

Application: Multi-Stakeholder Route Development Good Example

Chuck Thibeault - cthibeault@centralcounties.ca
2024/2025 Partnership Opportunities Program

Summary

ID: CCT-Partnership-9854629587

CCT Partnership Application

In Progress - Last edited: Jan 30 2024

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

Region:

Durham

Business Website URL:

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

<https://www.farmingexperiences.ca>

Contact Name:

Chuck Thibeault

Contact Email:

chuck@farmingexperiences.ca

Contact Phone Number:

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

012-345-6789

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

Please provide the link from yorkdurhamheadwaters.ca/directory

(No response)

If you do not have a link from yorkdurhamheadwaters.ca/directory UPLOAD a screenshot from 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

Multi-Stakeholder Development Initiatives_Good Example

Project Dates

Apr 1, 2024 - Mar 31, 2025

Type of Project

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

2. Multi-Stakeholder Development Initiatives (development, enhancements, or promotion)

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.

Five farm properties (ABC Farming Inc., DEF Agriculture, GHI Livestock, JKL Dairy and LMN Acres) in Northern Durham are partnering up to provide city slickers and other visitors opportunities to get down and dirty with all things farming. From mucking stalls, to milking cows, planting/tending/harvesting the crops to creating farm fresh preserves and treats, there is no shortage to the fun and excitement to be had through Farm Experiences. Each of the five partners will be creating bookable experiences that range from 2 hours to full days. We expect many of our guests to book multiple experiences at several locations and have partnered with three B&B's and a local Inn to accommodate overnight visitors. We have also created a sliding price model that provides increasing discounts the more experiences you book. Experiences will be available from planting season until after the harvest on a weekly basis. Through the off-season, special events will take place on key weekends leading into the winter break, family day weekend and Easter weekend.

We are estimated attendance based on the following formula:

$((\text{Total Capacity Per Day (125)} \times 7 \text{ days per week} \times 19 \text{ weeks of main season}) + \text{Total Capacity Per Day (150)} \times 12 \text{ offseason special event days})) \times 25\% \text{ booking rate} = 4,606$

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?

4606

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 %
	50% Visitors = 2,303	0

How long will your project drive visitors to the region?

2+ years

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

All tickets for the experiences are going to be booked online and will include postal codes as part of the payment process. The plan is to contract CCT to complete a postal code analysis after Easter 2025 so that we can learn more about the people who are visiting, find out where more like them live and get a good idea of what other attractions or events to layer in for the following year.

Are there other success factors you will be measuring?

During the booking process we will be asking everyone how they heard about the experiences. We hope that word-of-mouth continues to grow because it demonstrates that visitors found good value in the experiences they purchased. We will also be tracking the links from our booking site to the B&B and Inn websites and communicating with the three partners to see what uptake they had. Finally, we will be sending a survey to the booking participants to get feedback about the experiences and to determine if they also spent additional time / money in one of the neighbouring towns.

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.

Agri-Tourism has been identified by the three North Durham municipalities as low-hanging fruit. Our new experience-based trail fills a major gap when it comes to attracting visitors and gives them all something to promote through their channels. It is also expected to drive thousands of visitors to the region each year.

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

The five partners have taken the tourism Ambassador program and will be working together to develop the on-farm activities. We will be experience-focused, which is a pillar of tourism development. When launched, the municipality will be able to showcase a visitor-ready experience to locals and visitors alike. In addition, our website will feature local restaurants and other activities that our guests can do, which will hopefully encourage additional economic impact.

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	181881
Total Jobs	1
Total Tax	54959

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?

All three municipalities are aware of the new route being developed and will be supporting it through their marketing and communications efforts. We will be linking from our site to the three municipal tourism sites and will also be doing a monthly newsletter that will include upcoming area festivals and events.

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).

ABC Farming Inc., DEF Agriculture, GHI Livestock, JKL Dairy, LMN Acres, Brock, Scugog, Uxbridge, OPQ B&B are all confirmed.

In talks with RST Inn, UVW B&B and XYZ Restaurant.

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)

\$ 5,000

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.

\$ 5,000

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

[Route Development Good Example Budget v2.xlsx](#)

Filename: Route Development Good Example Budget v2.xlsx **Size:** 27.4 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	Logo Placement on our website	5,000	Ongoing	1
	Logo	Logo placement on collateral	5,000	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

DURHAM: Lisa John-Mackenzie, ljohn-mackenzie@centralcounties.ca

HEADWATERS: Sarah Gratta, sgratta@centralcounties.ca