



CENTRAL COUNTIES
TOURISM

2024-25 Partnership Program Information Session

Feb 1, 2024

Land Acknowledgement

We acknowledge and honour that the tourism region known as “Central Counties” operates within the ancestral Territory and Treaty Lands of the Hiawatha First Nation, Curve Lake First Nation, Alderville First Nation, Mississaugas of Scugog First Nation, Mississaugas of the Credit First Nation, Mississauga First Nation, the Anishinaabeg, the Chippewa of Georgina, the Haudenosaunee and the Huron-Wendat Peoples, and is now home to many diverse First Nations, Inuit, and Métis Peoples.

We also acknowledge this region is covered by Treaty 13 signed with the Mississaugas of the Credit; Williams Treaties signed with multiple Mississaugas and Chippewa bands; Treaties 18, 19 and 20 signed with multiple Anishinaabe people; and, Treaty 4 signed with the Mississaugas.

Central Counties Tourism and Indigenous Tourism Ontario are pleased to be working side by side, together under a Memorandum of Understanding to help advance the Indigenous tourism industry in our regions. We are also working closely with Indigenous organizations in Central Counties to support projects that create experiences and events to help to grow historical and cultural understanding.

By working together in a mutually beneficial manner and nurturing these initiatives, we hope to help all Ontarians prosper through the development of the tourism industry.

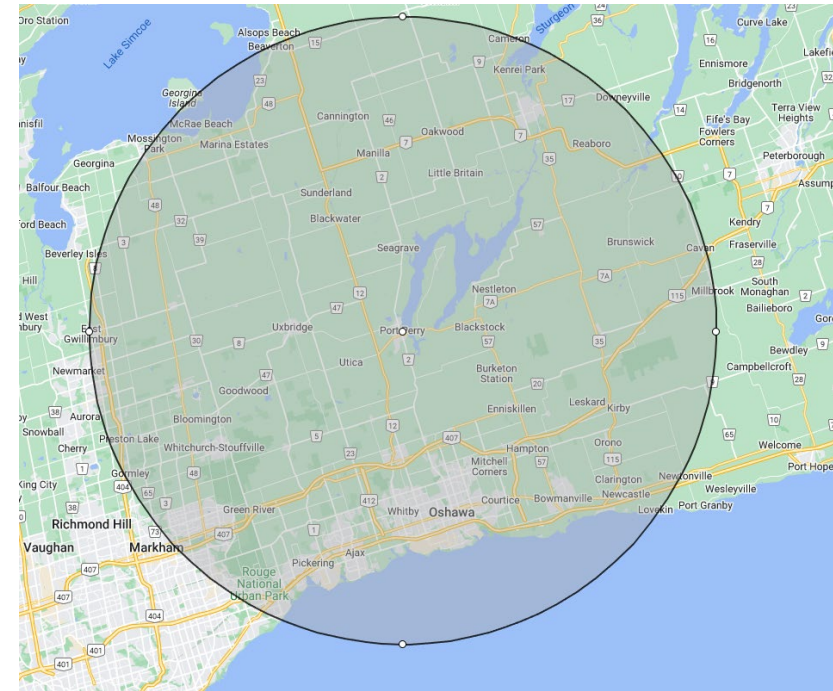
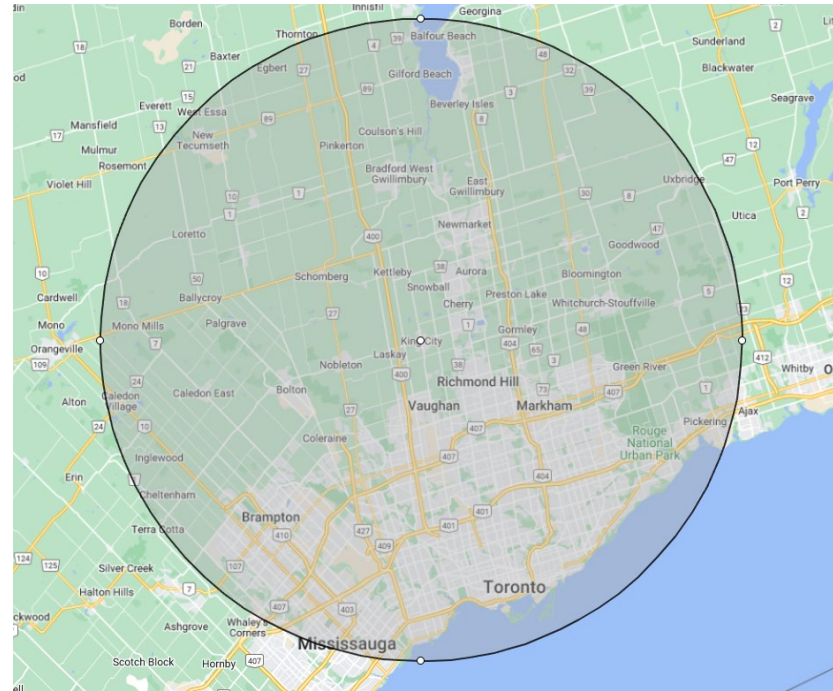
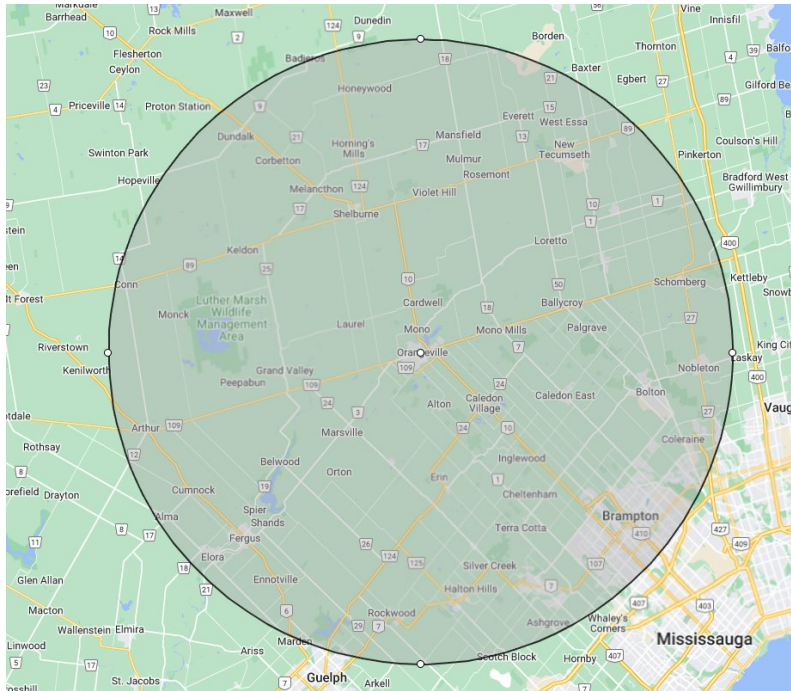




TODAY'S AGENDA

- What's New
- Funding Priorities
- Assessment Criteria
- Expectations
- Reporting
- Application Review
- Q&A

Visualizing 40kms



Use the [mapping tool](#) to develop your own 40km radius.

What's New

- New application
- Partnership of up to 50% of total eligible costs to a maximum of \$20,000
- Funding Priorities – Three Streams
 - I. Out-of-Region Marketing
 - II. Multi-Stakeholder Development Initiatives
 - III. Destination Development
- Two intake periods

Maximum Partnership Funding

- The maximum that can be requested is \$20,000 or equal to 50% of your project budget
 - For example, if your total budget is \$25,000 the maximum you can request is \$12,500
 - Note that if approved you may not receive 100% of the requested budget but a portion

Funding Priorities

I. Out-of-Region Marketing

- For stakeholders wanting to drive new visitors from further away
- All advertising, content development, social, media tours are eligible as long as the messaging is directed at people 40+ kms from the destination
- CCT is only leveraging investments made to attract visitors from 40+ kms

II. Multi-Stakeholder Development Initiatives

- For stakeholders who are developing new year-round multi-stop/location experiences, or promoting their existing multi-stop/location experience, with the goal of attracting day and overnight visitation
- Eligible expenses include website, graphic design, map printing, marketing/communications expenses, etc
- Please note that CCT is also available to assist in the development of these experiences

III. Destination Development

- Projects led by Municipalities, BIA's, Chambers and Boards of Trade that are focused on driving more visitation from out of region, and initiatives that extend length of stay

Intakes

All applications are for projects taking place between April 1, 2024 and March 31, 2025

- Intake 1 - Deadline is March 15, 2024 at 3:00pm
- Intake 2 - Deadline is September 13, 2024 at 3:00pm

One Application per stream

- Submit only one application per stream (can include multiple projects of the same kind)
- Multiple applications are allowed if the projects fall into different streams

Assessment Criteria

- At least one member of the team is required to complete the Tourism Ambassador program – available in the [Learning Lab](#)
- The organization/business MUST be registered with a business profile on the [Central Counties Website](#)
- All applicants MUST speak with their Industry Relations Manager prior to applying
- All applications must include a [TREIM](#) (Tourism Regional Economic Impact Model) analysis
- Applications for the Out-Of-Region-Marketing stream MUST include a marketing and communications plan that outlines the following: Audience targeting, outreach tactics, ROI metrics and how you will measure and report these

Assessment Criteria

- ✓ Showcases a positive return on investment
- ✓ The length of time the project will drive visitation
- ✓ Brings in new visitors to the community and surrounding areas
- ✓ Ensures that these new visitors spend time and money within the community
- ✓ Grows shoulder and off-season visitation
- ✓ Collaborates with other businesses and organizations within the community/region to deliver the project
- ✓ Promotes other activities and businesses in the community to visitors to extend length of stay or encourage repeat visitation
- ✓ Provides a detailed budget that demonstrates that delivery will result in a positive ROI
- ✓ Provides a marketing plan that outlines how visitors will be engaged and attracted to the community
- ✓ A commitment to measuring and sharing project results

Expectations of Successful Partners

Contract Adherence

- Thoroughly read and understand your obligations for the partnership
- Sign both the Contract and Schedule D and return to Central Counties Tourism within 10 business days of receiving the documents

CCT wants to know when you hit your project milestones

- We want 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

Sharing images, metrics, and consumer feedback

- By amplifying the success of our working together, we foster a better understanding, for political leaders, of the important role the visitor economy plays in our communities

Reporting



- Every partner must submit a thorough and 100% completed final report via the CCT Partnership Online Portal (SurveyMonkey Apply) within 10 business days of project completion
- Please review the Partnership Reporting Template to understand the metrics that will be required

Reporting

Financial Reconciliation

- Each requires the partner to verify both the expense and provide proof of payment for expenses covered by the partner
- All vendors whose invoices CCT is paying on behalf of the partnership must adhere to the [CCT Vendor Policy](#)
- All invoices, along with proof of payment, are submitted on an agreed upon schedule and CCT reimburses the organization as per the contract.
- Please review APPENDIX I to fully understand the payment guidelines and requirements

Application Review

  CCT Partnership Application ...
Completed Jan 24 2024 02:09 PM (EST)

Form for "CCT Partnership Application"
BUSINESS INFORMATION

Operating Business Name:
ABC Farming Inc.

Legal Business Name, if different:
(No response)

Mailing Address:
PO Box 98003, 2727 Courtice Rd

City:
Courtice

Province:
ON

Postal Code:
L1E 3A0

Changes to Remember

- New application
- Partnership of up to 50% of total eligible costs to a maximum of \$20,000
- Two intake periods
- Need to do a TREIMs based on your projections
- Two financial options and a Budget Template
- Need for a marketing plan for that partnership stream
- One application per stream. Can submit multiple applications if projects are under different streams

Thank you!

Q&A

Industry Relations Managers:

York Region, [Sara Sterling](#)

Durham Region, [Lisa John-Mackenzie](#)

Headwaters Region, [Sarah Gratta](#)

All documents and links can be found [HERE](#).