



CENTRAL COUNTIES TOURISM

2017-2018 Partnership Opportunities

INTRODUCTION

Central Counties Tourism is pleased to continue its industry partner program, designed to further our collective success in attracting visitors (tourists are those coming from more than 40 km) to the region and/or extending the length of time they spend with us.

There are as many partnership opportunities as there are ideas and we want to hear from you about how we can work together to achieve our collective goals.

2017-2018 PRIORITIES

Central Counties is here to support and promote the tourism assets of Durham Region, York Region and Headwaters Tourism Region. We have three main areas of focus. They are listed below with examples of types of partnerships to get your creative juices flowing.

1. Industry Equipping

- Courses designed to better prepare business for tourism
- Workshops for BIAs/Tourism Boards
- Tourism Symposiums / Municipal or DMO Tourism Meetings

2. Product/Experience Development

- Research – ex. Finding the stories, curating them and delivering them to the public (pod cast, brochure, etc.)
- Hard costs associated with building new tourism products/experiences except capital expenditures – ex. Signage, exhibitions, maps, pod casts, apps, etc.
- Festival development – both new festivals and festival improvement which can include operational items like staging, talent, fencing, etc.
- Operating costs to implement new elements to increase attendance – ex. Security, ticketing, gates, signs, etc.

3. Communications/Marketing

- Product/Experience launch and marketing
- Festival promotion
- Media
- Advertising
- Co-ops
- Wayfinding

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HOW DOES A PARTNERSHIP WORK

One aspect of our agreement with the Ministry of Tourism, Culture and Sport is that Central Counties is accountable for leading all partnerships. This means that partners submit their portion of the partnership to Central Counties at the beginning of the approved project. No budget is too small or too big. We will partner for \$1,000 or \$100,000 as long as the potential of a positive return on the investment (ROI) can be shown. Note that partnerships can be with more than just you. In fact, the more partners willing to invest in the project, the better.

The only **exception** to this process is social media campaigns where money is deducted directly from the project owners credit card. In this case, the partners (you and Central Counties) will agree to a budget amount for social media, you will pay the full amount, send proof of payment to Central Counties and we will remit half back to you up to the agreed upon amount in the contract.

HOW DO I BECOME A PARTNER (How do I apply?)

Step 1 Review

Looking at your proposed project through a tourism lens. Is your project going to help you drive and retain visitors from outside of your area? Is there opportunity for them to spend money while they are here?

Step 2 Project Brief

Describe the project and how it will fit with one or more of CCT's priorities. Explain how the partnership will further the success of the project.

Step 3 Project Budget

How much money does your organization have to support the project. What does the project budget (revenue & expenses) look like with CCT's participation?

Please note your investment can't come from other provincial sources (e.g. grants).

Step 4 Metrics

Explain what project success (ROI) looks like. How will success be measured?

Step 5 Submit your Proposal

When you have your proposal ready, email it (as an attachment) to partnerships@centralcounties.ca. Your proposal will be reviewed and a follow up meeting will be scheduled. If the proposal fits, CCT will sign a contractual agreement with you to partner on the project.

If your project is going to strengthen the tourism potential in the region and you believe in it enough to invest your hard-earned money, then we need to talk!

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WHAT ELSE SHOULD I DO

Central Counties provides you with lots of opportunities over and above the partnership program. There are free online courses and workshops, co-op advertising, press release distribution and much, much more. You should take advantage of all that we have to offer. Here's some suggestions:

- Visit and browse our stakeholder website www.centralcounties.ca
- Sign up for the newsletter
- Read the 2017-2018 Business Plan to see how your business can fit in
- Email Executive Director Chuck Thibeault (cthibeault@centralcounties.ca) to further discuss your partnership idea(s)

Call or email us to discuss how we can work together this year!