

CRUISE STRATEGY ASSISTANCE PROGRAM (CSAP)

1. PURPOSE OF THE PROGRAM

The purpose of the [Strategy for the Sustainable Development and Promotion of International Cruises on the St. Lawrence](#) is to coach and support, through financial assistance from the Government of Québec, municipalities, organizations and private businesses in the setting up and promotion, by 2013, of a network of strategic ports of call, making it possible to offer cruise line companies a choice of international-calibre itineraries and tourism experiences. The Cruise Strategy Assistance Program (CSAP) proposes a comprehensive approach based on partnerships that would aim to support the program's five components:

- CSAP 1: Port facilities
- CSAP 2: Tourism facilities
- CSAP 3: Studies
- CSAP 4: Prospecting and canvassing
- CSAP 5: Promotion

2. OBJECTIVES OF THE PROGRAM

The financial assistance granted through this program aims to create a network of strategic ports of call through the development of six new ports of call, and also to improve the tourism supply and raise the St. Lawrence River's profile on the international cruise market. The objectives are as follows:

- To increase the number of international cruise boats and the length of their stay on the St. Lawrence River;
- To increase the number of passengers-ports of call on the St. Lawrence River;
- To prolong the tourist season in the regions;
- To generate additional tourism spending and economic benefits for Québec.

3. TARGET PORTS OF CALL

The program's target ports of call are Saguenay, Sept-Îles, Baie-Comeau, Gaspé, Havre-Saint-Pierre and Îles-de-la-Madeleine.

These ports of call refer to the municipal and territorial boundaries of the abovementioned regions. Except for CSAP 1, the projects may be located or intervene outside of these boundaries as long as they contribute to developing and enhancing the tourism experience for cruise passengers at these ports of call.

For CSAP 4 and CSAP 5 only, Montréal, Québec City and Trois-Rivières are included as target ports of call.

4. PROGRAM ELIGIBILITY

4.1. Eligible clientele

- Private businesses, legally constituted for-profit organizations (FPO) or non-profit organizations (NPO);
- Public businesses, such as municipal corporations, Aboriginal corporations, government corporations;
- Any association of the abovementioned clientele.

4.2. Eligible Projects

The Ministère du Tourisme (hereinafter called the "Ministère") will provide financial support for the ports of call identified in section 3, and in collaboration with the concerned partners, port and

tourism projects, studies supporting the implementation of the strategy, prospecting and canvassing operations, and promotional activities.

The projects must:

- Be carried out in Québec or create direct economic benefits for Québec;
- Reflect agreement between community partners and have the community's support;
- Take into account the principles of sustainable development set out in Québec's Sustainable Development Act;
- Be the subject of a written application for financial assistance sent to the Ministère in accordance with the parameters described in Appendix A.

Are not eligible:

- Retail business and food services projects;
- Accommodations projects;
- Hotel chains, tourism advertising banners and residences;
- Projects undertaken before the announcement of the CSAP, except those having previously submitted a request for financial assistance to the Ministère;
- Projects already completed.

5. COMPONENTS OF THE PROGRAM

5.1. CSAP 1 - Port facilities

This component of the program aims to implement and upgrade port facilities. It refers to projects that significantly contribute to one or several of the following aspects:

- Improving the accommodation capacity for international cruise ships (number, length, draught, anchorage area);
- Increasing the availability and improving the quality of services offered to cruise companies (water, electricity, procurement, waste disposal, etc.);
- Providing appropriate service and reception areas for cruise passengers;
- Fostering respect for Québec, Canadian and international laws, regulations and standards when it comes to the environment and safety.

5.1.1. Eligible work

Work that is eligible:

- Construction of a new wharf;
- Expansion or renovation of an existing wharf;
- Passenger boarding and de-boarding zones;
- Buildings and facilities for accommodating cruise passengers.

Work that is not eligible:

- Regular maintenance and operations work;
- Expenses related to the maintenance of assets and other debt services.

5.1.2. Project assessment criteria:

Projects will be analyzed on the basis of the following elements:

- Relevance of the project:
 - o The project's interest in and contribution to implementing and attaining the Strategy's objectives.
 - o The project's ability to properly meet the current requirements of cruise companies.
 - o The project's ability to meet the short- and medium-term development needs of the port of call.

- Recognition of the sustainable development principles set out in the Sustainable Development Act:
 - o Demonstration that all sustainable development principles are being recognized, namely through the use of the “Guide for taking sustainable development principles into account.”
 - o The scope of the project in terms of reception capacity and support for the biophysical and human environments.
 - o The project’s economic and social benefits.
 - o Protection of the environment and its biodiversity.
 - o The adoption of eco-responsible production and resource consumption methods.
 - o Support from the population.
 - o Involvement of the tourism sector as well as that of local business and organizations, particularly those devoted to the community’s social and environmental concerns.

Priority will be granted to works of a permanent nature that involve ship docking.

5.2. CSAP 2 - Tourism facilities

This component of the program is aimed at tourism facility projects and refers to the capital assets, facilities and services required for putting these facilities in place or enhancing these sites, products, attractions, equipment and tourism facilities for cruise passengers, and which make a significant contribution to one or more of the following aspects:

- Offering cruise companies and their clientele a critical mass for land excursions that revolve around quality tourism attraction products that are authentic and innovative;
- Offering cruise tourists an international-calibre tourism experience;
- Reinforcing the distinctive tourism theme for the St. Lawrence destination;
- Generating economic benefits.

5.2.1. Eligible work:

Work that is eligible:

- Implementation, upgrade or enhancement of tourism sites, products, attractions, equipment and facilities for cruise passengers.

Work that is not eligible:

- Regular maintenance and operations work;
- Expenditures related to maintaining assets and other debt services.

5.2.2. Project assessment criteria

Projects will be analyzed on the basis of the following elements:

- The project’s tourism potential:
 - o The project’s interest in and contribution to implementing and attaining the Strategy’s objectives.
 - o The project’s ability to properly meet the current requirements of cruise companies.
 - o The project’s ability to meet the short- and medium-term development needs of the port of call.
 - o The authenticity and quality of the project and its integration into the experience offered by the port of call.
 - o The project’s impact on the reception capacity of the tourism supply.
- Recognition of the sustainable development principles set out in the Sustainable Development Act:
 - o Demonstration that all sustainable development principles are being recognized, namely through the use of the “Guide pour la prise en compte des principes de développement durable” (*guide for taking sustainable development principles into account*).

- The scope of the project in terms of reception capacity and support for the biophysical and human environments.
- The project's economic and social benefits.
- Protection of the environment and its biodiversity.
- The adoption of eco-responsible production and resource consumption methods.
- Support from the population.
- Involvement of the tourism sector as well as that of local business and organizations, particularly those devoted to the community's social and environmental concerns.

Priority will be given to projects related to current tourism attraction products or those under development.

5.3. CSAP 3 - Studies

This component aims to conduct studies related to implementing the Strategy.

It refers to collecting information and data and designing approaches and tools that will contribute to developing knowledge in order to define, analyze, measure and understand situations and problems associated with implementing the strategy, or planning, carrying out and evaluating the actions required.

5.3.1. Eligible studies

Studies that are eligible:

- The international cruise industry;
- The Canada/New England cruise region, which includes the St. Lawrence destination and its ports of call;
- Cruise passenger profiles and markets;
- The competition;
- The nature, location, state and remaining service life of port or tourism facilities;
- Evaluation of needs for renovating or building port or tourism facilities by defining their optimal dimensions based on demand, the area's reception capacity and consideration for principles of sustainable development (especially with regard to the environment);
- Definition of the best ways to renovate or build port or tourism facilities;
- Evaluation of the financing needs and methods for work that will contribute to the durability of facilities.

Such as:

- Business plans;
- Development or management plans;
- Action plans and strategies;
- Feasibility or market studies;
- Surveys, fact-finding missions or research;
- Monitoring and exploratory missions;
- Development of indicators.

5.3.2. Project assessment criteria

Projects will be analyzed on the basis of the following elements:

- The study's interest in and contribution to implementing the Strategy's objectives;
- Applicability of the results to other ports of call;
- Expected performance or estimated benefits;
- The quality of the project team members;
- The method used to carry out the mandate.

5.4. CSAP 4 - Prospecting and Canvassing

This component aims to support Québec businesses that will participate in an approach proposed by the Ministère, which presents, to international cruise companies, companies in the distribution network and to the specialized media, the St. Lawrence as an international cruise destination that respects the environment. The Ministère will organize prospecting and canvassing activities to which Québec tourism organizations and companies will be invited.

The Ministère therefore intends to:

- Increase and diversify the number of cruise companies on the St. Lawrence by developing new itineraries and revising programs so as to include this river;
- Prolong the international cruise period on the St. Lawrence (extend the spring to fall season);
- Ensure a continuous presence in the distribution network so that the St. Lawrence is among the choices offered to cruise enthusiasts;
- Ensure the greatest possible visibility in the specialized media for the St. Lawrence and its ports of call;
- Ensure that the partners exchange information and harmonize their actions with those of the Ministère.

5.4.1. Eligible activities

Activities that are eligible:

- Participation in sales missions recognized by the Ministère;
- Purchase of lists;
- Targeted mailings;
- Production and development of canvassing tools that respect the Québec brand image.

5.4.2. Project assessment criteria

Projects will be analyzed on the basis of the following elements:

- Relevance of the proposed activities;
- Respect for the Québec brand image when required;
- The company's or organization's interest in and contribution to implementing and attaining the Strategy's objectives;
- The company's affinity with and commitment to the recommended sustainable development approach;
- The cost/performance ratio of the proposed means and actions.

5.5. CSAP 5 - Promotion

In the framework of the Québec brand image, this component aims to support tourism industry partners in carrying out promotional projects targeting international cruises and the "St. Lawrence experience" and prioritizing the American market.

Every year, the Ministère will organize familiarization activities for cruise companies and the distribution network, along with media relations activities. The partners will be invited to introduce the Ministère to the cruise companies, representatives of the distribution network and journalists they would like to invite. The activities will be based on priorities and the progress in developing ports of call. Any other projects that solicit financial assistance from the government for this type of activity must be exceptional in nature and represent a unique business opportunity.

The Ministère thus intends to:

- Promote the distinctive advantages of Québec;
- Foster a cooperative action approach among the partners;
- Target clientele most likely to take a cruise to Québec;
- Foster participation in new promotional activities;
- Raise the profile of the destination by using the Québec brand image to promote international cruises and the St. Lawrence experience.

5.5.1. Eligible projects

Projects that are eligible:

- Print, television or electronic advertising;
- Participation in shows, bursaries, or other activities recognized by the Ministère;
- Familiarization and media tours recognized by the Ministère;
- Public relations.

Such as:

- Production of commercial ads;
- Distribution of commercial ads (television, Internet, print media) aimed at consumers and the network;
- Purchase of lists for direct mailings;
- Production of marketing tools;
- Direct marketing;
- Registration fees to trade shows, bursaries chosen by the Ministère;
- Production and distribution of a new promotional brochure;
- Purchase of key words.

5.5.2. Project assessment criteria

Projects will be analyzed on the basis of the following elements:

- Focus on the multiplying effect of partnerships so as to bolster the positioning of Québec as the brand image and a choice destination;
- Coherence of the image and messages for clientele;
- Correspondence with priority markets outside Québec favoured by the Ministère.

6. COSTS

6.1 Eligible costs

For CSAP 1 and CSAP 2, eligible costs are direct costs, incidental costs and other costs, incurred and paid solely and specifically by the beneficiary of the financial assistance, and billed to this person under a contract for goods and services necessary for carrying out eligible projects (see Appendix B).

For the other components (CSAP 3, 4 and 5), eligible costs are costs incurred and paid by the beneficiary of the financial assistance for carrying out eligible projects (see Appendix B).

The following table presents the minimum and maximum eligible costs for each of the program's components:

| Components | Minimum eligible cost | Maximum eligible cost |
|-------------------|------------------------------|------------------------------|
| CSAP 1 | \$100,000 | \$22,500,000 |
| CSAP 2 | \$100,000 | \$22,500,000 |
| CSAP 3 | \$10,000 | N/A |
| CSAP 4 | \$10,000 | N/A |
| CSAP 5 | \$50,000 | N/A |

Are not eligible:

- Contractual commitments and disbursements made prior to applying for financial assistance;
- Services and work normally provided by a municipality or organization;
- Rental of land, buildings or other facilities and equipment;
- Purchase of land, easements and right-of-ways and other related fees;
- Costs of repairing related structures, facilities and equipment;
- Legal costs;
- Temporary financing fees;
- Remuneration paid to a lobbyist;
- Contributions or commitments in kind;

- Portion of the Québec sales tax and portion of the goods and services tax for which a municipality, organization or business receives a reimbursement, along with all other costs subject to a reimbursement, including those paid directly from the federal gas tax return;
- Costs related to the production of videos, CD-ROMs and websites;
- Indexation and website search engine optimization costs.

7. FINANCIAL ASSISTANCE

7.1. CSAP 1 and CSAP 2

7.1.1 Calculation of financial assistance

Financial assistance cannot exceed 33⅓% of the maximum eligible cost of a project. This being \$22,500,000 for each of these components, the maximum financial assistance will be \$7,500,000.

The total subsidies granted by Québec government departments and agencies and the federal government combined cannot exceed 50% in the case of a for-profit organization, and 80% in the case of a public or non-profit organization.

7.1.2 Allocation guidelines

A minimum capital outlay of 20% is required from the project promoter.

The assistance is allocated as a direct non-repayable contribution when it is \$250,000 and less. When the amount is over \$250,000, it is paid as an assumption of the debt service over a maximum period of 10 years, including the financing cost stemming from the loan of money when the project is financed. In this regard, the interest rate on the debt should be approved by the Ministère.

No financial assistance will be provided for approved projects that incur cost overruns.

Unless otherwise stated, the payment of the assistance is conditional on:

- Taking sustainable development principles into account;
- Obtaining a favourable response from the government departments and organizations concerned;
- The beneficiary remaining owner of the facility for a period of at least 10 years following the date of the end of the project, i.e. the definitive date that the subsidized facility is delivered;
- During this period, the said facility is operated, used and maintained for the purposes for which it received a contribution from the government;
- During this period, the beneficiary of this government contribution obtain prior permission from the Government of Québec for any change that goes against the two abovementioned conditions.

If the beneficiary of the government contribution disposes, in whole or in part, of the said facility by sale, lease, donation or other to the benefit of a party other than the Government of Québec, a municipality or a Québec government corporation, the Government of Québec retains the right to require that the beneficiary of the government contribution repay the part of the unpaid capital on the corresponding debt service.

7.2. CSAP 3

7.2.1 Calculation of financial assistance

The financial assistance cannot exceed 40% of the eligible cost of a project in the case of a for-profit organization, and 80% in the case of a public or non-profit organization.

The total subsidies granted by Québec government departments and agencies and the federal government cannot exceed 50% in the case of a for-profit organization, and 80% in the case of a public or non-profit organization.

7.2.2 Allocation guidelines

A minimum capital outlay of 20% is required from the project promoter.

Financial assistance is allocated as non-repayable contribution.

7.3. CSAP 4 and CSAP 5

7.3.1 Calculation of financial assistance

The financial assistance cannot exceed 50% of the eligible cost of a project, whether a public, for-profit or non-profit organization.

The total subsidies granted by Québec government departments and agencies and the federal government cannot exceed 50% in the case of a for-profit organization, and 80% in the case of a public or non-profit organization.

7.3.2. Allocation guidelines

A minimum capital outlay of 20% is required from the project promoter.

Financial assistance is allocated as a non-repayable contribution.

SUMMARY TABLE OF FINANCIAL ASSISTANCE

| Component | Type of assistance | Minimum capital outlay of project promoter | Maximum level of assistance with respect to eligible expenses | Maximum cumulative level of government assistance |
|---|---|--|--|--|
| CSAP 1 Port facilities | Debt service (repayment over a maximum period of 10 years, including the cost of the project and its financing) | 20% | For a for-profit organization: 33⅓% For a public or non-profit organization: 33⅓% | For a for-profit organization: 50% For a public or non-profit organization: 80% |
| CSAP 2 Tourism facilities | Debt service (repayment over a maximum period of 10 years, including the cost of the project and its financing) | 20% | For a for-profit organization: 33⅓% For a public or non-profit organization: 33⅓% | For a for-profit organization: 50% For a public or non-profit organization: 80% |
| CSAP 3 Studies | Non-repayable contribution | 20% | For a for-profit organization: 40% For a public or non-profit organization: 80% | For a for-profit organization: 50% For a public or non-profit organization: 80% |
| CSAP 4 Prospecting and canvassing | Non-repayable contribution | 20% | For a for-profit organization: 50% For a public or non-profit organization: 50% | For a for-profit organization: 50% For a public or non-profit organization: 80% |
| CSAP 5 Promotion | Non-repayable contribution | 20% | For a for-profit organization: 50% For a public or non-profit organization: 50% | For a for-profit organization: 50% For a public or non-profit organization: 80% |

8. MEMORANDUM OF UNDERSTANDING

All projects must be the subject of a memorandum of understanding (MOU) between the Ministère and the beneficiary of government assistance. The MOU establishes the conditions for granting financial assistance. It also determines the type of work eligible for financial assistance, the terms and conditions for paying this assistance, the specific performance indicators and any particular conditions for taking the specificity of the project into account.

If the beneficiary fails to respect the terms of the MOU, the Ministère will require that the beneficiary remedy the situation in the timeframe prescribed, or else the Ministère may review the level of financial assistance granted, suspend payments, demand the repayment of all or part of the financial assistance paid, terminate or cancel the agreement.

For CSAP 1 and CSAP 2, the beneficiary must be the owner of the facilities covered by the agreement.

9. VISIBILITY OF THE MINISTÈRE DU TOURISME

Contractual obligations will bind the beneficiaries of financial assistance so that they grant the Government of Québec a visibility that is consistent with its visual identification program. The visibility required by the Ministère depends on the level of subsidy granted. By applying for financial assistance, the project promoter agrees to respect the Ministère's requirements in terms of visibility or to propose adaptations in this area.

10. CLAIM FOR PAYMENT

Financial assistance shall be paid upon the presentation of a claim for expenses incurred and paid for carrying out eligible work, studies and activities. A claim must be accompanied by documents required by the Ministère showing that the claimed expenses were really incurred and paid. However, a deduction made by a municipality or non-governmental organization after the work has been provisionally accepted, may be considered as an expense having been incurred and paid.

Financial assistance may be paid in one or several payments up to 80% of the total cost of the eligible work, studies and activities according to the progress made. The balance shall be paid after a final verification by the Ministère.

11. END OF PROGRAM

The program will end on the earliest of the following dates:

- March 31, 2013. No assistance will be authorized after this date.
- When the total financial action will have depleted the available budget envelope.

How to apply

You must send your application for financial assistance, with the information and documents specified in Appendix A of the program¹. For CSAP 4 and CSAP 5, please fill out the Project Application form found below and send all documents to :

Office of the Assistant Director General
Ministère du Tourisme
900, boulevard René-Lévesque Est, bureau 400
Québec (Québec) G1R 2B5
Telephone: 418 644-8285
Fax: 418 643-0549
E-mail: patrick.dube@tourisme.gouv.qc.ca

1. The Ministère may request other documents to complete the project's application.

APPENDIX A

The applicant's file must contain the following information and documents:

CSAP 1 and CSAP 2

- ✓ Detailed description of the project.
- ✓ Detailed financial budget structure of the project (costs and financing) and its financial viability.
- ✓ Financial assistance requested from the Ministère.
- ✓ The project's interest in and contribution to implementing and attaining the Strategy's objectives.
- ✓ The project's ability to properly meet the current requirements of cruise companies.
- ✓ The project's ability to meet the short- and medium-term development needs of the port of call.
- ✓ Demonstration that all sustainable development principles are recognized, as outlined in the Sustainable Development Act, namely by using the "Guide pour la prise en compte des principes de développement durable" (*guide for taking sustainable development principles into account*).
- ✓ The scope and impact of the project with regard to the accommodation and support capacity of biophysical and human environments.
- ✓ The economic and social benefits of the project.
- ✓ Protection of the environment and biodiversity.
- ✓ The adoption of eco-responsible ways of producing and consuming resources.
- ✓ The support of the population.
- ✓ The involvement of the tourist and business community and local organizations, namely those dedicated to social and environmental issues in the community.
- ✓ Studies and work carried out prior to and for the project.
- ✓ The applicant's profile:
 - Organization's full contact information;
 - Names and contact information of the main manager and project leader;
 - Financial statements for the previous two years and projected financial statements;
 - A copy of the organization's letters patent, its business registration number and GST and QST numbers;
 - A copy of the regulation or the resolution of the board of directors authorizing a person to sign the application for financial assistance from the Ministère and all related documents;
 - A resolution of the board of directors or the municipal council attesting that the project is authorized and stating that it agrees to pay its part of eligible costs and operational costs for continuing the project.

CSAP 3

- ✓ Detailed description of the project.
- ✓ Detailed budget structure of the project (costs and financing) and its financial viability.
- ✓ Financial assistance requested from the Ministère.
- ✓ The study's interest in and contribution to implementing the Strategy for the Sustainable Development and Promotion of International Cruises on the St. Lawrence.
- ✓ The applicability of results to other ports of call.
- ✓ The expected performance or benefits.
- ✓ The profile of implementation team members.
- ✓ The method used to fulfil the mandate.
- ✓ The profile of the applicant:
 - Complete contact information of the organization or business;
 - The names and contact information of the main manager and project leader;
 - Financial statements for the previous two years and projected financial statements;
 - A copy of the letters patent, the business registration number and GST and QST numbers;
 - A copy of the regulation or resolution of the board of directors authorizing a person to sign the application for financial request from the Ministère and all relevant documents.

CSAP 4 and CSAP 5

- ✓ Detailed description of the project, namely the marketing approach chosen: objectives, target clientele, target markets or areas, marketing plan and media plan with an overview of the planned action means.
- ✓ The detailed budget structure of the project (costs and financing).
- ✓ The financial assistance requested from the Ministère.
- ✓ The project's interest in and contribution to implementing and attaining the Strategy's objectives.
- ✓ The applicant's profile:
 - Complete contact information of the organization or business;
 - The names and contact information of the main manager and project leader;
 - A copy of the letters patent, business registration number and GST and QST numbers;
 - A copy of the regulation or resolution of the board of directors authorizing a person to sign the application for financial assistance from the Ministère and all relevant documents;
 - A resolution of the board of directors of the applicant or authorized representative attesting that the project is authorized and stating that it agrees to pay its part of the project's eligible costs.

APPENDIX B

Eligible costs

| Eligible costs | CSAP 1 | CSAP 2 | CSAP 3 | CSAP 4 | CSAP 5 |
|--|--------|--------|--------|--------|--------|
| - Capital costs defined and determined according to accounting principles generally accepted for the sector of activity of the beneficiary of financial assistance and relative to the acquisition, construction or renovation of a fixed capital asset; | X | X | | | |
| - Surveying and worksite costs; | X | X | | | |
| - Worksite quality control costs; | X | X | | | |
| - Fees paid to professionals, technical personnel, consultants hired for the design, engineering, execution, supervision or management of an eligible project and associated costs (travel costs); | X | X | X | | |
| - Costs related to obtaining government authorizations; | X | X | X | | |
| - Costs related to environmental impact assessment studies; | X | X | | | |
| - Costs of feasibility, evaluation, planning and development studies of an eligible project; | X | X | | | |
| - Costs for sales visits and any other commercialization activity resulting from participation in activities initiated by the Ministère (travel, lodging, representation costs) along with related materials and tools that respect the brand image; | | | | X | |
| - Purchase of lists and targeted mailings; | | | | X | |
| - Registration fees in trade shows, bursaries or fairs, chosen by the Ministère; | | | | | X |
| - Costs of creating, producing and distributing promotional messages and material; | | | | | X |
| - Purchase of keywords on the Web; | | | | | X |
| - Production and distribution of a promotional brochure; | | | | | X |
| - Purchase of lists for direct mailings and marketing; | | | | | X |
| - Fees for public relations and media visits, see 5.5.1; | | | | | X |
| - Costs of work required to respect the "Policy integrating the arts with architecture and with the environment of building and government and public sites," provided that the project is a construction project as described in this policy; | X | X | X | X | X |
| - Net taxes associated with eligible costs. | X | X | X | X | X |

Cruise Strategy Assistance Program (CSAP) Project Application Form Components 4 (Prospecting and canvassing) and 5 (Promotion)

The information contained in this form is used by MTO personnel and kept in MTO databanks for statistics, evaluation and future consultation purposes. It may also be the subject of an opinion request from governments (Government of Québec, Canada Economic Development) and partner organizations (Cruise the St. Lawrence Association).

TITLE OF PROJECT

| |
|--|
| |
|--|

PART A: PROJECT PROMOTER

SECTION 1 - ORGANIZATION RESPONSIBLE FOR THE PROJECT AT THE MTO

| | | | | |
|---|-----|----------------|-----|--|
| Name of organization | | | | |
| Name of project manager | | | | |
| Address | | City | | |
| Country | | Province/State | | Postal code |
| Telephone | () | Fax | () | |
| E-mail | | | | |
| Website | | | | |
| Status of organization ² | | | | |
| Quebec business number (NEQ) ³ | | QST No. | | GST No. |
| Type of organization ⁴ | | | | Authorized representative ⁵ (If so = √) |

SECTION 2 - PARTNER ORGANIZATION(S) (if relevant)

| | | | | |
|------------------------|-----|----------------|-----|-------------|
| Name of organization | | | | |
| Name of contact person | | | | |
| Address | | City | | |
| Country | | Province/State | | Postal code |
| Telephone | () | Fax | () | |
| E-mail | | | | |
| Status of organization | | | | |
| Type of organization | | | | |

Reproduce Section 2 for each organization if there is more than one partner organization in the project.

PART B: PROPOSED PROJECT

² **Status of the organization:** Private company, for-profit organization (FPO), or non-profit organization (NPO), public businesses (municipal, Aboriginal or public corporations).

³ **NEQ:** *Numéro d'entreprise du Québec* (Québec business number), issued by the *Registraire des entreprises du Québec*.

⁴ **Type of organization:** Regional tourism association or sector-based association, tourist attraction or event, hotel chain, inbound tour operator, cruise company.

⁵ **Authorized representative:** Organization that will act as the decisional representative of partners at the MTO.

**SECTION 3 - CONTRIBUTION OF THE PROJECT TO OBJECTIVES
OF THE STRATEGY FOR THE SUSTAINABLE DEVELOPMENT AND PROMOTION OF INTERNATIONAL
CRUISES ON THE ST. LAWRENCE**

Project objectives

Component 4

Component 5

Sustainable development (contribution of the project in conveying the image that Québec is concerned about sustainable development and respect for the environment)

SECTION 4 – THE PROJECT’S TARGET CLIENTELE(S) AND TOURIST MARKETS

Target clientele(s)

(Network: cruise companies, tour operators, agencies, media, etc.)

(Consumers: average family income, age group, etc.)

Component 4

Component 5

Target tourist market(s)

Component 4

Component 5

SECTION 5 - DETAILED DESCRIPTION OF PROJECT

Component 4 – Prospecting and canvassing

Project dates

Participation in sales missions recognized by the MTO

Purchase of lists (type of list, means used)

Targeted mailings (means used, elements distributed, etc.)

Production and development of canvassing tools respecting Québec’s brand image (type of tool: guide, profile form, etc.; distribution)

PART B: PROPOSED PROJECT (continued)

SECTION 5 - DETAILED DESCRIPTION OF PROJECT

Component 5 – Promotion

Project dates

Production of commercial ads

Distribution of commercial ads (describe the media plan according to project components)

Posters

Movie theatres

Television

Internet

Daily newspapers

Specialized magazines

Production and distribution of a new promotional brochure (circulation, distribution plan, etc.)

Direct marketing (means used, elements distributed, etc.)

Purchase of lists for direct mailings (identify list(s))

Purchase of keywords

Production of commercialization tools (type of tools: booth, DVD, etc.; distribution)

Holding of public relations activities (type of activity, number of guests, place and date of activities)

Participation and registration fees for shows, bursaries and other activities recognized by the MTO

Participation in familiarization and media tours recognized by the MTO

PART C: FINANCIAL STRUCTURE OF THE PROPOSED PROJECT

SECTION 6 - PROJECT BUDGET

| <i>Expenditures</i> | Amount (\$) |
|--|-------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| <i>Total amount for project</i> | |
| Financial assistance requested from the MTO | |
| % of budget | |

SECTION 7 - PARTICIPATING PARTNERS, ROLE AND FINANCIAL CONTRIBUTION TO THE PROJECT

| Partners | Role | Financial contribution (\$) |
|----------|------|-----------------------------|
| | | |
| | | |
| | | |
| | | |

PART D: ATTACHED DOCUMENTS AND DECLARATION

SECTION 8 - ADDITIONAL INFORMATION REQUIRED FOR THE APPLICATION

(Your proposal must also include the following information)

- Letter confirming that you have the necessary sums of money required at the time the project is submitted.
- Letter attesting that you are the authorized representative for all project partners, except for the MTO.
- Copy of the regulation or resolution of the board of directors authorizing a person to sign the application for financial assistance from the MTO and all related documents.
- Resolution of the board of directors or the authorized representative attesting that the project is authorized and stating it agrees to pay its part of the project's eligible costs.

SECTION 9 - DECLARATION

I, the _____, confirm that the information provided in this application
undersigned, _____

COMPIETE NAME IN BLOCK

and the documents attached are complete and truthful and I agree to provide MTO representatives with any information required to analyze the project. I understand that this application for financial assistance does not necessarily mean that it will be accepted.

Signature of authorized person

Title

Date

PLEASE MAIL TO:
Office of the Assistant Director General
Ministère du Tourisme
900, boulevard René-Lévesque Est, bureau 400
Québec (Québec) G1R 2B5
OR E-MAIL AT: Patrick.dube@tourisme.gouv.qc.ca