

#1

COMPLETE

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Page 1: Welcome to the 2026-2027 Partnership Fund Application

Q1

Before you proceed, please confirm you have done at least two of the following:

Read the 2025-2026 Partnership Fund Program Guidelines

,
Attended a virtual information session for the Program,
Connected one-on-one with RTO 9 Operations Manager,
Meg Dabros

Page 2: Business Identity

Q2

For-Profit Tourism Business that is Incorporated

Are you a.....

Page 3: Applicant Information

Q3

Name of Business

Good Example Business

Q4

Business Address

Street address

123 Good Example Street

City/Town

Kingston

Province

Ontario

Postal Code

K7K 6Y1

Country

ca

Q5

Kingston

Sub-region/Destination

Q6

Business Website

www.GoodExample.ca

Q7

Contact Person

First name	Jane
Last name	Good
Title	CEO

Q8

Contact Person Telephone Number

Phone number **+1 1111111**

Q9

Contact Person E-mail Address

Email address **Jane@goodexample.ca**

Q10

Please indicate any past projects your business has undertaken that have been supported through the RTO 9 Partnership Fund and the year of completion:

None

Q11

DMO/DMP/DMMO Letter of AcknowledgmentA letter from your DMO/DMP/DMMO is required to acknowledge that you have discussed your project with them and they are aware of your application.

DMO-DMP%20Letter%20of%20Support.docx (13.1KB)

Q12

Proof of For-Profit Business Status Please provide one of the following: - Proof of Corporate Status with legal operating name- Ontario Business Registry Number- CRA Business Number (BN)- Certificate of Indian Status Registry Number- Métis Registry Number.

[Good_Application_Example.pdf \(88.2KB\)](#)

Q13

Please note: while it is not required to be submitted at this time, you must provide proof of \$2M commercial general liability insurance coverage listing RTO 9 as additionally insured for the duration of your project if you are awarded funding.

I currently have \$2M Commercial General Liability Insurance for my business

Page 4: General Project Information

Q14

Digital Capacity Building

Please select the funding category you are applying for.
You may only select one category.

Q15

Project Summary Provide a full description of the project. Be sure to specify the following:- How this project will assist your business with revenue creation.- Explain the rationale/demand for the project. Limit of 2,500 characters.

Our project will enhance our website by integrating a streamlined online booking system, optimized mobile navigation, and improved product/service pages with high-quality visuals and clear calls-to-action. This upgrade directly supports revenue creation by making it easier for visitors to book experiences online, increasing conversions, and reducing booking friction. Analytics from our current site show a 60% bounce rate on mobile devices, and customer feedback indicates difficulty navigating service information. By addressing these issues, we expect a 20–30% increase in online bookings within the first year. The rationale for this project is supported by a clear demand for seamless online access to our offerings, especially from out-of-region visitors who primarily rely on digital research before booking. This project aligns with our broader business strategy to grow digital presence, increase visibility, and capture additional revenue streams through direct online sales.

Q16

Objectives & Expected Outcomes Be sure to specify the following:- The goals/objectives of your project.- How you will measure the success of the project to ensure these objectives will be met.- Detail S.M.A.R.T. performance measures (S=Specific, M=Measurable, A=Attainable, R=Relevant, T=Timely). Limit of 2,500 characters.

Objectives:

- Redesign the website to improve mobile navigation and page load speed.
- Integrate an online booking system to increase direct bookings and reduce reliance on third-party platforms.
- Enhance product/service pages with high-quality visuals and clear calls-to-action to improve customer engagement.

Expected Outcomes & S.M.A.R.T. Measures:

Specific: Upgrade website features, including booking system and mobile optimization.

Measurable: Achieve a 20% increase in online bookings and reduce mobile bounce rate from 60% to 40% within 12 months of launch.

Attainable: The website redesign will be executed by a vetted digital vendor with prior experience in tourism websites.

Relevant: Objectives directly support revenue growth, visitor experience improvement, and digital capacity building.

Timely: Project completion and launch scheduled within 9 months (May 1, 2026 – Feb 17, 2027), with analytics review at 3, 6, and 12 months post-launch.

Success will be measured through website analytics (traffic, bounce rate, booking conversions), customer feedback surveys, and comparison to previous year's online booking data. Meeting these S.M.A.R.T. measures will demonstrate that objectives are achieved, revenue impact is realized, and the project is aligned with strategic digital capacity goals.

Page 5: Digital Capacity Building

Q17

Digital Capacity Needs Please describe the digital capacity needs of your business. Be sure to include:- What specifically your business is needing assistance with.- What gaps currently exist for your business Note: this funding is not intended for covering costs associated with social media or digital marketing campaigns.

Our business currently faces several digital capacity gaps that limit revenue growth and visitor engagement. Specifically, our existing website lacks:

- Mobile optimization: Over 60% of our site visitors access it via mobile, yet navigation is difficult and pages load slowly.
- Online booking functionality: We rely on phone and email bookings, which reduces conversion rates and limits tracking of visitor data.
- Content clarity and visual presentation: Service pages are text-heavy with limited images, making it difficult for visitors to understand offerings quickly.

This project will address these gaps by enhancing mobile navigation, implementing a seamless online booking system, and redesigning service pages with high-quality visuals and clear calls-to-action. These improvements will strengthen our digital infrastructure, increase efficiency, and support revenue growth. By targeting these capacity gaps rather than social media or marketing campaigns, we can build long-term digital capability that is sustainable beyond the funded year.

Q18

Proposed Project Activities Please describe the activities that will be taking place to help your business address these digital capacity needs. Be sure to include:- What type of activity (ex. digital training, website enhancements, etc.).- When the activities will be taking place (note: all project activities must be completed before February 17, 2027).

Activity #1:

Website Redesign (June – September 2026): Engage a vetted digital vendor to update site layout, improve mobile navigation, and enhance visual presentation of service pages.

Activity #2:

Online Booking System Integration (September – October 2026): Implement and test a new online booking platform to streamline reservations and track visitor data.

Activity #3:

Content Optimization & Staff Training (October – November 2026): Develop clear, engaging page content and train staff on maintaining the booking system and updating site content.

Activity #4:

Quality Assurance & Launch (December 2026 – January 2027): Conduct final testing of website functionality, troubleshoot any issues, and officially launch the updated website.

Q19

Preferred Vendor for Digital Training Please select your preferred vendor for the completion of your project.

JBC | Pushing Digital Boundaries

Page 6: Photography & Videography

Q20

Respondent skipped this question

Photography & Videography NeedsPlease describe the digital asset needs of your business. Be sure to include:- What gaps currently exist for your business in terms of photo & video assets.- How will these assets assist your business.

Q21

Respondent skipped this question

Proposed Project ActivitiesPlease describe the activities that will be taking place to help your business address these needs. Be sure to include:- What type of activity (ex. quoting, selecting a vendor, photo/video shoots, etc.).- When the activities will be taking place (note: all project activities must be completed before February 17, 2027).

Q22

Respondent skipped this question

Preferred Vendor for Photography and/or Videography ServicesPlease select your preferred vendor for the completion of your project.

Page 7: Marquee & Wayfinding Signage

Q23

Respondent skipped this question

Signage NeedsPlease describe the signage needs of your business. Be sure to include:- What specifically your business is needing assistance with in regards to signage (ie. building signage, Tourism Oriented Directional Signage (TODS), wayfinding, etc.).- The location of the proposed signage.- The approval status or permit for your signage from your municipality, county or township (note: in the event of signage located off your business property, you must have approval from your local governmental body to install signage).Note: This funding is not intended to cover contract renewals for signs (ex. annual TODS renewal fees) or marketing specific signage (ex. ON Route digital signage or billboards).

Q24

Respondent skipped this question

Proposed Project ActivitiesPlease describe the activities that will be taking place to help your business address these needs. Be sure to include:- What type of activity (ex. requesting quotes, design phase, signage manufacturing, installation, etc.).- When the activities will be taking place (note: all project activities must be completed before February 17, 2027).

Page 8: Project Financials & Budgeting

Q25

Other Financial Contributions Please outline any other funding or grant contributions that you have either applied for (regardless of funding status at the time of application), or have been approved for in relation to this project. This includes government grants, community sponsors, private businesses, etc. If there are no other financial contributors to this project, please put "N/A" in line #1.

Source & Amount #1: **N/A**

Q26

Project Budget Identify and substantiate a detailed project budget using the budget template here. RTO 9 reserves the right to contact other agencies funding the project as may be required. RTO 9 reserves the right to review estimates of costs and procurement practices for the project. Please detail which expenses you are asking RTO 9 to fund. Please ensure any expenses listed to be funded by the RTO 9 are eligible for funding through the Partnership Fund Program. Note: the minimum contribution is \$1,500 (some exceptions apply) and the maximum matching contribution is \$15,000 from RTO 9. Costs are inclusive of HST.

[Budget.docx \(56.5KB\)](#)

Q27

Project Economic Benefits Please highlight how your project will have a positive economic impact. Be sure to include:- How the project will benefit the local or regional economy in terms of tourism development in the region (i.e., direct impact on job creation, tourism growth, overnight stays, product development, business competitiveness, etc.).- The sustainability plan for the project (ie. any on-going plans for the project past the funding period).- List any partner businesses/organizations who will be contributing to the project, where applicable. Limit of 2,500 characters.

Economic Impact:

The proposed website enhancements will improve online booking efficiency, product visibility, and visitor experience, directly contributing to regional tourism development. By streamlining bookings and providing clear information for out-of-region visitors, we expect a 20–30% increase in online reservations, leading to additional overnight stays and increased tourism receipts. Enhanced content and visuals will strengthen our competitiveness and encourage longer stays, benefiting local accommodations, restaurants, and tour operators.

Sustainability Plan:

Post-funding, the business will maintain and update the website in-house, supported by trained staff. The booking system is scalable and adaptable, ensuring ongoing revenue generation. Annual analytics reviews will track performance, guiding continuous improvements to sustain economic impact beyond the funded period.

Partnerships:

This project will involve collaboration with JBC | Pushing Digital Boundaries for website development. These partnerships ensure professional expertise and alignment with regional tourism priorities.

Page 9: Declaration & Signature

Q28

Please ensure that you have read and agree to all of the following:

I will use RTO 9 vetted vendors where required.,

All costs will be incurred during the program period.,

I will provide Commercial general liability insurance of \$2M with the RTO 9 listed as additionally insured.

I will use the RTO 9 and Ontario logos recognizing support, where applicable.

My business is located within the region served by RTO 9.

All invoices in relation to the project will be addressed to RTO 9 from third-party vendors.

I will be expected to cover 50% of the project budget.

Q29

Authorized Signatory I certify that the information provided in this application is accurate and complete. I understand that my electronic signature has the same legal effect as a handwritten signature. By signing, I agree to comply with all eligibility requirements, terms, and conditions of the 2026-2027 Partnership Fund Program through RTO 9. I acknowledge that RTO 9 may verify any information submitted and that providing false or misleading information may result in the denial or revocation of funding.

Jane Good

Q30

Date of Signing Please provide the date & time of signing/submission of your application.

Date / Time

03/12/2026