



CENTRAL COUNTIES TOURISM

2024-2025 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. This document contains overarching ineligible expenses along with eligible expenses for each of the three different partnership streams for fiscal 2024-2025.

COMPLETELY INELIGIBLE EXPENSES

- Insurance
- Office expenses including, but not limited to:
 - Office supplies
 - Permanent staff costs
 - Rent/Lease
 - Overhead costs
 - Offsite storage
- Website maintenance
- CCT research (we aren't allowed to double-dip)

Stakeholder-led Route Development Project

Eligible Expenses

- Expertise – paying someone to facilitate the development process
- Graphic Design – for logo, collateral, etc.
- Printing
- Equipment* – Things you need to purchase to implement your experiences
- Website Development
- Marketing & Communications including:
 - Any paid advertising (print, radio, television, social)
 - Familiarization tours
 - Graphic design costs
 - Printing and or production costs**

*Note: CCT's portion of equipment purchase can't be capital, however the partner portion can be including, but not limited to bricks and mortar buildings and equipment costing more than \$5,000 that will last more than 5 years.

2023-2024 Partnership Opportunities

Destination Development (Municipalities, BIAs, CoCs)

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
- 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

Out of Region Marketing

Eligible Expenses (have to be focused on +40km audiences)

- Paid advertising including, but not limited to:
 - Print
 - Radio
 - Television
 - Social
 - Digital
 - Billboards
- Familiarization tours
- Graphic design costs
- Printing and/or production costs for out of region marketing:
 - Brochures
 - Videography
 - Photography**

** NOTE: any photography funded through partnership should be shared with CCT