

Expenditure of funds in all Programs is contingent on adherence to the Province's Framework [guidelines](#) and Emergency Orders.

RTO7's offer of the Partnership Program for 2022/23 is also contingent upon the Ministry of Heritage, Sport, Tourism & Culture Industries' approval of RTO7's plan.

Please note that the 2022/23 Partnership Program Guidelines continue to reflect current conditions. In general, this includes investing funds where we think they best benefit the operator, increasing leverages where possible to benefit operators, lowering some of the minimum partner contributions, giving preference to tourism operators and supporting RTO7's business plan.

The safety of residents, employees and tourists is of paramount importance in all our efforts to promote your experiences and the region. Advertising may be suspended with little or no notice if directed by the Province of Ontario, local health units or municipalities.

Note also that preserving the environment and social fabric in and around our communities is a priority for RTO7 and where possible, we will integrate "Plan Ahead/Book Ahead" messaging into all program criteria.

RTO7 reserves the right to limit the number of programs/funds that one stakeholder may receive per year.

Recruitment Implementation Program

General Program Overview

The new Recruitment Implementation Program (RIP) has been specifically designed to offer additional support to BruceGreySimcoe tourism operators in their workforce recruitment efforts through social media marketing as part of RTO7's Business Plan for 2022/23. Examples of eligible operational expenses that can be used to leverage marketing funds include property taxes, mortgage costs, insurance, inventory purchases, etc. The term 'tourism stakeholder' is defined as a tourism consumer-facing organization that has direct access to the consumer and relies on that tourism consumer for their income. Municipalities may apply to promote job fairs.

Program Opportunities

Eligible partners with less than 100 employees will receive the following per investment:

- \$1,000 (plus HST and fees) of social media advertising directed to the operator's website home page or Facebook page through Meta/Facebook/Instagram sponsored ads.
 - **RTO7 will cover Agency Fees to set up the campaign.**

Eligible partners with 100 or more employees will receive the following per investment:

- \$2,500 (plus HST and fees) of social media advertising directed to the operator's website home page or Facebook page through Meta/Facebook/Instagram sponsored ads.

- **RTO7 will cover additional Agency Fees to set up the campaign.**

Municipalities may apply for RIP to promote job fairs:

- \$2,500 (plus HST and fees) of social media advertising directed to the Municipality's website or Facebook page through Meta/Facebook/Instagram sponsored ads.

- **RTO7 will cover additional Agency Fees to set up the campaign.**

Meta/Facebook/Instagram Sponsored Posts

- You must have an active Meta/Facebook page.
- You must be the owner of the Meta/Facebook page OR have access to the owner.
- Maximum six (6) ads can be created.
 - Minimum five (5), maximum of 10 [current photos](#) must be provided and/or one (1) video. The creative must follow the current [Provincial](#) or local Health Unit requirements.
- You must add the RTO7's agency of record, The Aber Group, [as advertisers to your Facebook page](#).
- [You are responsible for managing comments from the post daily](#).
- You will receive a one-page report following the campaign that details
 - Impressions
 - Reach
 - Click Through Rate (CTR)
 - Total Clicks
 - Cost Per Click (CPC)
 - Reactions/Comments/Shares/Saves
 - Total Spend.
- You will receive support from RTO7 staff to develop the demographic and geographic targeting, as well as interests for each of the ad campaigns.
- You will receive one (1) interim report approximately halfway through the campaign highlighting performance to date.

Please note that targeting will not change for the duration of the campaign unless results are far less than anticipated by the agency and/or RTO7.

Partner Eligibility

Who can apply?

- Tourism Stakeholder - The term 'tourism stakeholder' is defined as a consumer-facing tourism business (nonprofit and for profit) that has direct access to the tourism consumer and relies on that consumer for their income. BIA's, Chambers of Commerce, DMO's or other not for profits looking to hire for a tourism job should contact RTO7 staff to discuss eligibility.
- Franchises will be considered on a case by case basis. Please contact RTO7 staff before applying.
- You are participating in the Recruitment video/image partnership program.
- Established (1 year of operation) as per the Tourism Stakeholder definition above.
- You must be located within Bruce, Grey, or Simcoe Counties.
- Organizations must be legally registered to operate in Ontario.
- **Note that as part of the application, partners will need to attest to having read both the Guidelines and [resource documents](#), including all informational links.**

All projects must be completed before **March 31, 2023**.

Project/Partner Requirements

Project Requirements:

Stakeholders interested in the Recruitment Implementation Program will be required to demonstrate the following:

- You have an active Meta/Facebook PAGE and are actively engaged on the platform (i.e. post at a regular frequency and respond to comments within 24 hours).
- You must be the owner of the Meta/Facebook PAGE or have access to the owner.
- You must have current collateral (produced in the last 3 years); high-resolution images and/or video that can be used in a social media campaign. Creative must reflect the current [Provincial guidelines](#) and/or local Public Health requirements such as indoor masking. See Resource Guide for [best practices](#).
- Your website must be up to date and reflect your current offerings, hours, and contact information.
- You must provide clear instructions on your website outlining available opportunities and the employment application process OR have the jobs posted to your Meta/Facebook page.

RTO7 will match your investment in operational expenses (e.g. mortgage payments, rent, insurance, inventory purchases, etc.) with a \$1,000 or \$2,500 (plus HST and fees) social media advertising campaign for recruitment. You must be able to prove these expenditures by providing proof (receipts) of the expenditure with the final report. Please ensure that expenses are only used once when accessing RTO7 programs or other provincial programs. **RTO7 will cover additional agency fees.**

In this time of transition, partners are encouraged to consider opportunities to shift to more [sustainable tourism practices](#) where possible.

Partner Requirements:

- Carry liability insurance of at least \$2,000,000. You will need to provide a certificate of insurance.
- Have a website/social media page, phone number and email address that are regularly (at least daily) monitored and contain current information.
- Provide clear confirmation of how individuals can apply for employment, whether it be direct to an email address, through Meta/Facebook jobs postings, or through an online recruitment service.
- You must be actively engaged on your Meta/Facebook PAGE set up prior to applying.
- You commit to [monitoring the Meta/Facebook/Instagram posts](#) daily for the duration of the campaign.
- [Google Analytics is activated](#) on your website prior to the start of the campaign.
- You must supply current collateral that consists of a minimum of five (5), maximum of ten (10) high-resolution images, and/or one (1) video for use in the campaign. Pictures should be a minimum 600:600 dpi but 1080:1080 dpi is recommended. The maximum video length is 60 seconds. Please note: the best performing creatives on Meta/Facebook currently average 7 seconds, so videos around 15 seconds are encouraged. See best [practices guide](#).
- Select one representative only to act as the decision-maker and liaison with RTO7.
- You will supply the names and email addresses of program contacts to add to [Basecamp](#) (RTO7's project management platform).
- Must identify BruceGreySimcoe and the Province of Ontario as partners:
 - with logos on your website with an active link back to BruceGreySimcoe and

Destinationontario.com. RTO7 will provide these [logos](#).

- Social media posts must tag @BruceGreySimcoe and @Ontariotravel (Meta/Facebook, Instagram, Twitter) and use #brucegreysimcoe and #DiscoverON.
- Complete the free [Typsy's Onboarding and Recruitment course](#).
- Maintain a current [operator listing](#) on BruceGreySimcoe.com.
- Maintain a current [operator listing](#) on Destinationontario.com
- Sign up for the [RTO7 E-Newsletter](#) (funding updates, announcements, etc.).
- You are required to complete a final report and supply copies of invoices demonstrating proof of \$1,000 OR \$2,500 of expenses (receipts) within 30 days of the completion of the project.

Failure to do this may result in ineligibility to participate in RTO7 programs in the future.

Partners who use third-party agencies for social media marketing are eligible for this program however we will communicate/work with ONLY the lead partner and NOT the third-party agency.

Other RTO7 Programs

Tourism operators looking for assistance in promoting their business through social media marketing should consider the [Operations Implementation Program](#).

If you have cash that you would like to add to the campaign to increase the size, please apply to the [Partnership Program Social Media Advertising program](#). There is the possibility of combining OIP and Social Media Advertising. Please contact RTO7 staff first.

Stakeholders looking to develop a new experience should look at the [Experience Implementation Program](#).

If partners are looking for visual assets (photo or visual), please apply through [RTO7's Video/Image Production](#) category under the Partnership Program portfolio.

Stakeholders that have invested to improve the sustainability (social, financial and environmental) and/or inclusivity and are ONLY interested in social media marketing should apply for the [Sustainability Inclusivity Program](#).

For the full list of programs, please visit rto7.ca/programs or talk to RTO7 staff about options.

For Bruce County Applicants

Bruce County provides grants to tourism operators. In some cases, RTO7 is able to leverage these grants with RTO7 funding programs. Please contact RTO7 staff and/or Bruce County [staff](#) for more details.

Applications will be accepted on an ongoing basis until January 31, 2023 or until the program is fully subscribed.

Applicants should be aware that RTO7, through funding arrangements with the Province, is bound by the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.f 31, as amended from time to time, and that any information provided to RTO7 in connection with their application, project or agreement may be subject to disclosure in accordance with the requirements of the Act.

Partners agree to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.