

2022-2023 Partnership Program Partnership Brief Examples, Do's and Don'ts

Introduction

The partnership program is designed to help organizations grow the visitor economy in their communities. At its heart, tourism is about creating reasons for people who don't live or work in your town to stay and spend money within the municipal borders.

With more briefs being submitted than Central Counties Tourism has funds to partner with, the projects that have the biggest visitor potential and ROI, will be scored the highest and bubble to the top. As always, and especially in COVID times, we have encouraged you to work cooperatively with other businesses. Now that you have grown your understanding of the visitor economy and how working together can have exponential results versus going it alone, we are asking each of you to reach out to your peers, neighbours and competitors to see how, collectively, you can build a better destination; attracting more people, from further away and having them spend more time and money with you all.

This document contains a fictional example of a good project brief and a poor project brief and explains in more detail what Central Counties Tourism is expecting from a partnership.

General Do's

- Ensure that your contact information is correct.
- Match your Type of Project to the CCT Priorities: Capacity Building, Experience Development, Communications/Marketing. Use "Other" if project doesn't fit.
- Use one or more of the bullets from the Type of Project to describe the Project Focus. If none of the bullets fit, just type a brief description.
- Have as many people involved in the project (including staff and volunteers who will be operationalizing it) complete the Tourism Ambassador Program.
- Be clear and specific when filling out the project details. Less is more as long as the pertinent information is front and centre.
- Know your budget. It is very important that we know that you know how much the project will cost and whether or not you have the capacity to implement it as described.

Opening Section

Good Example

The opening section is the easiest for most people to fill out. Still, it is important to note that evaluators are looking for specific items that reflect attention to detail and the organization's understanding of partnership.

Business Name	Uxbridge Tourism Partners	Contact Name	Chuck Thibeault
Address	123 Ontario Street Uxbridge, L9P 2A2	Contact Phone	905-940-9999 x1
		Contact Email	cthibeault@centralcounties.ca
Type of Partnership	Experience Development / Capacity Building	Focus of Project	New experience designed to increase visitors and length of stay
Project Start Date	April 1, 2022	Project Completion Date	December 31, 2022
Name(s) of individual(s) that completed the Tourism Ambassador Program	Chuck Thibeault, Eleanor Cook, Lisa John-MacKenzie Note: The rest of the 10 participating businesses are in the process of completing the module as well.		
Requesting how much from CCT	\$4,000	Total Project Budget	\$10,000

Shows that the project will fit two of the three 2022-2023 priorities for partnerships.

Address including town and postal code

Focus matches some of the bullets and is rooted in growing the visitor economy.

Shows that partners understand that CCT can fund up to 40% of project

All names provided will be verified by CCT as having completed the learning module.

Poor Example: Take a look and see if you can spot the differences.

Business Name	Not-so-Good Brewing	Contact Name	Chuck Thibeault
Address	123 Ontario Street	Contact Phone	905-940-9999 x1
		Contact Email	cthibeault@centralcounties.ca
Type of Partnership	Festival	Focus of Project	Beer Fest
Project Start Date	May 14	Project Completion Date	May 14
Name(s) of individual(s) that completed the Tourism Ambassador Program			
Requesting how much from CCT	\$5,000	Total Project Budget	\$10,000

Project Description

While completely fictitious, the good and poor submission examples are representative of the types of effort that have gone into describing why Central Counties wants to partner with a stakeholder. At its core, the Project Brief is just that – your opportunity to convince Central Counties Tourism to co-invest to enhance or bring your project to life.

Good Description

The Uxbridge Tourism Partners plan on driving more people to businesses throughout town by creating a self-guided, business supported, "Amazing Race" type game. There are 10 stops on the loop and visitors can start wherever they would like. At each stop, there is either a clue for the next location or a "road block" where they will have to perform a short task to receive their next clue. Each of the 10 partners is committing \$500 to the project, with the Town of Uxbridge committing \$1,000. Once a player has completed the game, verified by stamps on their passports, they will be rewarded with a discount card valid for 15% off purchases at any of the participating venues!

Poor Description

We are going to hold a beer fest in our parking lot on May 14. A couple of live bands and maybe a food truck. We are going to launch our brand new Mother's Day beer – "Don't make me come over there!" – and will be providing samples.

Putting the scope of the projects aside, it is clear from the Good Description that the organizers have a clear plan and vision for their project. They know who their partners are and they understand what they want to deliver. They have also tied it back to the type of project and the focus of what they want to achieve.

The Poor Description also ties directly back to the type of project and their area of focus, neither of which is a direct "CCT Priorities" descriptor. Here is how it reads to an evaluator: "We are thinking about launching our beer with an event in our parking lot. If we do, we should probably make sure there is some entertainment and food. Making it an event could drive some more people and sell more of our beer."

Project Description Tips

- Always include a description of the end product, even if you are asking CCT to partner on a part of it, the development of it, supporting it, etc. Share your excitement and passion.
- Tie any deliverables you can back to the priorities listed in the Partnership Opportunities document.
- Demonstrate why you think your project will help grow or support the growth of the visitor economy.

Measuring your Success

Central Counties Tourism receives its funding from the provincial government. Both of us want to make sure that our investments are having a positive effect on the visitor economy.

That doesn't mean that every project has to be measured in visits and economic impact. For many projects, especially those focused on capacity building, results can be measured by the number of people trained, amount of people added to the workforce, number of businesses that have increased their tourism readiness, etc.

While no immediate, direct financial or visitor metrics are available for those types of projects, having any one of them implemented within a community will have a long-term positive effect on the visitor economy.

Good Description

The project will launch on July 1 and run until December 31. Success will include a marked increase in visitors at each of the 10 participating locations, a correlation of visitors attending several, if not all of the businesses participating, and feedback from participating businesses on their sales increase/decrease as a percent YOY. The first two will be completed using CCT's geofencing program and the last will be determined through a monthly survey of all participating businesses (and is part of our shared Memorandum of Understanding)

What makes it good:

- Describes what success looks like.
- Describes how they will track success including benchmark.
- CCT's data supports are a mandatory part of partnerships. Referencing it demonstrates an understanding of the program.
- Describes the time of measurement.

You may have noted that they did not set a measurable goal for increased attendance. It is true that "marked" is not a value. However, what they did do is demonstrate how they were going to track YOY visitation and revenues. This will allow them to set new goals for the second year of their project.

Poor Description

We hope to get 200 people to attend the event. We will measure based on attendance and beer sales.

While specific and measurable, there is no indication here that results are for anyone but themselves. Evaluators will also balance 200 people against the total cost of the project.

Improving Tourism Readiness / Increasing Visitor Economy

Good Description

Each of the 10 participating businesses has skin in the game and is using CCT's Tourism Ambassador Training module as the first step in educating their staff on the program being developed and how to properly engage visitors to start playing. Once people start playing, they will be motivated to visit merchants that they may not have otherwise known about and, once they receive their discount card, will hopefully be motivated to return to purchase items.

Poor Description

Should see an increase in sales that day both for us and any food truck we bring in. It is also a paid gig for the musician we bring in. It will be a good test to see if we could/should do more large events like this.

One of the requirements for all partners this year is to complete at least the Tourism Ambassador Program through the new CCT Learning Lab. The Tourism Ambassador Program provides a very comprehensive refresher on how to engage with visitors and make them feel more engaged with and connected to your community. Mentioning the course(s) you and others from the participating organizations have or will take is important in this section. It is a good example of a non-economic outcome that has lasting effects for tourism readiness.

Partnering with Others / Driving Community Visitation

This is new this year and is a necessity for all partnerships with Central Counties Tourism. If you want to grow the visitor economy in your community or region, you have to become bigger than yourself. How long will someone spend doing your project? Quarter that and you have the amount of travel time the average person is willing to spend to do it. Got a one-hour experience? The majority of your visitors are from within 15 minutes. Provide four hours of things for them to do (including one hour with you) and suddenly you have a draw from one hour in every direction.

Good Description

The entire experience revolves around driving visitors to the other businesses on the circuit. Through their adventure, visitors will also be exposed to other businesses that are not part of the official experience. You can find the list of 10 partners, including contact names and numbers, on the spreadsheet attached with this project brief.

Poor Description

Partnering with one or two food trucks and paying the musician. Will put up a sign letting people know the way to downtown for shopping afterwards.

Don't let this be a deal breaker for your project. If you don't know where to begin, let us help. Chances are, the relationships you make during this partnership will lead to bigger and better things down the road.

Budget

It is very important to complete the budget section correctly. As there are two ways to fill it out (based on whether the project is reliant on CCT funding), this section demonstrates how to complete the form each way.

Indicates the project will happen with or without CCT partnership

NOTE
CCT usually commits between \$1,000 & \$20,000 as their 40% of total project costs.

Verifying that you are not leveraging any other provincial funds to access CCT partnership funds

Will your project proceed without CCT support?	Yes	Has the project received any other provincial investment?	No
<p>If you indicated that the project will proceed without CCT support, 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>	
Expense Description	Amount (\$)	Expense Description	Amount (\$)
Game Logo and Map Design	\$ 500	Enviroincs Reporting	\$ 500
In-Store Collateral (posters, signs, etc.)	\$1,500	Content Development (Photos/Videos)	\$1,000
Game Passports x 5,000	\$ 500	Influencers	\$ 500
"Road Block" expenses	\$2,500	Paid marketing	\$2,000
Social media content and boosts	\$1,000		
Total Uxbridge Tourism Partners Investment	\$6,000	Total CCT Investment	\$4,000

This is what it will cost the organization to develop and implement the project. Make sure you do your research before marking down any costs. You don't want to be over or under on your budget.

Notice that the split of investment is 60/40

If CCT agrees to partner on the project, this is what you would like to spend their investment on. In this case, the organization can develop and implement the plan but have no money left over to spread the word about it. CCT's help will ramp up participation faster than just word of mouth.

Note about other provincial investment

It is okay if your project received funding from other provincial sources like Trillium, Reconnect Ontario, etc. It is just important to note that you can not use any of those funds to access CCT partnership. Let's use the above as the example.

If the above project received \$5,000 from the Trillium Foundation, they would have to demonstrate that they have \$3,000 (60%) of their own money free and clear. If they do, CCT will then be able to partner for \$2,000 (40%). On the lefthand side, the organization would show costs equalling \$8K and show \$2K in CCT costs on the right.

Example 2

Indicates the project will **NOT** happen without CCT partnership.

Will your project proceed without CCT support?	No	Has the project received any other provincial investment?	No
<p>If you indicated that the project will proceed without CCT support, 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>	
Expense Description	Amount (\$)	Expense Description	Amount (\$)
Table / Chair rentals	\$1,000		
Band Cost	\$ 500		
Branded Mugs x 200	\$ 500		
Stage and Sound Equipment	\$2,000		
Tent Rental	\$1,000		
Marketing	\$5,000		
Total Expenses	\$10,000		

Indicates that the stakeholder has \$6,000 to invest and requires CCT to partner for \$4,000 for the project to happen.

It is important to put in as much detail as possible, especially when it comes to marketing and communication. The budget could be accompanied by a marketing plan in this instance or they could have used more lines to indicate how much was going towards social, print, radio, etc.

Recognition

The last thing we ask you to do is list the ways you will recognize CCT as a partner in the project.

Do

- Use the CCT logo on all advertising and collateral
- Request CCT presence at PR or milestone events
- Get a quote from CCT for press releases
- Tag #@YDH social handles
- Follow the brand guidelines

Don't

- Overstate the reach or value of the recognition
- Use logo without permission

