



# Central Coastal Tourism Partnership Tourism Ignition Fund - 2022

**CCTP will be reopening the Tourism Ignition Fund on February 7th, 2022  
and the last date to submit applications will be March 7th, 2022.**

This offering is designed to spur innovation and encourage private operators to develop new product across the Island while minimizing risks.

We will be partnering and collaborating with our CCTP members to financially support innovative offerings that entice locals and visitors to explore our region throughout the year. This will build and sustain a stronger profile of tourism products within the Green Gables Shore and Red Sands Shore. Applicants are encouraged to pursue opportunities that will increase revenue streams for their own private business. Past examples include outdoor stages and music series, experiential tourism, unique agritourism experiences, and more.

A sub-committee of volunteers who are not eligible for the Tourism Ignition Fund will review and approve the grant applicants and ensure a fair selection process.

**Any projects awarded must be completed on or before December 1st, 2022 with costs eligible from date of application to December 1st, 2022.**

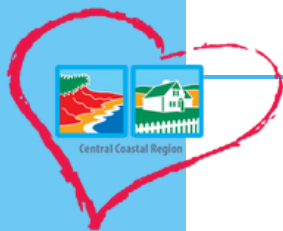


## **Increased programming will allow for:**

- More reasons for Islanders and off-island visitors to explore the central coastal region
- Ability for businesses to sustain operations and retain staff
- Reduce risk for operators to try new initiatives
- Rounds out a mixture of product during non-peak times
- Direct, positive impact to tourism operators such as restaurants, accommodations, retailers, artisans, attractions, experiential providers, etc.
- Create a strong shoulder / off-season brand and product
- Develop infrastructure that supports year-round activity in the central coastal region

## **Examples of product development for consideration:**

Craft Markets | Instagrammable Moments | Art Installations | Firepits  
Pop-up Events | Themed-nights at Restaurants | New Unique Venues  
Outdoor Adventure & Warming Huts | Snow Pods  
Website Updates & E-Commerce Development



## Who's eligible to apply?

- Applicants must be Island-owned tourism businesses (Not-for-Profit tourism businesses are not eligible)
- Tourism operators must be a CCTP member and have no outstanding balances owed to CCTP
- Corporate owned franchises or public sectors cannot apply
- Priority will be given to programming that will commit to:
  - Extending the region's shoulder-season
  - Creating an annual event or building a product that can be used for multiple years
  - Partnering with other private operators to create a cluster of offerings that enhance tourism within a community
- **\*\*NEW\*\*** Consulting fees for the development of the new product are eligible for funding; up to a maximum of 25% of awarded funding

## How do you apply?

- Submit a one-page application to [info@centralcoastalpei.com](mailto:info@centralcoastalpei.com) on or before **March 7th, 2022** and include:
  - Outline of the proposed event/product/infrastructure & budget breakdown
  - Summary of how it will benefit tourism this year and how it will help grow future tourism in the central coastal region
- A **maximum of \$7,500** can be requested by the operator
- A **minimum of \$250** can be requested by the operators (e.g., micro-events)
- Please include if you plan to apply to another RTA Ignition Fund
- Please give your operating dates and hours of business
- Events/products/installations should take place between **February 7th, 2022** and before **December 1st, 2022**; costs must also be incurred within this period

## If approved, what is required ?

- **Approved tourism operators must contribute a minimum of 15% of project costs**
- All events must list CCTP as a partner, and where applicable, create a Facebook event and make CCTP a co-host to allow for additional online promotion
- Operators are responsible for meeting the requirements of all Federal/Provincial legislation and Municipal by-laws
- Operators are responsible for all financial risk associated with the event
- All activities and/or events must have a CPHO approved COVID-19 operational plan before the event takes place

### Additional Items:

- In instances where the business operates across PEI (e.g., tour company), then that business can only apply to the RTA where their office is located. In the absence of an office, the business must pick one RTA/DMO and cannot apply to multiple RTAs/DMOs for the same project.
- However, in the case of experiential tourism product, each provider can apply for one grant per product in the area where the product is offered (i.e., there is an exception for operators with different products in different regions).
- If an applicant chooses to apply for an event, the events can take place over multiple days and operators are encouraged to collaborate with various partners. Events should have a back up date in case of circuit breaker measures or weather. Events should also have contingency plans for a solely local vs off- island audience.
- A portion of this fund may also be used by CCTP to build small infrastructure, programming, or creative elements throughout the region.