



Aid fund powered by ÉAQ



**SUPPORT FUND FOR THE
DEVELOPMENT OF TOURISM
OFFERS IN QUEBEC**

POWERED BY ÉAQ

HANDBOOK - 2024

**For financial assistance applications
between \$25, 000 and \$60, 000**

www.sfdto.eaq.quebec



This program is made possible thanks to the financial support of Canada Economic Development for Quebec Regions



Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec

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Updating: March 27, 2024

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CONTEXT

Événements Attractions Québec (ÉAQ), the largest association of festivals, events, and tourist attractions in Quebec, is a brand that encompasses Festivals et Événements Québec (FEQ) and the Société des Attractions Touristiques du Québec (SATQ), two non-profit organizations founded in 1976 and 1992, respectively.

Created in March 2024, the **Support Fund for the Development of Tourism Offers in Quebec (SFDTO, powered by ÉAQ)** (SFDTO) is a project submitted by the Société des Attractions Touristiques du Québec (SATQ), under the brand **Événements Attractions Québec (ÉAQ)**.

Canada Economic Development for Quebec Regions (CED), under the Quebec Economic Development Program/Tourism Growth Program (TGP), will provide up to \$5 million in financial support for this fund.

The SFDTO aims to provide eligible regional tourist activities and festivals access to non-repayable financial assistance of up to \$60,000 for investment projects through a call for project proposals.

To apply for financial assistance ranging from \$60,000 to \$250,000, consult [CED's Tourism Growth Program – Quebec](#).

PROGRAM OBJECTIVES

The SFDTO program's main objective is to increase the capacity of local **tourist attractions, activities, festivals, and events** by supporting the development of tourism products and experiences, particularly in rural and remote areas, **in order to expand their potential to attract more visitors from outside Quebec**.

The investment projects supported by the fund will help to achieve at least one of the following priorities:

- Increase economic spin-offs within the regions.
- Extend the tourist season.
- Improve active tourism experiences.
- Bolster sustainable tourism offers.

Targets

The SFDTO program aims to provide non-repayable financial assistance ranging from \$25,000 to \$60,000 to at least 90 eligible tourism businesses and organizations submitting a structuring project.

ELIGIBILITY CRITERIA

ELIGIBLE ORGANIZATIONS

To be eligible and benefit from the program's support, organizations (Applicants) must meet all of the following criteria:

- They must be a tourist activity (i.e., a place or product, developed, built, or created, or a program of festive, sporting, or cultural activities) that has the capacity to entertain and attract excursionists and tourists engaged in leisure tourism.

These include, but are not limited to, examples: tourist attractions, music festivals, museums, sporting events, ski resorts, agrotourism businesses, adventure tourism businesses, heritage, historic or religious sites, spas, outfitters, and interpretation centres.

- They must be one of the following legal entities:
 - Corporation
 - Partnership
 - Cooperative

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- Social economy enterprise
 - Non-profit organization
 - Municipality
 - Regional county municipality
 - Other municipal bodies
- They must be located in Quebec, and the location of the proposed tourist site (attraction, activity, event, or festival) must be outside Montréal and Québec City's major tourist centres.
 - They must have a project that supports the main program objective and at least one of the program's four (4) following priorities:
 - Regional spread of tourists.
 - Sustainable tourism.
 - Active tourism.
 - Extending the tourist season.
 - They must demonstrate their financial viability.
 - They must demonstrate their need for financial assistance.
 - They must demonstrate that they have the financial capacity to carry out the eligible project by October 31, 2025.
 - They must not have benefited from the Tourism Growth Program (TGP) directly or indirectly.
 - They must be able to demonstrate the economic spin-offs associated with carrying out the eligible project (e.g., job creation and community spin-offs).
 - They must be consistent with the priority of ensuring a synergy with other regional stakeholders.

INELIGIBLE ORGANISATIONS

The following organizations are not eligible for financial assistance:

- Major tourist activities and attractions, festivals, and events that already attract tourists from outside Quebec;
- Retail businesses;
- Accommodation establishments (hotels, campgrounds, bed and breakfasts, inns, etc.);
- Food service establishments;
- Charter or regular transportation companies that do not offer tourist activities, such as excursions or sightseeing;
- Travel agencies;
- Sole proprietorships;
- Service companies such as aggregators, resellers, promoters, and distributors;
- Companies that do not have an operating permit or compulsory accreditation for their sector;
- Applicants who, during the two years preceding their application for financial assistance, failed to meet their obligations after being duly notified to do so when previously granted financial assistance;
- Indigenous tourism businesses.

Further information

An eligible tourism organization may include a tourism development project related to accommodations, food services, transportation, or retail services in its main project proposal.

A tourism development project by an accommodation establishment, food service establishment, transportation company, or retail business that **clearly and directly relates to the scope of eligible tourist activities** can be submitted.

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ELIGIBLE EXPENSES

The **costs associated with carrying out the selected projects** must be indicated in the project plan and financing package provided by the organization when the project is submitted.

The following costs are considered eligible:

- Capital expenditures ¹.
- Professional fees.
- Other implementation costs.
- Payroll expenditures and benefits ².
- Project management costs of 5% of the eligible expenses, up to a maximum of \$3,330.

¹ “**Capital expenditures**” refers to tangible assets, **such as:**

- Equipment.
- Material on wheels (some exceptions apply).
- Buildings and leasehold improvements.

See “Amount of Financial Assistance for Recipients” for eligible percentages for capital expenditures and other types of expenses based on the nature of the organization.

² “**Payroll expenditures**” refers to the total salaries, in hours of work performed and justified for the project, at the actual hourly rate of involved employees, up to a maximum of \$30/hour, and the associated benefits.

Eligible expenses cannot be incurred before the date the organization submits its project, as evidenced by the automatic email confirming successful submission.

Only costs incurred and invoiced no later than October 31, 2025, are eligible.

INVITATION TO TENDER

The applicant must issue an invitation to tender for any acquisition or service valued in excess of \$50,000. In this case, the applicant must obtain two bids and provide them when submitting the project or midterm evaluation report. See the “Financial Assistance Agreement and Payments” section below in this document.

INELIGIBLE EXPENSES

The following costs are considered ineligible expenses:

- Marketing costs.
- Trail maintenance equipment (e.g., grooming machine, snow gun).
- Compensation for loss of income.
- Capital repayment.
- Refinancing existing debt.
- Purchase of any property for more than its fair market value.
- Depreciation and goodwill.
- Land acquisition.
- Motor vehicles that may be registered for off-site use.
- Regular operating costs.
- Salaries and benefits related to regular operating activities.
- Cost overruns.
- Portion of the Québec sales tax (QST), the goods and services tax (GST), and any other costs for which the recipient (or a third party) is entitled to reimbursement.
- Any expense that is not directly related to the project.

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PROJECTS SOUGHT

The projects sought must meet the objective of increasing the potential capacity and attractiveness for visitors coming from outside Quebec and achieve at least one of the following priorities:

PRIORITY	DESCRIPTION
Regional spread	Projects that increase tourism spin-offs in communities by attracting more visitors to outlying regions, including rural communities.
Sustainable tourism	Projects that promote the development of a sustainable tourism offering, i.e. one that takes into account current and future economic, social, and environmental impacts, by catering to the needs of visitors, professionals, the environment, and host communities.
Active tourism	Projects that aim to develop or enhance active tourism experiences, i.e. outdoor, nature, and adventure activities such as climbing, cycling, hiking, downhill skiing, cross-country skiing, water sports, etc.
Extending the tourist season	Projects that extend the tourist season, i.e. projects to promote and/or develop products, services, or experiences that can increase tourist activity outside traditional high seasons or extend services year-round.

AMOUNT OF FINANCIAL ASSISTANCE FOR RECIPIENTS

The rate is determined based on the nature of the expenses and the supported organization's legal status. The assistance amount estimated by the applicant at the time of the project proposal will be verified before being confirmed to the recipients, if their project is accepted.

Rate of assistance

Eligible expenses can be reimbursed up to between **50% and 90%**.

DETERMINING THE AMOUNT OF FINANCIAL ASSISTANCE FOR RECIPIENTS

For for-profit organizations (FPOs) such as corporations, partnerships, or other for-profit organizations, the following conditions apply:

- A maximum of \$60,000 in non-repayable financial assistance.
- A rate of assistance of 50% for capital expenditures*.
- A rate of assistance of 75% for other costs eligible for financial assistance.
- The stacking limits for government funding are 50% for capital expenditures and 75% for other costs.

* "Capital expenditures" refers to tangible assets, such as:

- Equipment.
- Material on wheels (some exceptions apply).
- Buildings and leasehold improvements.

For non-profit organizations (NPOs) and municipal organizations such as cooperatives, social economy enterprises, municipalities, regional county municipalities (RCM), or other eligible non-profit or municipal organizations, the following conditions apply:

This program is made possible thanks to the financial support of:

- A maximum of \$60,000 in non-repayable financial assistance.
- A rate of assistance of 90%.
- The stacking limits for government funding are 100% for all costs.

Minimum threshold for financial assistance: In all cases, the project must include sufficient eligible expenses to reach the minimum contribution threshold of \$25,000.

Characteristic of financial assistance: The aid provided as part of this program is non-repayable financial assistance.

TIP!

The financing package template contains a calculation chart to estimate the amount of financial assistance permitted.

CALL FOR PROJECT PROPOSALS

CALL PERIOD

The call for project proposals will run from **March 25 to May 10, 2024**.

Organizations must submit their project proposal using the form provided by ÉAQ **no later than 5:00 p.m. on May 10, 2024**. You will receive an automatic confirmation email once the form is submitted indicating the date and time when it was submitted.

Organizations may **submit only one application** per call period.

SUBSEQUENT CALLS FOR PROJECT PROPOSALS

Depending on the volume of applications processed, the value of projects, and the type of businesses supported, further calls for project proposals may be issued at a later date, should sufficient funds remain. Organizations that have already received fund support will not be permitted to submit project proposals in the event of a new call for proposals before March 31, 2026.

REQUIRED DOCUMENTS

The following documents are required when submitting a project proposal:

- Project application form (using the SATQ template).
- Board resolution/letter from owner.
- Most recent annual financial statements.
- Project financing package (using the SATQ template).

Other complementary supporting documents may be submitted with the application, such as:

- Letters of endorsement or support from the community or financial backers.
- Operating permits and municipal permits.
- Schedule, specifications, roll-out plan.
- Recommendations, expert opinions, and diagnostics.
- Service offers, bids, and/or contracts.
- Plans, models, or other visual representations of the project.
- Other document(s), depending on the nature of the project.

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Sending documents

Applicants may send their documents **only after they have submitted their application form electronically**. They will receive an automatic confirmation email once it is submitted indicating the date and time when it was submitted.

Any supporting documents must be sent at the earliest opportunity by email or via [WeTransfer](#) to the following address: fsdot@eq.qbec.

Applicants must also clearly specify their company's name on each document and in the subject line of their emails.

ÉAQ reserves the right to refuse applications that are incomplete or late and that require clarifications that cannot be provided within a reasonable time frame, or for which information essential to the understanding of the application is missing, incomplete, or suspicious.

PROJECT APPLICATION FORM

The project application form is available online [<HERE>](#) in English or [<HERE>](#) in French.

This form is where applicants will describe their project. Applicants must clearly explain the problem, the solution, and the objectives of the project. This information will help the analysts on the advisory committee determine why they should choose a particular project. Applicants should make sure they have answered all the questions before submitting. Once submitted, the form cannot be accessed. If you encounter any difficulties, please contact the SFDTO program team by email: fsdot@eq.qbec.

TIP!

Applicants can refer to the checklist in Appendix 1 of this handbook to learn about the topics covered in the form and prepare their answers.

BOARD RESOLUTION / LETTER FROM OWNER

The board resolution or letter from the owner, signed by the authorized officer, must:

- Approve the application for financial assistance.
- Confirm the availability of the required funds or current funding applications.
- Name the person(s) who will be managing the project and authorize them to communicate with the SATQ on their behalf.
- Include a list of the company's owners and their percentage ownership, if applicable.
- In the case of an NPO or a cooperative, include the up-to-date list of directors and officers.
- Assure that any former public office holder who benefits from this project will comply with the *Conflict-of-Interest Act* and the *Values and Ethics Code for the Public Sector*, as applicable.

PROJECT FINANCING PACKAGE

The financing package must be completed using the template provided for download [<HERE>](#).

It must include the following information:

- Expenses:
 - Projected eligible expenses, grouped by type (capital expenditures, salaries, fees, costs, etc.).
 - Other expenses, whether ineligible or exceeding the limit of possible financial assistance.

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- Revenue
 - The organization's own funds.
 - The amount of financial assistance requested from the SFDTO.
 - Other confirmed or pending funding (loans, grants, etc.).
 - Other types of revenue.

TENTATIVE SCHEDULE

The schedule can be in the form of a timeline for completion, implementation plan, estimate, specifications, or statement of work, and must include:

- The anticipated project start date.
- The main phases of the project.
- Suppliers or parties involved.
- The anticipated project completion date (when the project will be delivered and operational).

PROCESS FOR AWARDING FINANCIAL ASSISTANCE

COMPLIANCE OF PROJECT PROPOSALS

The application analysis process starts with a verification of the **organization's and project's compliance with the eligibility criteria** and of the **supporting documents** submitted.

To be deemed compliant, the application must include all the components listed in this handbook, and clearly address the main objective and at least one of the program's four priorities.

ANALYSIS

Once compliance has been confirmed, an advisory committee will collect the submissions for analysis. The advisory committee is responsible for completing a weighted evaluation grid and noting its observations.

The most promising projects will be submitted to the management committee for final approval.

The management committee, which is made up of ÉAQ representatives and unbiased external partners, will proceed to the final selection.

The project's **viability** is assessed, based on whether it:

- Corresponds to the applicant's strategic orientations.
- Presents a complete and realistic financing package.
- Clearly defines the stages of the implementation plan, while respecting the program deadlines.
- Provides a realistic assessment of operating costs and revenues (if applicable) once the project has been completed.

The project's **relevance** is assessed, particularly in terms of:

- Its contribution to the capacity to attract a given external market:
 - e.g., improves access, increases accommodation capacity, maximizes revenue and footfall opportunities.
- Its support from the community:
 - e.g., letter of support from a regional or sectoral tourism association, an RCM or another interested party, grants from another financial backer, partnerships.
- The organization's financial capacity to complete the project:
 - e.g., through a financing package that includes a confirmation of a loan, grant, or equity.

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- Its synergy with the local, regional, or provincial offering:
 - e.g., aligns with regional, sectoral, or provincial communications strategies, business networks.
- Supply and demand:
 - e.g., market study, marketing potential, or intention by tour operators or on platforms targeting consumers outside Quebec.
- The unique or innovative nature of the product or offer:
 - e.g., innovative product with local, provincial, or global appeal.

Practices supporting the principles of sustainable development

Special attention is given to organizations whose practices involve the **principles of sustainable development**, i.e., economic, social, and/or environmental.

TIP!

For information and reference purposes, applicants can consult the Ministère du Tourisme's Plan d'action pour un tourisme responsable et durable 2020-2025 or events and festivals specifically, the Ministère de l'Environnement's Guide d'organisation d'événements écoresponsables.

ANNOUNCEMENTS

Following the analysis, organizations, whether their projects are accepted or rejected, will be informed of their status by a letter signed by the chief executive officer of SATQ and sent to the email address indicated on the application form.

Since we cannot estimate the number of projects that will be submitted, nor their complexity, it is not possible to determine the precise date when the analysis and compilation of results will be completed. However, without making any commitment to anything to that effect, ÉAQ expects to inform organizations of their status (accepted or rejected) by July 31, 2024.

Disclaimer

Since this is a call for project proposals, the volume of projects submitted could mean that some projects meeting all the objectives and eligibility criteria may be refused due to lack of funding. For projects of equal merit, the selection may be influenced by factors such as geographic or sectoral spread, sustainable development practices, access to other sources of funding, or expected spin-offs. As such, the decisions are final and cannot be appealed. A minimum overall score of 50% is required, failing which the project will be automatically rejected. **Eligibility in itself does not guarantee funding, nor does it impose any obligation on the management committee.**

FINANCIAL ASSISTANCE AGREEMENT AND PAYMENTS

The selected organizations (**recipients**) will receive a financial assistance agreement that states their obligations, responsibilities, and commitments, as well as the maximum amounts allocated and the important deadlines to be met. The financial assistance agreement is a document that acts as a legal contract between the recipients and the SATQ, acting under the ÉAQ brand.

The recipients will also receive support from ÉAQ during the implementation of their project and the reporting period. They can contact ÉAQ if they have any questions about the eligibility of their expenses, the reporting requirements, the deadlines, or any other issues that may arise. The recipients can contact the team by email at fsdot@eqq.quebec.

If selected organizations, despite regular follow-ups by the operations team, fail to return a copy of the financial assistance agreement signed by the authorized person within 90 days of receiving it, their application will be considered withdrawn and they will forfeit their financial assistance, unless they have obtained an extension in

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writing from ÉAQ. Any funds earmarked for the applicant will be released and may be reallocated to a subsequent call for project proposals, where applicable.

PROJECT START DATE AND FIRST PAYMENT

The project start date corresponds to the date on which the project was submitted electronically; a confirmation email was sent to that effect. Expenses must not have been incurred before that date.

IMPORTANT

Any project started before receiving written confirmation that the project has been selected, or before reading and signing the financial assistance agreement, remains the sole responsibility of the Applicant, who acknowledges and accepts the risk of assuming all costs incurred should the application for financial assistance be refused.

A first payment, equivalent to **25%** of the approved financial assistance, will be paid once the financial assistance agreement has been signed by the recipient and SATQ's management.

MIDTERM FOLLOW-UP REPORT AND SECOND PAYMENT

During the course of the project, the recipient must complete a midterm follow-up report using the template provided by ÉAQ, which includes a breakdown of activities and expenses incurred.

The second payment, equivalent to **50%** of the financial assistance, will be made after a review of the midterm follow-up report, which includes a breakdown of incurred and anticipated expenses.

In the case of projects requiring an invitation to tender, for any acquisition or service valued in excess of \$50,000, the second payment will be made once at least two bids have been submitted, if these were not provided when the project was submitted.

PROJECT COMPLETION DATE, RESULTS, AND FINAL PAYMENT

The project completion date is indicated in the financial assistance agreement (determined based on the schedule submitted with the project application). Project completion is the point at which all project deliverables are completed and operational.

The final payment of **25%** will be made at the end of the project after ÉAQ has reviewed the record of achievements. If eligible expenses are under budget forecasts, the final payment will be adjusted on a prorated basis. Any overpayment must be reimbursed, where applicable.

Funds not used in whole or in part are non-transferable and cannot be rolled over to a later date.

Funds may be withheld in whole or in part if the project does not meet the program's objectives and criteria. See "Non-Implementation of the Project" below.

RECORD OF ACHIEVEMENTS

A record of achievements is required no later than 60 days after the scheduled completion date as stated in the financial assistance agreement, but no later than November 30, 2025. The record or achievements template is provided by ÉAQ, and the following documents are required:

- Completion progress report confirming the completed phases of execution and operational implementation of the project as described on file.
- Table of expenditures (incurred vs. estimated), including:

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- All copies of invoices and proof of payment for eligible expenses.
- Where applicable, a payroll record for involved employees and proof of disbursement.
- Evidence of completion of project deliverables, such as:
 - Hyperlinks, online sales features, etc.
 - Videos, images, etc.
 - Media coverage, advertising, launches, announcements, etc.
 - Other verifiable proof of project completion, if applicable.
- Overview of human resources following project completion:
 - Number of jobs created by the project.
 - Number of jobs maintained as a result of the project.
 - Overview of under-represented groups.
- Depending on the nature of the project, other supporting documents may be required.

DATA AND INFORMATION SHARING

The data and information provided in the project application form and supporting documents are kept in ÉAQ's databases for as long as required for program management and coordination purposes. They are used by ÉAQ staff, advisory committee members, and CED representatives to complete analyses, compile statistics, assess achievements, and for future reference within the framework of the SFDTO program.

For evaluation and verification purposes, CED representatives may, from time to time, contact final recipients regarding the services provided by ÉAQ as part of the project.

Final recipients consent to CED disclosing, in any manner and at any time, including on its website, information related to eligible projects and information related to the final recipients in connection with the financial assistance.

PROJECT MODIFICATIONS

Any **minor changes** made during the course of the project must be reported to ÉAQ as soon as possible and must not alter the essence of the project as it was presented when submitted. In all cases, any modifications made during the course of the project must be consistent with the original project description specified in the application and meet its objectives.

If there are major changes or delays in completing the project, ÉAQ must be notified of the impact on the overall project as soon as possible. ÉAQ will ask to review the detailed description of the amended project, the schedule, and the implementation plan. ÉAQ may issue an amendment to the financial assistance agreement subject to conditions and on approval of these modifications.

A change in the nature of an FPO's expenses (e.g., more capital expenditures and fewer fees) could affect the amount granted to the recipient.

If the estimated costs are exceeded, no additional amounts will be granted. The recipient organization will assume the difference. If cost overruns jeopardize the project or lead to major changes that alter the project's essence in any way, ÉAQ may request repayment of any financial assistance already granted.

If actual costs are lower than estimated, the amount of financial assistance will be adjusted in proportion to the actual costs. Any overpayment must be reimbursed by the applicant within the specified time frame.

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NON-IMPLEMENTATION OF THE PROJECT

If the project is not started within 90 days from the date the financial assistance agreement was signed, the recipient must inform ÉAQ of the reasons for the delay and provide a revised schedule. ÉAQ reserves the right to request a review of the file and may also request that the agreement be terminated, and any financial assistance already granted be reimbursed.

Financial assistance may be withdrawn for any amended or delayed project that no longer meets the objectives specified in the application or the objectives of the financial assistance program, including the project completion deadline.

If applicants are unable to meet their obligation to deliver **an operational project by October 31, 2025**, they must notify ÉAQ of the reasons (delays, modifications, losses, dissolution of a partnership, etc.) or of their decision to withdraw their project from the program as soon as possible, but **no later than August 31, 2025**.

Failure to notify ÉAQ of the inability to deliver the project by August 31, 2025, automatically terminates the financial assistance agreement, and any financial support already received must be repaid no later than September 30, 2025.

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APPENDIX 1: PROJECT APPLICATION FORM CHECKLIST

The following information must be provided in the form:

- **Information about the organization**

- Name, address, phone number, general email address, website, and Quebec enterprise number (NEQ)
- The location of the activity (if different), region, main type of tourist activity, and other types of tourist activity
- Mission statement

- **Information about key project personnel**

Provide the names, titles, phone numbers, email addresses, and preferred language of:

- The managing officer (authorized signatory)
- The person in charge of the project
- The person in charge of accounting

- **The context surrounding the development of the offer or product**

- Strategic vision
- Objectives
- Issues
- Proposed solution
- Expected results
- Anticipated spin-offs

- **The project description**

- Project title
- Describe what the project is
- What are the main components?
- How will it be implemented?
- Does it have a commercial aspect or not?

- **Profile of existing customers**

Describe your **current market** by providing data and information about:

- The percentage of customers from within Quebec and from outside Quebec.
- Where your Quebec visitors come from (locals, excursionists, tourists).
- Where your visitors from outside Quebec come from (Ontario, U.S., Europe, other countries).
- Season (opening dates, schedules, etc.).
- Do you offer services in French only, in French and in English, or in more languages?

How do you collect information regarding the origin of your visitors?

- **Profile of targeted customers**

- Provide data and information about the market(s) you are targeting with your project:
- Where would visitors come from? (Ontario, U.S., Europe, other countries).
- Season when visitors from outside Quebec would visit.
- Targeted niches or personas (e.g., cyclists, organized groups, families, passers-by, music lovers, etc.).
- Strategies to attract these markets (e.g. travel agencies, themed routes, partnership with a regional tourism association, campaigns, press relations, partnership with other local businesses, etc.).

Caution! Marketing expenses cannot be covered by SFDTO.

- **The decision-making process**

Demonstrate that the project is based on sound, well-considered decisions, such as:

- Findings, expert assessments, studies, or analyses
- Professional guidance
- Coherence with your strategic orientation
- A business plan or action plan
- Other decision-making process

Is this project intended to generate revenue for the organization?

In addition to the objectives of the SFDTO, is your organization pursuing other objectives with this project?

What are the forecasted operating costs for the project, following implementation?

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What are the revenue forecasts intended to operate the project, following implementation?
Has a business model been developed for this project?

- **Synergy with the community**

Explain how the offer or product fits into its ecosystem, for instance:

- By aligning with the position of a regional tourism association.
- With the support, endorsement, or recognition of a sectoral tourism association.
- Through a visibility plan from the RCM or municipality.
- Through a partnership in the business sector.
- With the support of a special interest group.

- **Reaching the program's objectives and priorities**

Explain how the project will meet the objective of increasing the potential to attract visitors from outside Quebec.

- Indicate which of the following priorities apply and how the project meets those priorities:
 - Regional spread of tourists
 - Sustainable tourism
 - Active tourism
 - Extending the tourist season

- **Practices supporting the principles of sustainable development**

Describe, if applicable, how your organization or the project can promote practices supporting the principles of sustainable development, such as:

- By choosing responsible procurement sources, local (or Quebec) suppliers, and/or suppliers who have implemented sustainable development criteria.
- Through actions to reduce waste, reuse materials, or help prevent obsolescence.
- Through the implementation of infrastructures and/or actions aimed at promoting sustainable mobility, protecting natural environments and biodiversity, and reducing heat islands.
- Through technologies or practices to achieve carbon neutrality, higher efficiency, or energy transition.
- By creating optimal conditions for healthy living and safety.
- Through a mission and positions that foster community vitality and/or take diversity and inclusion into account.
- Through actions to raise awareness and/or facilitate climate change adaptation.

- **Creating and maintaining jobs**

Number of jobs created by the project:

- Number of jobs maintained by the project.
- Overview of under-represented groups
 - Indigenous Peoples
 - Black communities
 - Racialized communities
 - People with disabilities
 - Members of official language minority communities
 - Youths
 - Newcomers to Canada and immigrants
 - 2SLGBTQI+
 - Women

TIP!

We suggest applicants write their answers on a separate document, and then copy and paste them in the form, saving their answers regularly (using the "save" button on the form).

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