

2022-2023 PARTNERSHIP BRIEF TEMPLATE

Business Name	Not-so-Good Brewing	Contact Name	Chuck Thibeault
Address	123 Ontario Street	Contact Phone	905-940-9999 x1
		Contact Email	cthibeault@centralcounties.ca
Type of Partnership	Festival	Focus of Project	Beer Fest
Project Start Date	May 14	Project Completion Date	May 14
Name(s) of individual(s) that completed the Tourism Ambassador Program			
Requesting how much from CCT	\$5,000	Total Project Budget	\$10,000
Please provide a brief project description			
<p>We are going to hold a beer fest in our parking lot on May 14. A couple of live bands and maybe a food truck. We are going to launch our brand new Mother's Day beer – "Don't make me come over there!" – and will be providing samples.</p>			
How are you measuring success? What does success look like?			
<p>We hope to get 200 people attend the event. We will measure based on attendance and beer sales.</p>			
How does/will this project improve tourism readiness and/or have a positive economic impact?			
<p>Should see an increase in sales that day both for us and any food truck we bring in. It is also a paid gig for the musician we bring in. It will be a good test to see if we could/should do more large events like this.</p>			
Explain how you will be partnering with and / or driving your visitors to other businesses in the community?			
<p>Partnering with one or two food trucks and paying the musician. Will put up a sign letting people know the way to downtown for shopping afterwards.</p>			

