

Rural Economic Development program guidelines

See if you're eligible and find out how to apply

Applicants should read these Guidelines before completing an application form. Applications are subject to these Guidelines.

These Guidelines are subject to change from time to time without notice. Consult our website at [ontario.ca/REDprogram \(http://www.ontario.ca/REDprogram\)](http://www.ontario.ca/REDprogram) regularly for the most up-to-date information on the Rural Economic Development Program, or contact us at 1-877-424-1300 or [RED@ontario.ca \(mailto:RED@ontario.ca\)](mailto:RED@ontario.ca) to connect with a Regional Economic Development Advisor who can assist with your application.

July 2019

The Rural Economic Development Program

Ontario's Rural Economic Development (RED) program is cost-share funding which supports activities that create strong rural communities in Ontario, and opens doors to rural economic development by:

- Providing funding assistance to address barriers to economic development, to better position rural communities to attract and retain jobs, and investment, and enhance economic growth;
- Providing funding to build community capacity and support for economic development in Ontario's rural communities; and
- Investing in rural communities to help diversify and grow local economies – making economic growth more inclusive so Rural Ontario continues to share in the province's economic prosperity.

Please refer to the Glossary at the back of these Guidelines for definitions of terms used in these Guidelines.

The Rural Economic Development Program is an application-based program (OIC, 201/2011). Additional information on the RED program and application are available at [ontario.ca/REDprogram \(http://www.ontario.ca/REDprogram\)](http://www.ontario.ca/REDprogram).

Overview

The Ontario government supports the creation of strong rural communities by delivering on its commitment to improve their competitiveness, attract investment and create jobs.

RED projects create tangible impacts

The RED program provides cost-share funding for Projects that help Municipalities, Indigenous Communities and Organizations, and Not-for-Profit entities complete Projects that will have tangible impacts in Rural Ontario, measurable by one or more of the following outcomes:

- Jobs retained or created
- Investments attracted or retained
- Businesses attracted, retained and/or expanded
- Enhanced strategic economic infrastructure
- Regional partnerships that drive growth

Regional projects and partnerships

The RED program encourages collaboration and partnerships when working on eligible Projects across both streams. Applicants are encouraged to consider Projects that have broader reach than one community or sector to maximize resources for greater impact. Preference will be given to Projects with Co-applicants and/or Partners and/or regional or cross-sectoral impacts.

RED strengthens Rural Ontario communities

The Project must take place in Rural Ontario or benefit Rural Ontario. Refer to the RED Program –“Rural and Urban Areas” map at [ontario.ca/REDprogram \(http://www.ontario.ca/REDprogram\)](http://www.ontario.ca/REDprogram).

It is a competitive process

RED is an application-based funding program. The Minister of Agriculture, Food and Rural Affairs has exclusive discretion to select or reject any application, or reduce the funding amount provided, even if the application meets all of the requirements of the Guidelines.

Relevant research, studies, reports, strategies, and planning or consultation exercises supporting Project need and identifying the anticipated impacts should be submitted with your application. Preference will be given to Projects that can demonstrate need and tangible anticipated impacts ^[1].

Who Is Eligible?

To be eligible for RED, you must be:

- a Municipality
- a Not-for-Profit entity
- an Ontario Indigenous Community or Organization
- a Local Services Board

Applicants must also:

- apply using the RED application form available at [ontario.ca/REDprogram \(http://www.ontario.ca/REDprogram\)](http://www.ontario.ca/REDprogram)

- submit the application form by the intake date and time indicated at [ontario.ca/REDprogram \(http://www.ontario.ca/REDprogram\)](http://www.ontario.ca/REDprogram)
- have the authority to enter into a Contribution Agreement
- be in compliance with all Requirements of Law and agree to remain in compliance for the term of the Contribution Agreement (if the Project is approved)
- fully cooperate in any audits that may be initiated in relation to any funding received under the RED program (if the Project is approved)

Multiple Applicants

Projects with multiple Applicants are encouraged. Where there are multiple Applicants for a Project, one Applicant must be designated as the Lead Applicant. The Lead Applicant will be responsible for working with OMAERA as the primary contact for the Project and will receive all payments. All other Applicants will be Co-applicants, who will be jointly and severally responsible for the Project with the Lead Applicant. All Applicants must sign a Contribution Agreement.

Projects where all Applicants are contributing financial or In-kind resources to the Project will be given preference.

Organizations that will be contracted by the Applicant(s) to provide goods or services should not be Applicants.

Partners

Partners contribute financial or In-kind resources to the Project, without being Applicants for the Project.

Program Funding

The RED program supports Projects in two streams:

- **Economic Diversification and Competitiveness Stream:** Projects that remove barriers to business and job growth, attract investment, attract or retain a skilled workforce or strengthen sector and regional partnerships and diversify regional economies.
- **Strategic Economic Infrastructure Stream:** Minor capital Projects that advance economic development and investment opportunities.

Applicants must identify the stream they are applying to for funding.

The RED program Projects are cost-shared. Cost shares and funding caps per Project are outlined in the table below.

RED Program Stream	Maximum Provincial Cost-Share Funding Percentage for Eligible Costs	Maximum Provincial Funds
Economic Diversification and Competitiveness	50%	\$150,000
Strategic Economic Infrastructure	30%	\$250,000

The calculation of cost-share funding for all selected Projects will be based on the total eligible costs outlined in the application.

- funding may be provided at the amount or percentage requested, or at a reduced amount or percentage.
- the Project's maximum eligible costs cannot be increased.
- the timeframe of the Project cannot be extended without the written approval of OMAERA (in its sole discretion).

Under the RED program, all selected Applicants must enter into a Contribution Agreement with the Province of Ontario. All Applicants have joint and several liability for any Project that is funded.

Funding sources for projects

Funding from federal government programs (e.g., Community Futures Development Corporations) can be used toward Project costs, assuming it is permitted under applicable federal programs. Combined federal and provincial funding cannot exceed 90 per cent of the Project's eligible costs. The Applicant(s) must disclose all sources of public funds for the Project in the application. Failure to disclose all funding or possible funding sources may result in the termination of the application or Contribution Agreement.

Projects receiving other provincial funding are not eligible to apply for or receive funding under the RED program. Provincial funding includes but is not limited to funds administered by:

- provincial ministries
- Friends of the Greenbelt Foundation
- Ontario Trillium Foundation
- Northern Ontario Heritage Fund Corporation
- Regional tourism organizations
- Workforce planning boards

Multi-year projects

Multi-year Projects may be permitted. The Project budget must clearly forecast the eligible costs and activities for each year of the Project. If approved, costs must be accrued and claimed each year for completed work. Multi-year Projects must demonstrate impacts within the first year of the Project.

Final project completion date

All selected RED program Projects must be completed within the timeframe identified in the Contribution Agreement.

Economic Diversification and Competitiveness Stream

Project types

Economic diversification and competitiveness Projects remove barriers to business and job growth, attract investment, attract or retain a skilled workforce or strengthen sector and regional partnerships and diversify regional economies in Rural Ontario.

See the table below for eligible project types.

Project Type	Description	Example Projects

Project Type	Description	Example Projects
Entrepreneurship / Business succession	Projects that support business start-up or succession in the community	<ul style="list-style-type: none"> Coaching/mentorship Business succession support (e.g. connecting buyers and retiring business owners) Familiarization tours
Business retention and expansion	Projects that proactively engage the local or regional business community to identify and implement actions that address barriers to business growth	<ul style="list-style-type: none"> OMAFRA's Business Retention and Expansion Program (BR+E) (https://www.ontario.ca/page/business-retention-and-expansion-program)
Downtown revitalization	Projects that focus on identifying and implementing actions that improve and promote traditional town centres	<ul style="list-style-type: none"> OMAFRA Downtown Revitalization Program (DR) (https://www.ontario.ca/page/downtown-revitalization-program) Community Improvement Plan (CIP)
Technology adoption / innovation initiatives	Projects that support businesses and communities to improve their digital capabilities and participate in the information economy	<ul style="list-style-type: none"> Digital training Community engagement and support services (e.g. Digital Service Squad)
Service delivery improvement	Projects to help municipalities and other organizations improve and better coordinate their development and business approvals processes	<ul style="list-style-type: none"> Improving development and planning approvals process Coordination of business approvals (e.g. licensing, public health, permits)
Attraction and retention of workers / immigrants / youth	Projects that implement strategies for attracting and retaining people	<ul style="list-style-type: none"> Employee-pooling projects Workforce-oriented policy/regulatory improvements Destination marketing Career days/events Network development (service providers / businesses)
Skills training and development	Projects that implement strategies focused on identified regional skill requirements (e.g. robotics, carpentry, lean manufacturing)	<ul style="list-style-type: none"> Sector-based training Employee training Youth training Intern/apprentice matching system
Collaborative marketing and outreach	Projects that implement marketing or promotional activities outlined in an existing marketing or communications plan that will have an impact across sectors, value chains, or multiple communities in a region	<ul style="list-style-type: none"> Promotional campaigns across at least two communities (e.g. investment attraction, tourism) Regional events (e.g. innovation)
Sector/Value chain development	Projects that implement strategies to strengthen and coordinate collaboration across sectors or value chains	<ul style="list-style-type: none"> Buyer-Seller forums Network development (e.g. events, coordination) Specialized business training

Eligible Costs

For the Economic Diversification and Competitiveness Stream, eligible costs include:

- project management
 - project-related professional fees, including legal, architectural, engineering, environmental, surveys, management, or accounting
 - wages for new hires to work 100 per cent on project-related activities
 - other costs for new hires to work 100 per cent on project-related activities, including laptops, computers, software; portable internet services, cell phones, cellular network services if travel is required; travel in Ontario, meals and mileage (in compliance with the province's Travel, Meal and Hospitality Directive)
- minor capital
 - streetscaping and landscaping such as wayfinding signage, lighting, banners, murals, street furniture, interpretive elements, public art, trees, and accessibility equipment
 - technical equipment required to carry out Project (e.g. camera, laptop)
- project-related software (e.g. customer relationship management, survey, design)
- training development and speaker fees (not including travel)
- professional development fees (e.g. conference or workshop registration)
- marketing or promotion-related costs, including media, promotions, branding/design, collateral and tools, outreach (e.g. awareness program)
- third-party project-related administrative costs, including printing, postage, or data
- venue rental fees

Strategic Economic Infrastructure Stream

Project types

Strategic economic infrastructure Projects advance economic development and investment opportunities in Rural Ontario (e.g. rehabilitation of cultural, heritage or tourism attractions; redevelopment of vacant or under-used properties; main street minor capital improvements). Applications for strategic economic infrastructure Projects should include previously completed work e.g. plans, strategies, research, data) that identifies the Project as an economic development priority.

See the table below for eligible project types.

Project Type	Description	Example Projects

Project Type	Description	Example Projects
Rehabilitation of cultural, heritage or tourism attractions	Minor capital Projects that rehabilitate an existing cultural, heritage, or tourism attraction, as defined through previously completed strategies and Projects that establish its significance for economic development	<ul style="list-style-type: none"> Restoration of a historical building or structure Restoration of an established tourism attraction Trail rehabilitation
Redevelopment of vacant and/or underutilized buildings	Minor capital Projects to redevelop interior of vacant and or underutilized buildings to achieve an economic development outcome	<ul style="list-style-type: none"> Development of an incubator or innovation hub Youth centre Agri-food hubs
Streetscaping and landscaping	Minor capital Projects as defined through previously completed strategies that improve the design quality of public areas	<ul style="list-style-type: none"> Wayfinding signage Beautification (e.g. lighting, banners, murals, street furniture, public art, trees) Wi-Fi equipment / software for public use

Eligible Costs

For the Strategic Economic Infrastructure Stream, eligible costs include:

- project management
 - project-related professional fees, including legal, architectural, engineering, environmental, surveys, management, or accounting
 - wages for new hires to work 100 per cent on project-related activities
 - other costs for new hires to work 100 per cent on project-related activities, including laptops, computers, software; portable internet services, cell phones, cellular network services if travel is required; travel in Ontario, meals and mileage (in compliance with the province's Travel, Meal and Hospitality Directive)
- minor capital, including:
 - contractor's fees
 - cost of materials or supplies (e.g. electrical, plumbing, ventilation, structural, and finishings) and labour, for:
 - redevelopment of the interior of an existing vacant or underutilized building
 - rehabilitation of buildings or structures with identified cultural, heritage, or tourism significance
 - landscaping and streetscaping
 - wayfinding signage, lighting, banners, murals, street furniture, interpretive elements, public art, trees, and accessibility equipment outside of a building
 - trail rehabilitation (non-paved surfaces)
 - localized (e.g., downtown, park) Wi-Fi hardware and software for public use
- professional development fees (e.g. conference or workshop registration)
- marketing or promotion-related costs, including media, promotions, branding/design, collateral and tools, outreach
- third-party project-related administrative costs, including printing, postage, or data
- venue rental fees

Project Activity Costs

Activity costs should be broken down into eligible, In-kind and ineligible costs in the application.

All Applicants are required to show how they will successfully complete the Project by providing a Project work plan in the application. The Project work plan should list each activity or key milestone required to complete the Project (e.g. conduct public community consultations), the specific eligible items associated with that activity (e.g. venue rental, printing, marketing or promotions), their estimated cost, and the anticipated start and end date of that activity. Project work plans will be assessed based on the level of detail provided, but particularly how the Project activities and key milestones are described and organized.

Eligible costs must be broken down by quarter and align with the timelines outlined in the Project work plan.

Eligible costs

Eligible costs are costs that are directly attributable and necessary to complete the approved Project, and must be incurred in the province of Ontario and paid by the Applicant to an Arm's-length third party.

Costs are only eligible if they are incurred after the Project has been approved by OMAFERA and within the period identified in the Contribution Agreement, which starts on the Effective Date and ends on the Project completion date, (both will be identified in the Contribution Agreement).

When incurring costs, Applicants must follow a process that is transparent, fair and promotes the best value for money. When purchasing goods and services for the Project, prices must be competitive and no greater than the fair market value.

In-kind contributions are not eligible for cost-share funding or reimbursement. However, In-kind contributions can be documented to demonstrate a commitment to the Project on the part of Applicants and Partners.

Ineligible Applicants, Projects and Costs

Ineligible Applicants

The following are ineligible Applicants under the RED program:

- Entities that do not meet the eligibility criteria
- Businesses
- Research institutions or organizations whose core business or primary activity is research and development
- Individuals

Ineligible Projects

The following Projects are ineligible under the RED program:

- Projects that do not meet the eligibility criteria
- Projects that influence or lobby any level of government
- Strategic plan development (e.g., economic development, feasibility, marketing, research or evaluation)
- Projects whose primary purpose is to identify and inventory existing assets (e.g. industrial land inventories, business directories)
- Projects that primarily benefit a business
- Academic research
- Projects with only third-party consulting costs for project management
- Major capital Projects (e.g., new building construction, roads, bridges, water/wastewater treatment facilities, utility distribution, broadband)
- Projects whose sole purpose is compliance with current Requirements of Law that pertain to the current operations of the Applicant
- Projects receiving other provincial funding
- Collaborative marketing and outreach Projects that do not have an impact across sectors, value chains, or multiple communities in a region

Ineligible costs

The following costs are ineligible under the RED program:

- any cost not specifically required for the execution of the selected Project
- costs incurred prior to the Effective Date or after the Project completion date set out in the Contribution Agreement
- costs incurred in preparing an application
- costs of normal business practices, including, office space, office equipment/furnishings and machinery, office supplies, promotional items, stationery, business cards, utilities, phone, office internet and networks, meetings, insurance, taxes, uniforms, regular or deferred maintenance
- deposits (prepayments), on their own, are not eligible for reimbursement as they are not an expense in the Applicant's financial records as the goods/services have yet to be fully received
- direct wage subsidies for existing staff or any other staff
- costs to achieve compliance with current Requirements of Law where the current operations of the Applicant are not in compliance
- travel and meals for consultants and existing staff
- hospitality costs
- financing charges, loan interest payments, bank fees, and charges as well as debt restructuring
- fundraising
- major capital costs, including costs related to:
 - construction of buildings, structures (mobile and fixed), gateway signs and major infrastructure (e.g. water/wastewater systems, storm water management, transportation facilities/roads, bridges)
 - additions to buildings, teardowns or rebuilds
 - purchase or lease of land, buildings, facilities, and structures
 - utilities, power lines and generation systems, broadband infrastructure, and water or wastewater lines outside of a building
- In-kind contributions
- costs of vehicles, transportation equipment, material handling equipment (powered and unpowered), and agriculture, construction, mining machinery (e.g. farm equipment)
- taxes, including all Harmonized Sales Tax (HST)
- any refund or rebate received, or which the Applicant is eligible to receive
- cost of alcohol, per diems
- gifts or incentives
- costs of permits and approvals
- costs of academic research
- costs related to activities that influence or lobby any level of government
- sponsorship of conferences and events
- honorariums, membership costs

Submitting an Application

Complete applications, including supporting documentation, can be submitted via email to:

- Email: RED@ontario.ca (<mailto:RED@ontario.ca>)
 - If your attachments are greater than 10 MB please send multiple email ensuring the subject line remains consistent. Do not include live links within PDFs.

Only applications with full and complete information will be assessed.

Applicants will receive confirmation with an application number within five business days of the receipt of application. If you do not receive confirmation, please call the Agriculture Information Contact Centre at 1-877-424-1300.

Multiple applications

Multiple and concurrent Project submissions from the same Applicant are permitted. However, Applicants are encouraged to prioritize Project submissions.

Application intakes

Intake dates and times can be found on our website at [ontario.ca/REDprogram](http://www.ontario.ca/REDprogram) (<http://www.ontario.ca/REDprogram>).

Selection Process

Once the application is submitted and the intake period closes, eligible applications will be assessed on the criteria outlined in these Guidelines, including, without limitation:

- basic eligibility criteria
- reducing economic barriers
- alignment with the RED program's outcomes
- Project work plan
- collaboration and partnerships
- regional, sector, or value chain impacts
- sustainability beyond the Project timelines
- Project budget, including reasonable and eligible Project costs
- Project oversight
- financial commitment
- financial capacity

The Rural Economic Development Advisory Panel will review applications on an individual basis and make non-binding recommendations to the Minister of Agriculture, Food and Rural Affairs on applications for funding. The panel has wide representation and its members have expertise in rural economic development and agri-food sectors. The Minister of Agriculture, Food and Rural Affairs has exclusive discretion to select or reject any application and to set the amount of funding that will be provided.

Notification to Applicants

Applicants will be notified as funding decisions are reached, usually within three months from the posted intake closure date; however, timing may vary.

Requirements of Selected Applicants

Applicants (including Lead Applicants and Co-applicants (if applicable) for selected Projects are required to sign a Contribution Agreement with the Province of Ontario prior to receiving Funds. No funding commitment is final until a Contribution Agreement is signed. In the event of conflict between these Guidelines, the application and the Contribution Agreement, these Guidelines will supersede and prevail.

Lead Applicants for selected Projects will be required to register in the Government of Ontario's Transfer Payment Common Registration (TPCR) system.

OMAFERA will monitor the progress of the Project as outlined in the Contribution Agreement. Progress reports are due with each claim submission.

Selected Applicant(s) completing minor capital Projects in either stream will be required to install a permanent sign recognizing the support of the Rural Economic Development program, as set out in the Contribution Agreement. Design of the sign will be subject to approval by OMAFERA, prior to fabrication and installation. Costs of the sign will be eligible under the RED program, with the province reimbursing up to \$100 of the total costs of design, fabrication, and installation of the sign upon submission of a claim.

Claim information

Each eligible cost must be incurred within the fiscal year identified by the Contribution Agreement and must be claimed by May 31 following the end of the fiscal year in which it was incurred and paid. If costs are not incurred within the fiscal year set out in the expenditure forecast in the Contribution Agreement, funding may not be available in the following years. Failure to complete the Project as contracted (i.e., approved budget, expenditure forecast and timeline) may jeopardize funding and/or result in the Applicant repaying any and all Funds received plus interest as well as any and all costs incurred by the province in recovering such Funds.

Applicants for selected Projects must submit claim(s) and progress reports with supporting documentation, including paid invoices, as set out in the Contribution Agreement. Payment is made following OMAFERA's approval of submitted claims. Payment will not be made for a claim of less than \$1,000 unless it is the final payment to close a completed Project. In the case of a Project with Co-applicants, all payments will be made to the Lead Applicant.

To be deemed eligible for reimbursement, the eligible expenses must be incurred, paid, and recorded within the period specified by the Contribution Agreement.

There will be a 10 per cent holdback of reimbursement until a final report for the Project is received and accepted by OMAFERA. The final report must include certification that the Project has been completed within the Project timelines stated in the Contribution Agreement between the Applicant and Province of Ontario, and fulfill all other requirements stated in the Contribution Agreement.

Confidentiality

Application forms and supporting material, claims and reports submitted to the Province of Ontario are subject to the *Freedom of Information and Protection of Privacy Act, 1990* (FIPPA). Any information intended to be submitted in confidence should be clearly marked "confidential" by the Applicant. Nevertheless, information supplied to the RED program may be disclosed by OMAFERA where it is obligated to do so under FIPPA or by an order of a court, tribunal or pursuant to a legal proceeding. Information contained in an application to the RED program may also be disclosed by OMAFERA to verify compliance with other provincial and federal funding initiatives administered by OMAFERA, other provincial or federal ministries, or a third-party delivery agent, to ensure that there is no duplication of funding. Inquiries about confidentiality should be directed to the RED program.

Appendix - Application Assessment Criteria

Stage 1: Eligibility Screening

The basic eligibility criteria must be satisfied to move on to Stage 2. Applicants and Projects must meet the following criteria to be considered eligible:

- a complete RED program application and supporting documentation was received by the date and time indicated for the intake
- the Applicant eligibility criteria set out in these Guidelines was met
- the Project eligibility criteria set out in these Guidelines was met

Stage 2: Assessment of Project Benefits and Outcomes

These assessment criteria apply to all Projects (i.e., both RED program streams). Preference will be given to Projects with Co-applicants and/or Partners and/or regional or cross-sectoral impacts.

Assessment Criteria	Strong RED Projects identify the following, through the application and supporting documents:
Reducing Economic Barriers - Project reduces economic barriers to economic development that have been identified through a previously completed community assessment (e.g. BR+E, strategic plan)	<ul style="list-style-type: none"> • Specific economic barriers that will be reduced by the Project • How those economic barriers have been identified (e.g. studies, plans, consultations) • How actions undertaken through the Project will reduce those economic barriers
RED Program Outcomes - Project addresses one or more of the following RED program outcomes: <ul style="list-style-type: none"> • Jobs created or retained • Investment attracted or retained • Businesses attracted, retained, and/or expanded • Enhanced strategic economic infrastructure • Regional partnerships that drive growth 	<ul style="list-style-type: none"> • Demonstrated alignment with multiple (three or more) RED program outcomes that will be addressed by the Project • How actions undertaken through the Project will address those RED program outcomes

Assessment Criteria	Strong RED Projects identify the following, through the application and supporting documents:
<p>Project Work Plan - Project has a detailed work plan listing each activity or key milestone required to complete the Project (e.g. conduct public community consultations), the specific eligible items associated with that activity (e.g. venue rental, printing, marketing or promotions), and their estimated cost, and the anticipated start and end date of that activity</p>	<ul style="list-style-type: none"> • A detailed plan for successful completion of the Project, specifically including: <ul style="list-style-type: none"> ◦ eligible activities or key milestones ◦ clear description of items associated with those activities and their estimated cost ◦ realistic timelines to complete each activity
<p>Collaboration and Partnerships - Communities or organizations beyond the Lead Applicant are offering financial or non-financial e.g. In-kind) support for the Project.</p> <p>Please note: While letters of support from external organizations or individuals that are not otherwise contributing resources can help demonstrate support for the intent of the Project, they do not represent a partnership for the purposes of this assessment criterion.</p>	<ul style="list-style-type: none"> • Demonstrated commitment of financial or In-kind contributions from one or more Co-applicants (preferred) or Partners to complete the Project
<p>Regional Sector or Value Chain Impacts - Projects are being undertaken at a regional level, or are expected to generate regional impacts (i.e. impacts in more than one community) or Projects are being undertaken to generate impacts in different sectors or across value chains</p>	<ul style="list-style-type: none"> • A detailed and well-supported description of how the Project will create impacts across multiple communities, sectors, or parts of a value chain, and a detailed overview of how the impacts will be measured
<p>Sustainability - Project will contribute to longer-term economic development outcomes after RED program funding ends, through activities like:</p> <ul style="list-style-type: none"> • Sustainability plans • activities to encourage sustainability (e.g. knowledge and technology transfer) 	<ul style="list-style-type: none"> • Significant efforts that will be made by the Applicant(s) to encourage longer-term contributions to economic development after RED program funding ends
<p>Project Budget - Project budget identifies eligible costs that are reasonable and well-supported.</p>	<ul style="list-style-type: none"> • Costs that are: <ul style="list-style-type: none"> ◦ Eligible ◦ Identified in sufficient detail ◦ Reasonable for the specific activity/item ◦ In alignment with Project work plan ◦ Well supported by documents or rationale (e.g., quotes, proposals)
<p>Project Oversight (including resources and skills) - Project will be managed by organizations and individuals that have experience</p>	<ul style="list-style-type: none"> • Details about the specific individual (i.e. Project lead) who is leading the Project. • The Project lead's experience as it relates to this Project. • Examples of similar Projects that were overseen by the Project lead.
<p>Financial Commitment - Applicant(s) have made a financial commitment to the Project</p>	<ul style="list-style-type: none"> • Financial commitment of equal to or greater than 50 per cent of eligible Project costs by the Applicant(s) (economic diversification and competitiveness stream only) <p>or</p> <ul style="list-style-type: none"> • Financial commitment of equal to or greater than 70 per cent of eligible Project costs by the Applicant(s) (strategic economic infrastructure stream only)
<p>Financial Capacity - All Applicants, except for a Municipality, are required to provide financial information that demonstrates capacity to implement the Project. Information which may be accepted to demonstrate financial capacity includes:</p> <ul style="list-style-type: none"> • Three years of audited financial records and disclosures supplied that indicate each Applicant has the financial ability to cash flow the Project without difficulty or has a secure source of funding <p>or</p> <ul style="list-style-type: none"> • A letter from Applicant's financial institution confirming financial capacity to cash flow the Project in its entirety 	<ul style="list-style-type: none"> • Information provided demonstrates strong financial capacity to implement the Project

Final check before submitting an application

Only applications with full and complete information will be assessed. You are encouraged to contact your Regional Economic Development Advisor, who can assist with your application.

A full and complete submission includes the following:

- A completed RED program application
- All Applicants, except for a Municipality, are required to provide financial information that demonstrates capacity to implement the Project.
- All Applicants, except for a Municipality, are required to provide constituting documents (e.g. articles of incorporation) or other similar evidence of legal status
- Letters from Partners indicating their support for the Project, including any In-kind contributions to the Project if applicable, dated no earlier than six months prior to the close of intake
- Quotes obtained to support the Project budget, such as an estimate provided by a vendor for the cost of services
- Documentation that supports the Project (e.g., feasibility studies, corporate bylaws, annual reports, Board of Director lists, relevant research, studies, strategies, reports and previous planning or consultation exercises supporting the need for the Project and anticipated impacts)

Glossary

“**Arm’s-length**” means an entity that is not related, as set out in section 251 of the *Income Tax Act*.

“**Contribution Agreement**” means OMAERA’s standard form contribution agreement between the Applicant(s) and the Province of Ontario used for funding RED Projects.

“**Cost-Share Funding Percentage**” means the percentage the Province will pay toward the Project’s Eligible Costs

“**Effective Date**” means the date on which the Contribution Agreement is effective, as set out in the Contribution Agreement.

“**Applicant**” means the entity identified as the applicant on the RED program application form and includes the Lead Applicant and any Co-applicants.

“**Co-applicant**” means an entity identified as the Co-applicant on the RED program application form. “Co-applicant” means an organization that meets the same eligibility requirements as an “Lead Applicant” and enters into a Contribution Agreement with the Province of Ontario to have joint and several liability for any Project that is funded.

“**Funds**” means the money the Province provides to Applicant(s) to complete the Project.

“**Guidelines**” means these guidelines, as contemplated by OIC, 201/2011, and as revised from time to time.

“**In-kind**” means non-financial goods and services provided to support the Project, including (but not limited to) salaries, use of equipment, materials and supplies, or use of facilities.

“**Lead Applicant**” means the entity that will enter into a Contribution Agreement with the Province of Ontario to have joint and several liability for any Project that is funded, be the RED program application form.

“**Local Services Board**” means a Local Services Board established under the *Northern Services Boards Act, 1990*.

“**Municipality**” means a geographic area whose inhabitants are incorporated as described in the *Municipal Act, 2001*. S.O. 2001 c. 25.

“**Not-for-Profit**” means a legal entity that is a:

- registered charity as defined in the *Income Tax Act* (Canada) and is in good standing with the Canada Revenue Agency; or
- corporation incorporated as a not-for-profit corporation or similar entity under an act of Canada or a province or territory of Canada and is in good standing under its incorporating act.

“**OMAERA**” means the Ministry of Agriculture, Food and Rural Affairs or such other Ministry that has been designated as responsible for the program described in the Guidelines.

“**Ontario Indigenous Community or Organization**” means a First Nations community in Ontario; Métis community in Ontario; Political Territorial Organizations in Ontario; Tribal Councils in Ontario; or Métis organizations in Ontario that apply on behalf of and with the support of the communities they represent, and that have a substantiated record of representing those communities.

“**Partner**” is an organization that is not a Co-applicant but contributes financial or in-kind resources to Project completion.

“**Project**” is one set of activities undertaken to achieve specific outcomes.

“**Requirements of Law**” means all applicable Requirements of Law, as may be set out in statutes, regulations, by-laws, codes, rules, ordinances, official plans, approvals, permits, licenses, authorizations, decrees, injunctions, orders and declarations, or any other similar Requirement of Law.

“**Rural Ontario**” means all Statistics Canada census subdivisions (including lower-tier and single-tier municipalities) that either have a population of less than 100,000 people, or have a population density of 100 people per square kilometre or less, as identified in the most recent Statistics Canada Census of Canadian Population. Refer to the RED program “**Rural and Urban Areas**” map (<http://ontario.ca/11.maps.arcgis.com/apps/webappviewer/index.html?id=1d2a44d2634649b49874e24184f3c0e3>) at [ontario.ca/REDprogram](http://www.ontario.ca/REDprogram) (<http://www.ontario.ca/REDprogram>).

Updated: August 9, 2019

Published: January 29, 2018

Footnotes

- [1] ^ Employees of the Ontario Public Service will not provide letters of support for any application.