



CENTRAL COUNTIES TOURISM

2021-2022 Partnership Opportunities

INTRODUCTION

COVID-19 continues to challenge businesses in 2021 both financially and from a planning perspective. Unexpected expenses and the uncertainty regarding opening and capacity restrictions are taking their toll.

Central Counties Tourism is modifying its annual industry partner program to address these concerns while still providing support to organizations working at keeping their guests, and potential guests, engaged as the region slowly reopens. We anticipate that the need and popularity of the program will be greater than ever, but also recognize that planning windows will be shorter because of uncertainty surrounding the easing and tightening of business restrictions.

To this end, Central Counties Tourism has implemented a few changes to the program.

WHAT'S NEW

Intake Periods

COVID-19 restrictions are changing rapidly, making planning difficult. We don't want anyone to lose out on the opportunity to partner with us and have created five application periods so you can wait until the last minute to determine whether to move your project forward.

Proposals must be submitted no later than:

March 15, 2021 for projects beginning April 1 – May 31, 2021

May 15, 2021 for projects beginning June 1 – July 31, 2021

July 15, 2021 for projects beginning August 1 - September 30, 2021

Sept 15, 2021 for projects beginning October 1 – December 31, 2021

December 15, 2021 for projects beginning January 1 – March 31, 2022

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 10 business days of the intake period close.

2021-2022 Partnership Opportunities

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 a reporting template for the different types of partnerships. The template can be found at: https://centralcounties.ca/wp-content/uploads/CCT_Partnership_Report_Template_2021-2022.pdf

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.

Finances

The partnership program is not a grant. CCT's portion of the partnership, which is up to 40% of the project cost, 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.

2021-2022 Partnership Opportunities

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. Remember the deadlines of March 15, May 15, July 15, September 15 and December 15.

Step 6 **Project Review**

CCT staff will 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.

The Partnership Committee will meet to approve the partnership projects within 10 business days of application deadlines. All applicants will be notified the following week regarding the status of the partnership.

2021-2022 Partnership Opportunities

2021-2022 PRIORITIES

Central Counties is here to support and promote the tourism providers of Durham Region, York Region and Headwaters Tourism Region. We have four 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 attract and retain guests
- Helping you take courses designed to better prepare your business for tourism
- Leveraging your investments to bring in the group tour markets
- 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 (podcast, brochure, etc.)
- Hard costs associated with building new tourism products/experiences except capital expenditures – ex. Signage, exhibitions, maps, podcasts, apps, etc.
- Festival development – both new festivals and festival improvements 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
- 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. 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 are some suggestions:

- Visit and browse our stakeholder website www.centralcounties.ca
- Sign up for the newsletter
- Read the 2021-2022 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!

2021-2022 Partnership Opportunities

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.			

