

# Application: CCT-Partnership-3777960206

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2023/2024 Partnership Opportunities Program

## Summary

ID: CCT-Partnership-3777960206

## CCT Partnership Application

In Progress - Last edited: Mar 2 2023

## Form for "CCT Partnership Application" BUSINESS INFORMATION

### Operating Business Name:

Uxbridge Tourism Partners

### Legal Business Name, if different:

(No response)

### Mailing Address:

123 Ontario Street

### City:

Uxbridge

**Province:**

Ontario

**Postal Code:**

L9P 2A2

**Business Website URL:**

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

<https://www.uxbridgepartners.ca>

**Region:**

Durham

**Contact Name:**

Chuck Thibeault

**Contact Email:**

[cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca)

Contact Phone Number:

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

905-940-9999-1

## PROJECT SUMMARY

Type of Project:

Festival or Event

Total Project Budget:

\$ 10,000

Total Amount Requested from CCT:

\$ 4,000

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

Jul 1 2023

How long will your project drive visitors to the region?

2+ years

**How many visitors do you expect to attract through the lifespan of the project?**

For the first year, our goal is to attract 2,500 visitors this summer starting July 1, 2023. We will then collect feedback from the participating businesses regarding visitation and spend, and implement any necessary changes to the program ahead of re-launching the program the following year. Continued growth will be factored into our goals for subsequent years.

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

All visitors/participants will be given a passport requiring them to visit all 10 businesses to unlock a special discount offer valid at all participating locations. Passports issued and redeemed will be tracked. Postal code data will be necessary when redeeming the discount.

**What type of activities would our partnership funds be supporting?**

Check all that apply.

**Responses Selected:**

Marketing/Communications

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

**Responses Selected:**

Other: Research Support, Expertise and Guidance

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

Yes

**If yes, does your project support its goals and objectives?**

Yes

**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

## **PROJECT DETAILS**

**Please provide a brief project description.**

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!

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

10 Uxbridge businesses are actively participating in this project. Their contact names and numbers have been provided on the spreadsheet uploaded separately. The Town of Uxbridge is also actively involved in promoting and support this project.

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

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.

**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 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.

**Besides money, what do you want to get from the partnership with CCT?**

Expertise and guidance from the CCT team on how to best grow this program. Sharing of best practices and support with research to ensure we can identify and better target our ideal audiences.

**BUDGET**

Please list your total project budget.

This total must equal the "Total Project Budget" value noted above and reflects your project budget WITHOUT the funds you are requesting from CCT.

	Expense Description	Expense Amount
1	Game Logo and Map Design	500
2	In-Store Collateral (posters, signs, etc.)	1500
3	Game Passports x 5,000	500
4	"Road Block" expenses	2500
5	Social media content and boosts	1000
6		
7		
8		
9		
10		
Total		6000.0

If the chart above is insufficient to include your Project Budget, please upload it through the 'Upload a file' button below instead.

NOTE: Line 1 in the budget grid above is mandatory, so if uploading your budget, you will still be required to complete the first line, at minimum.

Please list the expenses that will be covered by the partnership funds provided by CCT.

This total must equal the "Total Amount Requested from CCT" amount noted above and reflects the expenses that the CCT funds will support.

	Expense Description	Expense Amount
1	Enviroics Reporting	500
2	Content Development (Photos/Videos)	1000
3	Influencers	500
4	Paid marketing	2000
5		
6		
7		
8		
9		
10		
Total		4000.0

## CCT SUPPORT RECOGNITION

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

CCT Logo Usage must be approved by B2B Marketing Manager.

	Type of Recognition	Description of Recognition	Reach	Frequency	Estimated Value
	Passports	Logo on all passports with weblink	5000	1	500
	Posters	Posters Logo on all in-store collateral	200,000	1	1000
	Social Media	Links to CCT/YDH Social	TBD	12	TBD

GOOD EXAMPLE