

2022-2023 PARTNERSHIP BRIEF TEMPLATE

Business Name	Uxbridge Tourism Partners	Contact Name	Chuck Thibeault
Address	123 Ontario Street	Contact Phone	905-940-9999 x1
	Uxbridge, L9P 2A2	Contact Email	cthibeault@centralcounties.ca
Type of Partnership	Experience Development / Capacity Building	Focus of Project	New experience designed to increase visitors and length of stay
Project Start Date	April 1, 2022	Project Completion Date	December 31, 2022
Name(s) of individual(s) that completed the Tourism Ambassador Program	Chuck Thibeault, Eleanor Cook, Lisa John-MacKenzie Note: The rest of the 10 participating businesses are in the process of completing the module as well.		
Requesting how much from CCT	\$4,000	Total Project Budget	\$10,000
Please provide a brief project description			
<p>The Uxbridge Tourism Partners plans on driving more people to businesses throughout town by creating a self-guided, business supported, "Amazing Race" type game. There are 10 stops on the loop and visitors can start wherever they would like. At each stop, there is either a clue for the next location or a "road block" where they will have to perform a short task to receive their next clue. Each of the 10 partners is committing \$500 to the project, with the Town of Uxbridge committing \$1,000. Once a player has completed the game, verified by stamps on their passports, they will be rewarded with a discount card valid for 15% off purchases at any of the participating venues!</p>			
How are you measuring success? What does success look like?			
<p>The project will launch on July 1 and run until December 31. Success will include a marked increase in visitors at each of the 10 participating locations, a correlation of visitors attending several, if not all of the businesses participating, and feedback from participating businesses on their sales increase/decrease as a percent YOY. The first two will be completed using CCT's geofencing program and the last will be determined through a monthly survey of all participating businesses (and is part of our shared Memorandum of Understanding)</p>			
How does/will this project improve tourism readiness and/or have a positive economic impact?			
<p>Each of the 10 participating businesses has skin in the game and is using CCT's Tourism Ambassador Training module as the first step in educating their staff on the program being developed and how to properly engage visitors to start playing. Once people start playing, they will be motivated to visit merchants that they may not have otherwise known about and, once they receive their discount card, will hopefully be motivated to return to purchase items.</p>			
Explain how you will be partnering with and / or driving your visitors to other businesses in the community?			
<p>The entire experience revolves around driving visitors to the other businesses on the circuit. Through their adventure, visitors will also be exposed to other businesses that are not part of the official experience. You can find the list of 10 partners, including contact names and numbers, on the spreadsheet attached with this project brief.</p>			

Budget

Will your project proceed without CCT support?	Yes	Has the project received any other provincial investment?	No
<p>If you indicated that the project will proceed without CCT support, please indicate in these two columns the expense detail of your investment including HST. If you indicated that the project will not proceed without CCT support, please indicate the total project budget.</p>		<p>In these two columns, please indicate how you would spend the requested CCT partnership investment to improve the project including HST. Please note the total must equal the amount requested.</p>	
Expense Description	Amount (\$)	Expense Description	Amount (\$)
Game Logo and Map Design	\$ 500	Environics Reporting	\$ 500
In-Store Collateral (posters, signs, etc.)	\$1,500	Content Development (Photos/Videos)	\$1,000
Game Passports x 5,000	\$ 500	Influencers	\$ 500
"Road Block" expenses	\$2,500	Paid marketing	\$2,000
Social media content and boosts	\$1,000		
	\$6,000		\$4,000

Please list the ways you will recognize CCT as a partner in your project				
Type of Recognition	Description of Recognition	Reach	Frequency	Estimated Value
Toronto Star	Logo on ¼ page ad	120,000	1	\$750
Passports	Logo on all passports with weblink	5,000	1	\$500
Posters	Logo on all in-store collateral	200,000	1	\$1,000
Social Media	Links to CCT Social	TBD	12	TBD