



CENTRAL COUNTIES TOURISM

2016-2017 Partnership Opportunities

INTRODUCTION

Central Counties Tourism is pleased to announce four partnership opportunities for our industry stakeholders. Each is designed to support tourism efforts and provide you opportunities to leverage CCT resources to meet our collective goals.

We will not be asking for applications as we have in the past. Rather, please review the four opportunities and if you would like to participate with us on any, it's as easy as reaching out and beginning a conversation about how you want to fit.

At the same time, Central Counties will be reaching out to stakeholders that we believe will benefit from the partnership opportunities, so don't be surprised if you receive a call from us about them.

After reviewing the opportunities, please email the Executive Director, Chuck Thibeault (cthibeault@centralcounties.ca) to express your interest in partnering with Central Counties.

OPPORTUNITY 1 – CONTENT DEVELOPMENT

Overview

In this digital age, content is king. You need it, CCT needs it. We are offering partners the opportunity to have CCT produce quality production video and photography. CCT will work with you to develop the tourism video storyboards and shot list and then will manage the entire production. There will also be opportunity for partners to stage non-tourism related set-ups for their own purposes as part of the overall shoot.

Content creation is a key objective for CCT in 2016-2017. That is why we are offering to leverage your partner contribution at 2 to 1. Depending on complexity, production video shoots can run anywhere from \$9,000 - \$20,000 and photo shoots are between \$3,000 and \$6,000.

Please note that there is an opportunity to pool funds with other partners to come up with your 1/3 of the price. Many municipalities, BIAs and DMO's are also looking to increase their video and image content and they may be willing to split the cost with you to participate.

What's in it for you?

- You get professional images (min. 30) and production video (one or two 90-second) for a fraction of the cost
- You receive video b-roll that you can use for your own videos and access to all photos taken
- Your images / videos will be used in CCT web/social media content and available for use by your municipality, DMO and the Ontario Tourism Marketing Partnership Corporation
- You can further leverage your funds with other partners such as your BIA or Municipality

Who are we looking for?

Anyone with a tourism story to tell. From individual businesses to regional municipalities. If one of your goals is to increase your photo and video content in 2016-2017 we want to partner with you.

Total Budget

\$300,000 which is made up of \$100,000 from all of the partners, and \$200,000 from CCT.

Partner investment is 1/3 the cost of their customized photo/video shoot. Partners should be prepared to invest a minimum of \$1,000 for photography and \$3,000 for video.

OPPORTUNITY 2 – TOURISM GETAWAY MARKETING

Overview

Central Counties is dedicated to driving trackable tourism visits and revenues. Within our boundaries we have several large attractions, annual events and destinations that have the ability to attract visitors to spend more time and money in the region.

CCT wants to partner with several of these tourism drivers (which unto themselves can be made up of multiple partners) to market a purchasable tourism getaway that includes overnight accommodations. CCT will work with the partners to determine the target audience, the target market(s) and the best media(s) for the campaign. This will expand your marketing reach to new markets that are more than 150km from Central Counties or in the USA.

What’s in it for you?

- CCT Field Consultants will assist you with putting together a getaway with your event/attraction as the trip motivator
- Your event/attraction now becomes more attractive because it is part of a more robust tourism experience that people can visualize themselves enjoying
- Get a major out-of-region marketing campaign targeted to the people most interested in what you are offering
- Have measurable results to take back to your funders and supporters

Who are we looking for?

- Minimum of 5 major attractions or festivals/events/destinations as the trip motivators
- Hotel partners for each of the getaways
- Other tourism operators (restaurants, shopping districts, attractions) to round out the experience

Total Budget

\$300,000 – made up of \$150,000 from partners and \$150,000 from CCT

Note: Campaign need a minimum of \$20,000 to be effective. The partner \$10,000 can/should be made up of investment by all of partners making up the getaway. For example:

\$ 6,000	Invested by the major attraction/festival
\$ 2,000	Invested by hotel partner(s)
<u>\$ 2,000</u>	Invested by 4-6 other getaway partners (shopping district, restaurant, etc.)
\$10,000	Total partner contribution

OPPORTUNITY 3 – INTEGRATED TRAILS STRATEGY

Overview

Ontario’s trail network, including cycling, off-road biking, walking and hiking has been identified by the Ontario Marketing Partnership Corporation (OTMPC) as a key area of focus for their marketing efforts. In the next few years they will need content to deliver their Ontario Trails tourism message to their identified markets.

There are currently several DMO’s, municipalities and other tourism stakeholders producing trails routes and collateral – both for cycling and walking/hiking. CCT believes that developing and executing an integrated strategy will create economies of scale and a much better tourism product to bring to market. The project has the following objectives:

- Development of a three-year trails tourism strategy including road and off-road cycling, walking and hiking
- Delivery of an actionable first-year plan with goals and tactics
- Region-wide, integrated trails routes/map/apps scalable for municipalities, DMO’s, etc., but under the same format and template for economies of scale.

What’s in it for you?

- You get a seat at the table as we develop the three year CCT trails strategy
- You will receive a three year trails strategy for your specific municipality, region, etc. that ties in with the master strategy but is scaled and more specific to your reality
- You will receive a location-specific version of whatever regional route identification method (map/app/etc) the strategy details

Who are we looking for?

DMO’s, Municipalities, BIA’s, Conservation Authorities and Associations with an interest in trails tourism and/or can represent tourism operators who will benefit from an implemented trails strategy.

Total Budget

\$200,000 – made up of \$100,000 from partners and \$100,000 from CCT

\$ 75,000	Master Strategy and Partner Sub-Strategies
\$ 25,000	Supporting identified businesses become cycling/trails friendly
<u>\$100,000</u>	Producing 2017 Regional and Partner trail collateral
\$200,000	Total

OPPORTUNITY 4 – WAYFINDING

Overview

As we collectively work together to drive more visitors to the region, it becomes more important than ever to ensure that once they get here, they know where the tourism highlights are. CCT wants to work with up to six municipal or regional partners to erect tourism wayfinding signage within communities.

CCT will work with the municipalities to develop a wayfinding strategy and then will pay for 1/3 of the implementation costs. The timing works out well in that our fiscal year ends March 31, 2016 and most municipalities operate on the calendar year. This will give us nine months to develop the strategy which has no cost implications to the municipality and get the execution costs into the 2017 municipal budgets.

It is important to note that this project is for directional wayfinding signs and does not apply to TODD's or Gateway signage.

What's in it for you?

- CCT will work with you to develop your wayfinding strategy – what are the natural travel routes through the area, what non-residents need directions to and where to best place signs
- CCT will work with you to develop the implementation plan and budget
- CCT will pay for 1/3 the cost of execution

Who are we looking for?

Individual or consortiums of Municipalities, BIAs and DMO's

Total Budget

\$240,000 – made up of \$160,000 from partners and \$80,000 from CCT

OTHER RESOURCES

If you are interested in learning more about Central Counties and our plans for tourism moving forward, our [Destination Management Plan](#) and [2016-2017 Business Plan](#) are a good starting place. There is also an abundance of information on our stakeholder website (www.rto6.biz).