



Tourism Partnership of Niagara (RTO2) Spring 2025 - Content Development Initiative

About TPN

The Tourism Partnership of Niagara (TPN/ RTO2) is a Regional Tourism Organization dedicated to promoting the Niagara Region as a premier destination for travel and experiences. It operates as one of Ontario's official regional tourism bodies, tasked with enhancing economic growth through tourism by creating and executing marketing initiatives that highlight Niagara's unique offerings. TPN operates the [Visit Niagara Canada](#) consumer-facing brand.

The organization collaborates with local businesses, government entities, and community partners to develop tourism products, support destination stewardship, and strengthen the regional economy through increased visitor engagement, spending and creating new employment opportunities in the sector.

Overview:

The TPN is offering an opportunity for co-investment in Content Development. This initiative is designed to empower Niagara's tourism businesses by fostering high-quality, compelling, and engaging content. This photo and video content will amplify the destination's brand and enhance visitor engagement. This initiative aligns with TPN's strategic pillars of Marketing and Industry Advancement, aiming to strengthen Niagara's tourism ecosystem through collaboration and innovation.

This co-investment opportunity is open to eligible Niagara tourism businesses, enabling them to create content that promotes their unique offerings while contributing to broader storytelling and marketing initiatives.

Objectives:

1. **Enhance Destination Marketing:** Strengthen Niagara's appeal through high-quality digital photos and videos.
2. **Support Tourism Businesses:** Provide support for businesses to develop and distribute compelling content.
3. **Foster Collaboration:** Encourage partnerships between TPN, local tourism operators, and content creators to build a cohesive and authentic destination narrative.
4. **Increase Visitor Engagement:** Drive increased awareness, visitor engagement, and conversions through innovative content strategies.

Eligible Projects:

The program will support the development of various content types, including but not limited to:

- High-quality videos showcasing Niagara experiences.
- High-quality photography for digital marketing asset development.

Projects must demonstrate alignment with TPN's strategic objectives, address existing content gaps, and highlight the unique aspects of the Niagara region.

Funding and Co-Investment Model:

TPN will provide funding support of up to 50% of the total project cost, with a maximum TPN net contribution of \$6000 (for \$12,000 total project value) per project. Total project value must be a minimum of \$3000. TPN will approve and pay all approved invoices and will co-manage the project. Applicants will be billed by TPN, upon project approval.

Eligibility Criteria:

To qualify for the program, applicants must meet the following criteria:

1. Be a tourism-related business or organization operating in Niagara, and in good standing with TPN.
2. Have a clear project plan that aligns with TPN's strategic objectives and Niagara's tourism branding.
3. Demonstrate capacity and commitment to execute the proposed project within the agreed timeline.
4. Agree to share project outcomes and content assets with TPN for regional marketing initiatives.

General Criteria:

5. Projects assets must be free of usage restrictions and be property of TPN (and approved applicant) indefinitely.
6. Procurement, whether goods or services, should follow all Ministry & TPN purchasing guidelines:
 - o Where the purchase price exceeds \$5,000, the TPN and/or Applicant, will at a minimum, obtain at least, three written quotes.
7. Applicant cannot start project activity without TPN approval.
8. All project invoices must be dated prior to March 31, 2025.
9. All project activity must be completed by May 23, 2025.

Application Process:

1. **Submit Proposal:** Interested businesses must complete a detailed written proposal, providing details about the applicant(s) business, proposed project scope, budget, key dates and expected outcomes.
 2. **Review and Selection:** Proposals will be reviewed based on alignment with program objectives, value, and potential impact (see below – Evaluation).
 3. **Funding Agreement:** Successful applicants will enter into a co-investment agreement with TPN, outlining funding terms and deliverables.
 4. **Invoices:** Invoices must be paid by TPN and be received by March 21, 2025. All project invoices must be dated prior to March 31, 2025.
 5. **Project Execution:** Approved projects must be completed by May 23, 2025.
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Evaluation:

Proposals will be evaluated based on the following criteria:

- Overall quality of proposal
- Alignment with TPN strategy and Niagara brand values
- Addresses current content gaps
- Tourism marketing value
- Applications featuring multiple partners/ shared outcomes

Reporting and Accountability:

Successful applicants are required to provide TPN with a final project report, including:

- A summary of project activities.
- Deliverables (e.g., completed content assets).
- Performance metrics, such as audience reach or engagement data.

Program Timeline:

- **Launch Date:** January 28, 2025
- **Application Deadline:** February 21, 2025
- **Notification of Approval:** February 28, 2025
- **Invoicing Deadline:** March 21, 2025
- **Project Completion Deadline:** May 23, 2025

Contact Information:

For more information about this Content Development initiative, or to apply, please contact:

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Together, let's showcase the best of Niagara and elevate our region's tourism to new heights!