

**Ministry of
Tourism, Culture and Sport**

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**Ministère du
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September 6, 2012

James Murphy, Executive Director
Explorers' Edge
11A Taylor Road
Bracebridge, ON P1L 1S6

Dear Mr. *Murphy, James*

The introduction this year of annual sustainable funding for Ontario's Regional Tourism Organizations (RTOs) underscores the government's commitment to the success of the regional tourism model – and provides you with additional tools to encourage more partnerships, more strategic coordination and more leveraging of regional resources.

We have now finalized the Partnership Funding Guidelines. Attached for your information are a copy of the guidelines and associated Questions and Answers. The guidelines lay the framework on how you can access partnership funding in support of your regional activities. We encourage you to carefully review these materials and share them with your members. You may wish to post them on your RTO's web site.

The value of partnerships among industry sectors cannot be overstated. Regardless of the partnership funding component, you can maximize support for tourism in your region by expanding the breadth and diversity of your funding partners. All RTOs are encouraged to seek out relationships with local DMOs, other levels of government, sector associations, the private sector and other provincial agencies.

RTO leadership and coordination supports competitive and sustainable tourism regions. As a result, each region is better equipped to attract more visitors, generate more economic activity, and create more jobs throughout Ontario.

The guidelines are intended to be helpful and informative, particularly as you prepare for the development and negotiation of multi-year transfer payments in the winter of 2012-13. If you have any questions or concerns about the guidelines, please contact your Regional Tourism Advisor.

Thank you for your ongoing work on behalf Ontario's tourism industry and best wishes to you and your members for continued success.

Sincerely,

A handwritten signature in black ink that reads "Richard McKinnell". The signature is written in a cursive style with a large, looping initial 'R'.

Richard McKinnell
Assistant Deputy Minister

C. Gary Froude, Chair