



CENTRAL COUNTIES TOURISM

2023-2024 Partnership Opportunities

Eligible & Ineligible Expenses

INTRODUCTION

CCT's Partnership Program is generously funded by the Government of Ontario. As such, there are restrictions on expenses that the CCT portion of the partnership is permitted to support.

Having said that, it is important to note that this is a partnership where CCT is supporting at 40% maximum. In some instances, the expenses required to complete the project can be paid by the partner and counted towards the total project budget even if they are ineligible for CCT to cover. However, there are also completely ineligible expenses that cannot be used as part of partnership.

COMPLETELY INELIGIBLE EXPENSES

- Insurance
- Office expenses including, but not limited to:
 - Office supplies
 - Permanent staff costs
 - Rent/Lease
 - Overhead costs
 - Offsite storage
- Website maintenance

EXPENSES THAT CAN BE PART OF STAKEHOLDER PORTION OF PARTNERSHIP

- Capital costs including, but not limited to:
 - Bricks & mortar buildings
 - Equipment purchases greater than \$5,000 that will last more than 5 years
 - Project supporting vehicle purchases
- CCT research (we aren't allowed to double-dip)

ELIGIBLE EXPENSES

- Equipment Lease/Rental expenses, but not limited to:
 - Fencing
 - Tents/Event Space
 - Staging
 - Sound Systems
- Signage (including wayfinding signs)
- Project-specific incremental labour
- Website development
- Marketing & Communications including:
 - Any paid advertising (print, radio, television, social)
 - Familiarization tours
 - Graphic design costs
 - Printing and or production costs
- Sport tourism and major conference bid support
- Sales mission support

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Project Budget Example 1

A small tour company is expanding their service. They are purchasing a new-to-them passenger van and developing new tour routes in our region. Budgeted expenses on their application include:

\$40,000	Used van
\$ 5,000	Media tour of new routes
\$ 3,000	New tour webpages
\$ 8,000	Paid advertising
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\$56,000	Total project budget

The maximum allowable for CCT's partnership contribution is \$15,000, so in this case the tour company has to pay the \$40,000 for the van (which CCT is not permitted to pay for). However, CCT can contribute up to \$15,000 towards the remaining expenses, depending on the amount awarded.

Project Budget Example 2

A municipality is hosting a week-long international sports tournament and is looking for support. Budgeted expenses on their application include:

\$10,000	Permanent staff time
\$ 5,000	In-house graphic design
\$20,000	Portable stadium seating rentals
\$ 5,000	Paid-duty officers
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\$40,000	Total project budget

Because their total budget is \$40,000, they are asking for \$15,000 which is less than 40% of the total. However, both the permanent staff and the in-house graphic designer are already paid by the municipality so these expenses are completely ineligible, not just for CCT's portion. Therefore, the total eligible project budget is \$25,000 which means the most we can partner with them for is \$10,000.

Project Budget Example 3

A local Chamber of Commerce wants to open a seasonal information centre utilizing a vacant storefront in the downtown. Budgeted expenses on their application include:

\$20,000	4-months of rent
\$ 5,000	Utilities
\$ 5,000	CCT geo-fence research
\$10,000	Self-service tablets
\$ 4,000	Brochure racks
\$20,000	Temporary staff
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\$64,000	Total project budget

In this example, the rent and utilities are completely ineligible and can't be used as part of the Chamber's 60% investment. The research and the large investment in tablets are ineligible for CCT's portion of the partnership but CAN be included as part of the Chamber's investment. Both the brochure racks and the temporary staff are eligible expenses. So, the total project budget is actually \$39,000 and, if successful, the Chamber could receive the full \$15K in partnership from CCT.