

APPENDIX A

EXPLORER QUOTIENT (EQ) PROFILES

EQ Profile (as % of Canadian market)	Experience Appeal
Free Spirits (12%)	<p><u>10 Most Appealing Activities (in descending order)</u></p> <ol style="list-style-type: none"> 1. Marine life viewing (whale watching, other marine life) 2. Wildlife viewing - land based animals & bird watching 3. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure 4. Dining at restaurants offering local ingredients 5. Viewing Northern/Southern Lights/Aurora 6. Visiting aquariums/zoos 7. Visiting well known historic sites and buildings 8. Visiting amusement/theme parks 9. Staying at an international brand hotel 10. Visiting national, provincial/state parks to visit interpretative centres/museums <p><u>3 Least Appealing Activities</u></p> <ol style="list-style-type: none"> 1. Farm stays 2. Undertaking travel philanthropy/voluntourism 3. Staying at a hostel
Cultural Explorers (9%) <i>strong interest in several food and drink related activities</i>	<p><u>10 Most Appealing Activities (in descending order)</u></p> <ol style="list-style-type: none"> 1. Marine life viewing (whale watching, other marine life) 2. Attending farmers' markets 3. Dining at restaurants offering local ingredients 4. Visiting national, provincial/state parks to visit interpretative centres/museums 5. Wildlife viewing - land based animals & bird watching 6. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences 7. Viewing outdoor street performances (free) 8. Viewing Northern/Southern Lights/Aurora 9. Visiting small towns, villages 10. Food related factory tours (Cheese, chocolate, etc.) <p><u>3 Least Appealing Activities</u></p> <ol style="list-style-type: none"> 1. Participating in multi-day guided group tours by bus 2. Golfing 3. Hunting

<p>Authentic Experiencers (12%)</p>	<p><u>10 Most Appealing Activities (in descending order)</u> 1. Marine life viewing (whale watching, other marine life) 2. Wildlife viewing - land based animals & bird watching 3. Visiting small towns, villages 4. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences 5. Seeing beautiful coastlines, beaches 6. Visiting national, provincial/state parks to visit interpretative centres/museums 7. Visiting well known historic sites and buildings 8. Dining at restaurants offering local ingredients 9. Mountain and glacier viewing 10. Visiting well-known natural wonders <u>3 Least Appealing Activities</u> 1. Attending nightclubs/lounges 2. Motorcycling 3. Snowmobiling as an overnight touring trip</p>
<p>Personal History Explorers (13%)</p>	<p><u>10 Most Appealing Activities (in descending order)</u> 1. Marine life viewing (whale watching, other marine life) 2. Wildlife viewing - land based animals & bird watching 3. Seeing beautiful coastlines, beaches 4. Taking a day cruise 5. Visiting national, provincial/state parks to visit interpretative centres/museums 6. Viewing Northern/Southern Lights/Aurora 7. Dining at restaurants offering local ingredients 8. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences 9. Attending farmers' markets 10. Seeing autumn leaves <u>3 of the Least Appealing Activities</u> 1. Participating in vocational learning 2. Undertaking travel philanthropy/voluntourism 3. Attending literary festivals or events</p>
<p>No Hassle Travellers (10%)</p>	<p><u>10 Most Appealing Activities (in descending order)</u> 1. Marine life viewing (whale watching, other marine life) 2. Seeing beautiful coastlines, beaches 3. Dining at restaurants offering local ingredients 4. Wildlife viewing - land based animals & bird watching 5. Visiting well known historic sites and buildings 6. Visiting well-known natural wonders 7. Visiting aquariums/zoos</p>

	8. Visiting national, provincial/state parks to visit interpretative centres/museums 9. Staying at a waterfront resort 10. Viewing Northern/Southern Lights/Aurora <u>3 Least Appealing Activities</u> 1. Staying at a hostel 2. Motorcycling 3. Hunting
Rejuvenators (5%)	<u>10 Most Appealing Activities (in descending order)</u> 1. Marine life viewing (whale watching, other marine life) 2. Wildlife viewing - land based animals & bird watching 3. Mountain and glacier viewing 4. Visiting national, provincial/state park to view wildlife and surrounding nature and/or to participate in adventure experiences 5. Visiting aquariums/zoos 6. Viewing Northern/Southern Lights/Aurora 7. Seeing beautiful coastlines, beaches 8. Seeing autumn leaves 9. Visiting well-known natural wonders 10. Visiting national, provincial/state parks to visit interpretative centres/museums <u>3 of the Least Appealing Activities</u> 1. Farm Stays 2. Undertaking travel philanthropy/Voluntourism 3. Staying at a hostel
Gentle Explorers (25%)	<u>10 Most Appealing Activities (in descending order)</u> 1. Marine life viewing (whale watching, other marine life) 2. Dining at restaurants offering local ingredients 3. Wildlife viewing - land based animals & bird watching 4. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences 5. Seeing beautiful coastlines, beaches 6. Visiting aquariums/zoos 7. Visiting well-known natural wonders 8. Food related factory tours (Cheese, chocolate, etc.) 9. Taking a day cruise 10. Sunbathing <u>3 Least Appealing Activities</u> 1. Participating in vocational learning 2. Undertaking travel philanthropy/Voluntourism 3. Attending literary festivals or events

APPENDIX B

FUNDING AND RESOURCES

Provincial Programs

1. Celebrate Ontario

- *Celebrate Ontario supports programming improvements at new and existing festivals and events that attract tourists for longer stays, create great experiences for visitors and support communities across Ontario.*
- *Due to the COVID-19 outbreak, festival and event organizers across the province are pivoting, hosting events online or postponing to a later date. Through Celebrate Ontario 2020, the ministry is providing continued funding to support more than 250 festivals and events. As of March 1st, there haven't been updates for 2021 programming.*

2. Indigenous Economic Development Fund

- *The Indigenous Economic Development Fund (IEDF) provides grants and financing to Aboriginal businesses and Indigenous communities and organizations. The fund helps promote economic development and improve socio-economic outcomes for Indigenous people.*
- *The fund supports projects that:*
 - *diversify Indigenous economies*
 - *increase access to employment and training opportunities for Indigenous people*
 - *provide start-up and expansion financing for small and medium-sized Aboriginal businesses*
 - *support collaboration between Indigenous communities and the private sector on regional and province-wide economic development initiatives, particularly financing and skills training projects.*
- **Deadline:** Applications are accepted on an ongoing basis.

3. Heritage Organization Development Grant

- *The Heritage Organization Development Grant (HODG) is an annual, statutory-based operating grant designed to promote public awareness of Ontario's rich and diverse heritage. The program provides historical societies, museums and other heritage associations, located throughout the province, with a portion of their annual operating support.*
- **Deadline:** Applications for 2020-2021 now closed. As of March 1st, there haven't been updates for 2021-2022 programming.

4. Investing in Canada Infrastructure Program: Green Infrastructure Stream

- *Through three targeted sub-streams, investments under the Green Infrastructure stream will support green infrastructure projects with outcomes across three crucial areas:*
 - *Climate Change Mitigation:*
 - *Better capacity to manage more renewable energy;*

- Improved access to clean energy transportation;
- More energy efficient buildings; and
- Improved production of clean energy.
- *Adaptation, Resilience and Disaster Mitigation:*
 - Increased structural or natural capacity to adapt to climate change impacts, natural disasters or extreme weather events.
- *Environmental Quality:*
 - Upgraded wastewater treatment or collection infrastructure;
 - Upgraded drinking water treatment and distribution infrastructure; and
 - Better capacity to reduce or address soil or air pollutants.
- **Deadline:** Applications are accepted on an ongoing basis.

5. **Tourism Industry Partners Program**

- *If you have a marketing campaign for which financial assistance for tourism marketing activities are required you may be interested in the Tourism Industry Partners Program. Destination Ontario assists stakeholders with marketing assistance to promote Ontario destinations and/or experiences outside Ontario, across Canada and internationally. The program encourages increased visitation and expenditures from overnight and out-of-province visitors.*
- **Deadline:** Applications are accepted on an ongoing basis.

6. **Tourism Economic Development and Recovery Fund**

- *The Tourism Development Fund supports projects that encourage three key streams: tourism investment, tourism product development and industry capacity building.*
- *The Tourism Economic Development and Recovery Fund (TEDRF) is an application-based, cost-sharing program designed to provide non-capital funding to projects that either:*
 - *encourage the development of innovative new tourism products*
 - *support tourism investment*
 - *build the capacity of Ontario's tourism industry*
- *The program also supports innovative tourism recovery projects aimed at increasing tourism within Ontario to address the reduction in global travel as a result of coronavirus (COVID-19).*
- **Deadline:** Applications are accepted on an ongoing basis.

7. **Developing an Agri-Tourism Operation in Ontario (2016)**

- *The Ontario Ministry of Agriculture, Food, and Rural Affairs released an online guide for farmers considering diversifying into agritourism. The guide covers a range of topics including information about the agritourism visitor market, a self-assessment for determining suitability, checklists, marketing tips and more.*

8. **Rural Ontario Guide to the PPS (2014)**

- *To accompany the Provincial Policy Statement (PPS), the Ministry of Agriculture, Food, and Rural Affairs released a companion document for*

rural communities to help with interpretation of and alignment with the PPS. The guide recognizes the unique characteristics of rural Ontario based on “economy, geography, population density, culture and society.” This document provides useful insights around agritourism development in Ontario.

9. Guidelines for Permitted Uses of Prime Agricultural Areas (2016)

- Published by the Ministry of Agriculture, Food, and Rural Affairs, the Guidelines for Permitted Uses of Prime Agricultural Areas (2016) were designed to “help municipalities, decision-makers, farmers and others interpret the policies in the Provincial Policy Statement, 2014 (PPS) on the uses that are permitted in prime agricultural areas.”
- More specifically, the guidelines provide guidance on the following:
 - i. Agricultural, agriculture-related and on-farm diversified uses
 - ii. Removal of land for new and expanding settlement areas and limited non-agricultural uses in prime agricultural areas
 - iii. Mitigation of impacts from new or expanding non-agricultural uses

10. Managing Risk on Farms Open to the Public (2015)

- The Ontario Ministry of Agriculture, Food, and Rural Affairs released an online guide for farm businesses that invite customers onto the farm for activities such as direct farm marketing, pick-your-own (PYO), on-farm entertainment, group functions, food service, and sales of value-added or retail products. This factsheet identifies the types of risks involved with operating an agritourism business, and outline several ways to minimize them. It will also look at contingency planning and preparedness for emergencies.

11. Government of Ontario: Health and Safety for Small Businesses

- Learn about the responsibilities of small business employers and how to get help keeping your workplace safe.

Federal Programs

12. Investing in Canada Infrastructure Program: COVID-19 Resilience Stream

- A new temporary COVID-19 Resilience stream, with over \$3 billion available in existing funding, has been created to provide provinces and territories with added flexibility to fund quick-start, short-term projects that might not otherwise be eligible under the existing funding streams.
- The new stream will support the following types of projects:
 - i. Retrofits, repairs and upgrades for municipal, territorial, provincial and Indigenous buildings, health infrastructure and schools;
 - ii. COVID-19 response infrastructure, including measures to support physical distancing;
 - iii. Active transportation infrastructure, including parks, trails, foot bridges, bike lanes and multi-use paths; and
 - iv. Disaster mitigation and adaptation projects, including natural infrastructure, flood and fire mitigation, and tree planting and related infrastructure.
- The stream supports near-term, quick-start projects and projects must respect the following timeframes:
 - i. Construction must start no later than September 30, 2021; and,
 - ii. Projects must be completed by the end of 2021, or by the end of 2022 in the territories and in remote communities.

13. AgriInnovate Program

- The AgriInnovate program aims to accelerate the commercialization, adoption and/or demonstration of innovative products, technologies, processes or services that increase sector competitiveness and sustainability.
- In order to be eligible for funding, applicants must clearly illustrate how proposed projects will commercialize/adopt/demonstrate an innovation new to the sector or country.
- **Deadline:** Applicants may apply at any point during the life of the program, until available funds have been fully allocated. Once all funds have been allocated, a notice will be posted on this website.

14. AgriCompetitiveness Program

- The AgriCompetitiveness Program aims to help the agricultural sector to leverage, coordinate and build on existing capacity, enhance safety, adapt to changing commercial and regulatory environments, seize new opportunities, share best practices, and provide mentorship opportunities.
- **Deadline:** Applications will be accepted from February 13, 2018 until September 30, 2022, or until funding has been fully committed or until otherwise announced by the program.

15. Community Economic Development and Diversification Stream of FedDev

- Enhance business attraction, investment, retention and employment opportunities in southern Ontario communities.
- Develop and expand collaborative efforts that strengthen regional competitiveness.
- Support regional businesses, hubs and communities with the goal of economic diversification, integration and transformation.
- **Deadline:** Applications are accepted on an ongoing basis with no submission deadlines

16. CanExport Small and Medium-sized Enterprises Program (Previously AgriMarketing Program: Small and Medium-sized Enterprise Component)

- *The AgriMarketing Program: Small and Medium-sized Enterprises Component is moving to CanExport. As of August 22, 2019, the CanExport SME Program will be available to Small and Medium-sized Enterprises that were previously eligible under the AgriMarketing Program in an effort to provide consistent export development services for Canadian businesses.*
- *The CanExport SME Program provides direct financial assistance to Small and Medium-sized Enterprises registered in Canada to help them develop new export opportunities and markets, especially high-growth emerging markets. It is delivered by the Trade Commissioner Service (TCS) of Global Affairs Canada and provides financial support for a wide range of export development activities.*
- **Deadline:** Applications will be accepted from February 13, 2018 until September 30, 2022, or until funding has been fully committed or until otherwise announced by the program.

17. Canadian Agricultural Partnership Cost-share Funding Program

- *The Canadian Agricultural Partnership provides cost-share funding support to farmers and other businesses (plant health). Funding is available for key priority areas, which include: research and innovation, economic development, environmental stewardship and protection and assurance.*
- **Deadline:** Applications will be received and assessed on a continuous basis while funding is available.

18. Government of Canada: Business Start-Up Checklist

- This online checklist is for anyone starting a business. Using the links online, new business owners can get information about their fiscal obligations and its implications, and find information on interactions between your business and the Canada Revenue Agency (CRA).

19. Government of Canada: Small business - Advice, Support services, Regulations

- Find information on how new or existing small businesses can get advice, support and information on government regulations.

APPENDIX C

IMPLEMENTATION PLAN

(Appended as Excel document)