



CENTRAL COUNTIES TOURISM

2020-2021 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.

The popularity of the program continues to grow as more tourism stakeholders are making investments to grow visitation and revenues. In past years, Central Counties has done continual intake for partnerships until all of our available funds had been committed. Foreseeing an issue with more projects being proposed than we have funds for, Central Counties is making some changes.

WHAT'S NEW

Intake Periods

To ensure that CCT has partnership funds available for projects taking place during all four seasons, there will be two intakes – one for spring and summer projects and one for fall and winter projects. Proposals must be submitted no later than:

March 1, 2020 for projects beginning April 1 – September 30
September 1, 2020 for projects beginning October 1 – March 31

Note: Late applications will not be reviewed unless the total ask from successful partner applications is less than the allotment. All applicants (on time and late) will be notified regarding their application within 30 days of the intake period close.

Reporting Templates

Our partners have let us know that they find it difficult to fully understand all of the information that we are looking for at the end of a project. To this end, CCT has created reporting templates for the different types of partnerships. Partners will be provided the template at the beginning of the partnership so that they know in advance the information they must collect. Any partner that does not complete a report will not be eligible for future partnerships.

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Finances

The partnership program is not a grant. CCT's portion of the partnership will NOT flow to the partner. In addition, the partner's portion of the partnership money must be spent first and then CCT's portion becomes available. To this end, it is very important to have your budget so you don't leave money on the table.

Partners may now show proof of payment for their portion of the partnership instead of forwarding their funds to CCT. Once proof of payment is received, CCT can directly pay their portion of the partnership funds to the partner vendors.

For example, if it is a \$10,000 partnership where the partner is paying \$6,000 and CCT is paying \$4,000, once the partner submits proof (bank statements, cashed cheques, paid credit card statements) of invoice payments of \$6,000, they can submit \$4,000 of unpaid invoices to CCT who will pay them directly to the vendor.

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.

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).*

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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. Remember, for spring/summer projects, the proposal must be submitted no later than March 1, 2020 and September 1, 2020 for fall/winter projects.

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 earlier you submit your project brief prior to each submission deadline, the more time we have to help you with it.

On March 1 and September 1, staff will review all of the project briefs, prioritize them based on their fit with Central Counties' focuses and develop a recommendation for the Partnership Committee. The Partnership Committee will meet to approve the partnership projects in the third week of March and the third week of September. All applicants will be notified by March 20, 2020 or September 18, 2020 as to the status of their partnership.

2020-2021 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

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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.

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!

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APPENDIX I – PARTNERSHIP BRIEF TEMPLATE

Business Name		Contact Name	
Address		Contact Phone	
		Contact Email	
Type of Partnership		Focus of Project	
Project Start Date		Project Completion 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.			

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Budget

Will your project proceed without CCT support?		Has the project received any other provincial investment?	
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.		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.	
Expense Description	Amount (\$)	Expense Description	Amount (\$)

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>Toronto Star</i>	<i>Logo on ¼ page ad</i>	<i>120,000</i>	<i>1</i>	<i>\$750</i>