



# CENTRAL COUNTIES TOURISM

## **2022-2023 Partnership Opportunities**

### **INTRODUCTION**

Tourism is about getting people to spend money in a community where they neither work nor live. To be good at it, many businesses have to provide exceptional experiences that motivate people to visit and, more importantly, ensure they return and tell their friends to visit.

We can't grow the visitor economy in a bubble. To that end, we are challenging every organization entering into a partnership to determine how they will work with others to encourage increased length of visit and money spent. Don't know where to start? You are not alone and that is why Central Counties has developed a customized Learning Lab that will provide lots of insights and ideas to help you succeed.

In order to qualify for partnership, at least one person from each organization in the partnership application will be required to complete Central Counties' [Tourism Ambassador Program](#). This self-guided, interactive course will provide insights on how to best be prepared to welcome visitors and ensure they have a great time in your community. The course can be completed at your own pace and takes about an hour end-to-end.

### **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, 2022* for projects beginning April 1 – May 31, 2022

*May 15, 2022* for projects beginning June 1 – July 31, 2022

*July 15, 2022* for projects beginning August 1 - September 30, 2022

*Sept 15, 2022* for projects beginning October 1 – December 31, 2022

*December 15, 2022* for projects beginning January 1 – March 31, 2023

*Notes: 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.*

*In the past few years, there have been more amazing partnership proposals than CCT has had budget for. We do our best to support as many stakeholders as possible which may result in CCT partnership commitments of less than 40% and CCT being fully committed and unable to partner on all projects.*

## 2022-2023 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 community? 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. Please review the Partnership Report Template (*APPENDIX II*) for a better understanding of the information that CCT is looking for to help tell the story of partnership successes.

#### Step 5 **Complete the Tourism Ambassador Program**

On the partnership brief template, fill out the name of the staff member(s) that completed the program. CCT staff will be able to verify the information during project review.

#### Step 6 **Submit your Proposal**

When you have your proposal ready, email it (as an attachment) to [partnerships@centralcounties.ca](mailto:partnerships@centralcounties.ca). Remember the deadlines of March 15, May 15, July 15, September 15 and December 15.

#### Step 7 **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.

## **2022-2023 Partnership Opportunities**

### **Expectations of Successful Partners**

#### Sharing your Success Stories

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.

#### Reporting

We want to celebrate your success and can't do that if we don't hear the results of the project. Your efforts and the risks you take to invest in something you believe in, could very well motivate others to create new opportunities that grow the visitor economy.

What you do is important to us and helps us tell the collective story of creativity and entrepreneurship throughout the region. Every partner must provide CCT a final report using the report template (*APPENDIX II*) as the foundation.

#### Finances

CCT will partner with eligible organizations for up to 40% of the project costs. In recent years, there have been more projects submitted than there have been funds available. We may not be able to accommodate all projects to the full 40% level.

Each partnership is different and, as such, CCT provides three different financial options for the partner to choose from. Please keep in mind, that for all partnerships, the partner commitment is spent first, followed by CCT's commitment. It is very important that you have a good sense of your overall budget so you maximize our partnership investment.

For visualization, let's assume that your total project is \$10,000. Central Counties has agreed to partner in the project and provide an investment of \$4,000. Here are the three ways we can work together on finances:

**CCT-led:** Your organization provides \$6,000 to CCT. The organization then submits \$10,000 in project invoices that CCT will pay directly to vendors.

This takes some of the management pressure off of your organization, but it will be your responsibility to provide each one of your suppliers our vendor guidelines.

**Split:** Your organization pays supplier invoices of \$6,000. They submit those invoices along with proof of payment to CCT and then can submit the remaining \$4,000 in invoices directly to CCT for payment under the CCT-led system.

**Partner:** Your organization pays \$10,000 in invoices for the project. All invoices, along with proof of payment, are submitted at the end of the project and CCT reimburses the organization their \$4,000 commitment

Please review *APPENDIX* to fully understand the payment guidelines and requirements.

# 2022-2023 Partnership Opportunities

## 2022-2023 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 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 – e.g.. 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 – e.g.. Signage, exhibitions, maps, pod casts, 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 – e.g. 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](mailto: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](http://www.centralcounties.ca)
- Sign up for the newsletter [here](#)
- Read the 2022-2023 Business Plan to see how your business can fit in
- Email Executive Director Chuck Thibeault ([cthibeault@centralcounties.ca](mailto: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!

## **2022-2023 Partnership Opportunities**

### **APPENDIX I– CCT PARTNERSHIP PAYMENT GUIDELINES AND REQUIREMENTS**

In order for Central Counties Tourism to proceed with payment of expenses towards your partnership project smoothly and in a way that satisfies CCT’s audit requirements, certain criteria must be met and documentation methods adhered to. This document outlines what you, the Partner, is required to do in order to proceed with the payment portion of your partnership contract. We at Central Counties thank you in advance for your adherence to these guidelines.

1. Prior to any expenses being paid out by CCT under your partnership, you must sign and return your partnership contract. CCT will not proceed with payment until a signed partnership is received.
2. For Financial Options 1 and 2: Your contribution invoice from CCT (Option 1) or the amount of your portion of funds (Option 2) must be paid in full before CCT will begin to pay any invoices on your behalf.
3. For Financial Options 1 and 2: When you receive invoices that you would like CCT to pay, please forward them immediately by email for payment. Please do not hold and batch invoices before sending. Because CCT considers invoices payable within 30 days of receipt of invoice by CCT, any delay in forwarding invoices for payment may result in delayed payments to your vendors. The number of emails you send to CCT in a day, even if there are multiple emails at a time, is not a problem for us.
4. For Financial Options 1 and 2: Please notify your vendors that CCT pays by direct deposit, and that they need to provide their banking information or a void cheque along with their invoice. If an invoice is received for us to pay that does not include this information, it will be returned unprocessed, and may be resubmitted when this information has been obtained. Please note that CCT will not hold onto these incomplete invoices until such time as banking information is received. They must be resubmitted in full.
5. For Financial Options 2 and 3: All expenses/invoices must be paid for the full amount of either your contribution portion (Option 2) or the full partnership value (Option 3). This document must be submitted in a single file (or as close to it as possible if email transmission limits file size) at the same time. CCT will not begin to contribute its portion of the partnership funds until your respective portion of the financial obligation is fulfilled.
6. For Financial Options 2 and 3: Copies of your original invoices/receipts must be submitted with proof of payment. Proof of payment can be in the form of:
  - a credit card or bank statement (with irrelevant, unrelated or sensitive information blacked out) showing:
    - corresponding charge, and
    - account holder name
  - a cancelled cheque
  - a statement or printout from your accounting system showing:
    - vendor invoice entry, and
    - payment entry showing payment details

## **2022-2023 Partnership Opportunities**

7. For Financial Options 2 and 3: You as the partner will be the sole business/organization contributing payment and requesting reimbursement. CCT will not reimburse you for expenses paid by employees, volunteers, or other businesses/organizations participating in your event or project. If you are faced with this situation, you as the partner must reimburse the employee/volunteer/participating business first. Once you have done that, your reimbursement will then be considered a reimbursable expense as part of your project, and may be submitted along with proof of payment.
8. For Financial Options 2 and 3: Please provide a summary spreadsheet, attached as an Excel document, that lists details about your expenses (amount, vendor, etc.), and cross-references it to the corresponding payment document details. CCT does not provide or require a set template to be completed. A simple summary document is acceptable.
9. For all Financial Options: You have applied and were approved for Partnership Funding in the amount that you expect to spend. It is CCT's assumption that, without our contributing funds, you would still have spent your portion of funding on your project. CCT allocates all expenses to your portion of the funding first, before contributing its portion of the funds. In the event that you spend the entirety of your funding allotment, CCT will not pay 40% of the lesser total. It will instead contribute the balance of expenses after your full portion has been paid.
10. CCT understands that circumstances can change mid-project and will provide you with an Addendum Request Form should you:
  - a. Need to change your financial option
  - b. Need to change any aspect of your partnership contract including, but not limited to, a project shift or redirection of funds

Once received and approved, the addendum will be added to the partnership contract rather than creating an entire new one.