



CENTRAL COUNTIES TOURISM

2019-2020 Partnership Opportunities

INTRODUCTION

Central Counties Tourism is pleased to continue its industry partner program, designed to further our collective success in attracting tourists (visitors that are travelling 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.

SHARING YOUR SUCCESS STORY

An important thing to note is that our program is not a grant. Central Counties can help your project with more than just money. We have a wealth of knowledge and contacts that can make your project even more successful.

Communication is key with a partnership. CCT wants to know how things are going as you hit project milestones. More importantly, CCT wants to share your story of success across the region to motivate others to think about investing in their business to help grow the tourism economy.

To this end, CCT expects partners to share their stories with us within 60 days of the project completion. To this end, and part of the 2019 contract, CCT will invoice partners for 10% of their half of the project if the final report is not received within 60 days.

HOW DOES THE JOINT INVESTMENT WORK?

The Ministry of Tourism, Culture and Sport stipulates that Central Counties **MUST** be accountable for the finances of the partnership. This means that the partner must provide CCT their portion of the partnership investment prior to any bills being paid. Please keep this in mind when thinking about the timing of your payables. You want to have the partnership in place before your first bills are due.

The only **exception** to this process are 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.

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

Step 1 Review

Look 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? Is there a way to measure the success of your project and at what points are you going to share your stories with CCT?

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. *Please see APPENDIX I for a template.*

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 and reported to CCT?

Step 5 Submit your Proposal

When you have your proposal ready, email it (as an attachment) to partnerships@centralcounties.ca. *Submit early to avoid disappointment! Even if your project happens in winter, let us know as soon as you can.*

Step 6 Project Review

CCT staff review project briefs and budgets and work directly with the partner to ensure that the project is ready to go to the committee. The Partnership Committee meets the third Wednesday of each month to review new project opportunities. Projects submitted a minimum of three weeks prior to the committee meeting will be reviewed. Those submitted less than three weeks prior to the meeting will be reviewed the following month. Therefore, it is important to give yourself lots of time between project submission and project start date. If the proposal is accepted, CCT will sign a contractual agreement with you to partner on the project.

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2019-2020 PRIORITIES

Central Counties is here to support and promote the tourism providers 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. **Capacity Building**

- Helping you take courses designed to better prepare your business for tourism
- Leveraging your investments to bring in the group tour markets
- Helping you seek out and drive new audiences
- Offsetting the costs of tourism workshops and meetings you want to hold to assist a group of stakeholders with their tourism readiness

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**

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

If what you are thinking of doing isn't listed here, it doesn't mean there isn't an opportunity to partner with CCT. Just reach out to us to begin the discussion. Just email our Executive Director at cthibeault@centralcounties.ca to get the conversation started.

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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 2019-2020 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)

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!



2019/20 Partnership Application

APPENDIX I – PARTNERSHIP BRIEF TEMPLATE

Business Name		Contact Name	
Address		Contact Phone	
		Contact Email	
Type of Partnership	Choose an item.	Focus of Project	Choose an item.
Project Start Date	Click or tap to enter a date.	Project Completion Date	Click or tap to enter a date.
Requesting how much from CCT		Total Project Budget	
Please provide a brief project description			
How are you measuring success? What does success look like?			
How does/will this project improve tourism readiness and/or have a positive economic impact?			
Briefly describe how CCT partnership investment improves the project.			



Budget

Will your project proceed without CCT Support?	Choose an item.	Has the project received any other provincial investment?	Choose an item.
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<p>If you indicated that the project will proceed without CCT, please indicate in these two columns the expense detail of your investment including HST. If you indicated that the project will not proceed without CCT support, please indicate the total project budget.</p>	<p>In these two columns, please indicate how you would spend the requested CCT partnership investment to improve the project including HST. Please note the total must equal the amount requested.</p>
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Expense Description	Amount (\$)	Expense Description	Amount (\$)

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Please list the ways you will recognize CCT as a partner in your project

Type of Recognition	Description of Recognition	Reach	Frequency	Estimated Value
<i>eg. Toronto Star</i>	<i>Logo on ¼ page ad</i>	<i>120,000</i>	<i>1</i>	<i>\$750</i>