

## **Nov 23<sup>rd</sup> 2020 Tourism Funding**

	<b>Program Name</b>	<b>Resource Provider</b>
<b>Description</b>	<b>COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations</b> The COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations will be a \$500 million fund to help address the financial needs of affected organizations within these sectors so they can continue to support artists and athletes. This measure is consistent with the Government of Canada's other existing COVID-19 support measures for wages and fixed costs for organizations. Beginning May 8th, partner organizations will be contacted so that funds can begin to flow to cultural and sport organizations. Canadian Heritage is working closely with its partners – in particular, the Canada Council for the Arts, the Canada Media Fund, FACTOR, Musicaction, and Telefilm Canada – to distribute the funds as quickly as possible using existing channels. UPDATE: As part of Phase 2 of the disbursement of funds, to address gaps that have been identified by industry, additional funding will be directed to other organizations - some of which do not normally receive funding from Canadian Heritage, the Canada Council for the Arts, Telefilm Canada or the Canada Media Fund.	Canadian Heritage
<b>Website</b>	<a href="#">Learn More</a>	
<b>Description</b>	<b>Ontario Live</b> A virtual marketplace that brings Ontario together to help support local artists, operators, attractions and businesses throughout the province. Coming soon, you' ll be able to buy, donate to, or experience the best Ontario has to offer all in one place.	Ontario Live
<b>Website</b>	<a href="#">Learn More</a>	
<b>Description</b>	<b>Ontario Supports Ontario's Beverage Alcohol Sector During COVID-19</b> The Ontario Government is supporting Ontario's beverage alcohol sector with a number of initiatives including, Pausing increases to beer and wine taxes, previously scheduled to take effect in spring 2020, Temporarily allowing licensed restaurants and bars to sell alcohol with food takeout and delivery orders between the hours of 9:00 a.m. and 11:00 p.m., Temporarily allowing licensed restaurants and bars to sell spirits at a lower price with food takeout and delivery orders, Allowing restaurants and bars to temporarily create or extend outdoor patio spaces to safely accommodate patrons and staff once licensed establishments are permitted to reopen for business, Making it easier for cideries to sell directly to consumers by temporarily removing the requirement for cideries to have five acres of planted fruit to qualify for an on-site store, Extending the Ontario Wine and Grape Strategy to 2021-22, providing \$7.5 million	Province of Ontario

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annually for VQA Support, \$4.8 million annually for marketing and promotion, \$250,000 for research and \$250,000 for benchmarking, and Extending the Small Cidery and Small Distillery Support Program to 2021-22, providing \$2.6 million annually to help eligible businesses grow and scale up their operations.

**Website** [Learn More](#)

**Reconnect Festival and Event Program**

Province of Ontario

**Description** Ontario is investing \$9 million through the new Reconnect Festival and Event Program to support municipalities and event organizers during COVID-19. The application period for the Reconnect Festival and Event Program runs from October 8 to December 1, 2020.

**Website** [Learn More](#)

**Support for Indigenous Businesses**

Government of Canada

**Description** The Federal Government has announced additional funding totaling \$133 million in new funding to support Indigenous business through the pandemic and into recovery. Of these additional funds, \$117 million will reach more community-owned First Nation, Inuit and Métis businesses including microbusinesses, who are not eligible for existing business support measures. A new stimulus development fund will also provide \$16 million to support the Indigenous tourism industry.

**Website** [Learn More](#)

**Tourism Economic Development Recovery Fund**

Province of Ontario

**Description** The Ontario government is investing \$1.5 million through the new Tourism Economic Development Recovery Fund and offering promotional incentives at provincial attractions to help the province's tourism industry and welcome back visitors after the COVID-19 pandemic. The fund will support projects that develop innovative tourism products and experiences, drive private sector tourism investments, workforce development, and support tourism operators to learn more through tourism industry associations.

**Website** [Learn More](#)

**Virtual Action Centre**

Province of Ontario, UNITE HERE Local 75

**Description** The Province is investing nearly \$2 million to open a Virtual Action Centre in partnership with UNITE HERE Local 75. This virtual job training resource will provide up to 7,000 unemployed workers in the hospitality sector with access to a wide range of services and supports online and over the phone, including: - Stress management and mental health resources through video conferencing, - Immediate health and safety online training for workers who return to work at

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designated quarantined sites, - Technical skills online training, - Online training to upgrade English language and digital skills, - Peer group facilitation and employment preparation through videoconferencing.

**Website** [Learn More](#)