Charitable contributions
- Regular operating expenses
- Staff wages
- Video or photography
- Social media distribution (promoted posts)

PROGRAM DETAILS

$100,000 IN TOTAL IS AVAILABLE FOR APPLICANTS TO IMPLEMENT THEIR COVID-19 TECHNOLOGY INVESTMENT PROJECTS.

BUSINESSES ARE ENCOURAGED TO SUBMIT APPLICATIONS TO RECEIVE UP TO $5,000 IN SUPPORT TOWARD THE COSTS OF ANY OF THE FOLLOWING:

Online Tools:
- E-commerce (new or upgraded)
- Reservation systems
- Digital Document software (waivers, contracts, etc.)
- Mobile Friendly websites
- Digital help desks

Digital Tools:
- Software upgrades
- Digital plug-ins and dashboards

Physical Technology Tools:
- Touchless payments
- Motion Sensor/touchless technology
  - Doors
  - Sanitation
- Expanded wifi for patios

Additional expenses to be considered upon discussion with RTO4 staff.

FINAL REPORTING

All those selected must provide a final report following the execution of their selected projects, as well as copies of receipts against the investment amount. Funding will be allocated at 70% upon mutual signing of an MOU, with the remaining 30% being released upon receiving the final report.

Execution of projects must be completed by March 31, 2021.

PROGRAM APPLICATION QUESTIONNAIRE

ONLINE APPLICATIONS

Online applications are to be completed via the link on our website for COVID-19 Technology Investment Program for Tourism Stakeholders Application Questionnaire, or can be accessed by copy & pasting in your browser: https://forms.gle/NEgxBtizdxEPyKiL9

APPLICATIONS DUE FEBRUARY 1, 2021 AT 11:59PM

THE QUESTIONNAIRE

Applicant Information
Organization Name:
Contact Name:
Address:
Phone:
Email:
Website:

1. How do you plan to use this funding? Be as detailed as possible and include goals that you have for the project.
2. When do you plan to execute this project?
3. What is the overall implementation budget? Please provide a budget breakdown.

CONTACT US

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