

# Application: Destination Development Good Example

Sarah Gratta - sgratta@centralcounties.ca  
DRAFT 2024/2025 Partnership Opportunities Program

## Summary

ID: CCT-Partnership-5204879097

## CCT Partnership Application

In Progress - Last edited: Jan 30 2024

## Form for "CCT Partnership Application"

### BUSINESS INFORMATION

#### Operating Business Name:

Municipality of G-Town

#### Legal Business Name, if different:

(No response)

#### Mailing Address:

123 Main St

#### City:

Anywhere

**Province:**

Ontario

**Postal Code:**

A1C 2D3

**Region:**

Durham

**Business Website URL:**

This field must be a valid URL in <https://www.YourWebsite.ca> format.

<https://www.destdev.ca>

**Contact Name:**

Sarah Gratta

**Contact Email:**

[sgratta@destdev.ca](mailto:sgratta@destdev.ca)

Contact Phone Number:

This field must be a 10 digit phone number in ###-###-#### format.

416-123-4567

To be considered for Partnership, you must be an active CCT Member with an updated profile.

Please provide the link from [yorkdurhamheadwaters.ca/directory](http://yorkdurhamheadwaters.ca/directory)

(No response)

If you do not have a link from [yorkdurhamheadwaters.ca/directory](http://yorkdurhamheadwaters.ca/directory) UPLOAD a screenshot from [centralcounties.ca/login](http://centralcounties.ca/login) of your registered listing.

[Screenshot 2024-01-29 091643.png](#)

Filename: Screenshot 2024-01-29 091643.png Size: 85.7 kB

## PROJECT DETAILS

Project Name

Destination Development Initiatives\_Good Example

Project Dates

April 1/24 - Mar 31/25

**Type of Project**

*NOTE if you are applying for more than one type of project, you will need to fill out multiple applications.*

3. Destination Development (tactics to extend visitor stay/spend)

EXAMPLE

# Description of Project

*Provide as much detail as possible so the reviewing committee has all the relevant information to make a decision. Keep in mind not all reviewers are familiar with you or your region. Remember our mandate is to drive visitation and economic development through tourism. Demonstrating that link is critical for the reviewer.*

G-Town Great Guest Games and Giveaways was a three-month activation from the beginning of December through to the beginning of March designed to drive visitation to the main street and surrounding areas by providing fun, interactive games that ensured guests went into participating businesses. Participants in all games had opportunities to win main street shopping sprees through random draws that also collected email addresses. Last year, there were three games that visitors could choose to do:

## BIA Bingo

8 participating business each had six "Bingo Tiles" displayed next to various merchandise, on menu boards, etc. People playing the game have to visit each of the locations, find the tiles that match their numbers and write down where they found it. Once all their numbers have been found, participants entered their completed cards for a chance to win weekly, monthly and a grand prize. Anyone wanting to play was able to pick up a card at any of the 8 participating locations and the BIA office

## Mainstreet Murder Mystery

It's a real whodunnit where participants have to find and solve clues throughout the town to determine who killed Mr. Smith, where and with what weapon. This fun, and interactive game required a vehicle and showcases all of the amazing attractions, parks and trails. The average time for completion was three hours and all participants were able to submit their guesses to win weekly, monthly and a grand prize. Sleuthing kits were available at the Library, BIA office, Rec. Centres and local restaurants.

## Amazingly Close to Each Other Race

This was a booked challenge that had "contestants" facing off at seven different businesses all within walking distance of each other. Each business set aside some space and provided an activity that included something they could take with them. Each day there were five starting times that groups of 2-6 could book to play. Fastest time won and there was a monthly prize for the fastest overall time.

**When do you expect your first visitors to be able to attend/see your project?**

Jul 1 2024

**What is your goal for total attendance/visitation?**

20000

**What is your goal for visitors coming from 40+km away?**

**If this is a new project, what is your first year goal for visitor attendance?**

**If this is an existing project, what is your goal for visitor attendance and what percentage growth year over year is this?**

Please input zero "0" in YoY Growth if this is a first year program.

	Visitor Attendance Goal	YoY Growth %
	5000	20

**How long will your project drive visitors to the region?**

2 - 6 months

**How are you going to measure the number of visitors and distance travelled?**

We will be purchasing Geo-Fence Data from CCT for the three-month period of the activation for this year and compare it to the data from last year. This will tell us how many people came to down during that period and where they originated from.

**Are there other success factors you will be measuring?**

We will be measuring the number of local businesses that are actively participating in the 2nd Annual G-Town Great Guest Games and Giveaways. Last year, there were 15 businesses that opened their doors for the three-months of the activation, participating in "BIA Bingo", "Mainstreet Murder Mystery" and the "Amazingly Close to Each Other Race". The goal this year is to increase participation to 25 businesses

**Does your community have a tourism plan in place?**

Yes

**If you answered YES above, please describe how your project supports its goals and objectives.**

Driving visitation to the downtown is one of the main goals of the plan. These activations not only got people into the downtown, it brought them into the businesses. It was also identified that not a lot of visitors knew about all of the things to do around town, which led to the successful development of the Murder Mystery.

**How does/will this project improve tourism readiness and/or have a positive economic impact for your community?**

Participants in the activation last year noted an uptake in spending at their locations. Moreover, several visitors returned another day to complete a different activation and revisit some of their favourite businesses in town. The restaurants that were promoting the Murder Mystery said that several visitors returned after completing the challenge to celebrate their victory and hand in their guess.

**What is the anticipated visitor spend using [TREIM \(Tourism Regional Economic Impact Model\)](#) analysis?**

Click [HERE](#) for a How-To on using TREIM to capture the required metrics below.

Total Economic Impact	394879
Total Jobs	3
Total Tax	118530

**How are you working with your municipality, BIA or other organization to ensure that visitors to your project spend more time and money in the community?**

The Town and BIA are working collaboratively to both develop, implement and support the project. All activations are designed for visitors to spend more time and money in the community.

**Please list the other organizations/businesses that are actively participating in and benefiting from your project.**

***(List all the organizations that have confirmed participation and those you are in, or plan to be in discussions with).***

Confirmed:

BIA

Town

15 BIA members

Conservation Authority

Unconfirmed

15 additional BIA Members with the goal to have 10 additional participants

**Please attach your Marketing Plan (if applicable).**

***This is mandatory if you are applying under the Out-of-Region Marketing stream.***

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

## **BUDGET**



What is your project budget?

*(What you will spend regardless of whether or not your application is successful)*

\$ 43000

Amount Requested from CCT to top-up/enhance this project:

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.

\$ 19000

Please attached your detailed budget(s). Please use the CCT budget template [HERE](#)

[Good example budget\\_Destination Dev.xlsx](#)

**Filename:** Good example budget\_Destination Dev.xlsx **Size:** 28.5 kB

Will your project move forward without financial support from CCT?

Yes

If successful, which financial option will you choose?

Click [HERE](#) to review financial options outlined in the Partnership Overview. (Appendix I)

Financial Option 2

**Besides additional financial support, what else would you want to gain from a partnership with CCT?**

Note: services depend on CCT budgeting and resourcing

We really want to lean on CCT's expertise so that we make the absolute most of our limited resources. We also want to learn about potential other partners to bring in either as a visit support (retail, food, attractions or accommodations) or a potential addition to the route in years to come.

## **CCT SUPPORT & RECOGNITION**

**As partners, what other support services would you look to CCT for?**

Note: services depend on CCT budgeting and resourcing

### **Responses Selected:**

1. Coaching
2. Amplification of your marketing activities through our website and social media
3. Share my press release to industry media outlets
5. Access to research at member rate
6. Photography (paid or free TBD based on existing assets)
7. Stakeholder Spotlight article on website and social media (B2B Website)

Please list the ways you will recognize CCT as a partner in your project.

If you are unsure of the REACH, FREQUENCY and VALUE please leave it blank.

CCT Logo Usage must be approved by B2B Marketing Manager.

	Type of Recognition	Description of Recognition	Reach	Frequency	Estimated Value
	logo	placement on website	5000	ongoing	1
	logo	on collateral	5000	once	1

Once you have completed both required tasks, 1) the Partnership Application and 2) the Tourism Ambassador Program Completion Form, you will also need to SUBMIT the application. Once submitted, you will receive a confirmation email (date & time-stamped) that the application has been received.

Should you encounter any difficulties with this final step, please reach out to your Industry Relations Manager.

YORK: Sara Sterling, [ssterling@centralcounties.ca](mailto:ssterling@centralcounties.ca)

DURHAM: Lisa John-Mackenzie, [ljohn-mackenzie@centralcounties.ca](mailto:ljohn-mackenzie@centralcounties.ca)

HEADWATERS: Sarah Gratta, [sgratta@centralcounties.ca](mailto:sgratta@centralcounties.ca)