

PARTNERSHIP PROJECT PROPOSAL TEMPLATE

Please submit your completed proposal template to the ministry. If there are multiple projects with similar deliverables, objectives and performance measures you may bundle them together. Please ensure bundled projects are identified separately under key activities in Part 2.

Part 1

Project Name:	Rad Road Tripping		
Start Date:	April 20, 2014	End Date:	January 31, 2015

Project Deliverables *(Please provide a brief description)*

The RTO should briefly describe what the project is and the planned result of the key activities in 3 -5 sentences. Partners can be listed here or in the Additional Information section.

The RTO is working with 3 DMO partners to develop a fall driving tours marketing campaign beginning in August to mid-October. Tours support a criteria based drive of 1 – 3 days for the Knowledge Seekers segmentation group in the GTA and selected Central/Southwestern Ontario cities. The campaign will target these consumers through a variety of online tactics including Zoomer magazine and the Globe and Mail online.

Project Objective *(Please provide a brief explanation)*

Please explain how this project aligns with partnership fund goals and eligibility as outlined in the ministry guidelines.

The RTO should refer to Page 31 of the RTO Guide to review the objectives of the partnership fund. There are also a number of eligibility factors to consider i.e. funding process, contributions, expenses and project lead.

This initiative leverages the opportunity for regional travel across municipal DMO boundaries and supports the RTOs priorities to increase tourism spending.

Working with DMO partners brings new financial resources to the campaign and allows for a great collaborative impact and spend.

DMO partners will also support the campaign with individual tactics that build on their own database development but support the messaging of the regional stay.

Please explain how this project aligns with the RTO business plan and links to pillar(s).

The RTO should demonstrate how this project aligns with the plans they have submitted to the ministry.

The RTO's marketing pillar includes an objective to "increase mid-week tourism spending in the spring and fall shoulder seasons by offering compelling product experiences that extend stay." The campaign will be developed to offer incented opportunities to mid-week travel.

The RTO marketing plan identifies the need to bundle accommodations offers into marketing activities to increase the spend for overnight stays. Accommodations offers will be available as part of this campaign. Finally, the Knowledge Seekers segment is one of the key market segments for the RTO 2014 marketing plan and the product offering for this campaign aligns with the interests of this segment (culture, discovering new surroundings).

Please explain the rationale/ need/ demand for this project.

The RTO should explain why this project is important for the region and how supporting this project is vital for enhancing tourism.

Within the region the fall colours and fall studio tours have been growing organically throughout the past two years.

Data from the Ontario's fall colour reports shows that the region includes 4 of the top ten destinations for fall foliage tours. In the fall of 2013, studio tours reported an increase in visitation of 20% with the majority of this being represented by tourists.

Please explain if this project supports a new activity or enhances an existing one in the region.

The RTO should explain the above and describe the benefits of the partnership project.

The Lakes and Valleys Tourism Association has offered fall foliage tours on their website for the past three years. There has been a steady growth in downloads of tour itineraries since its inception. This initiative looks to expand this project with a more targeted segmentation approach and a three year plan to support measured growth.

Project Description <i>(Complete Template on Page 2)</i>	Yes	No
Are there defined key activities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are there defined RTO and partner roles based on the key activities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are there S.M.A.R.T performance measures?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is the RTO the project manager/lead? <i>If the RTO is not the project manager/lead please refer to Page 35 of the RTO Guide and briefly explain how requirements are being met in the Additional Information section below.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Financial Information	Yes	No
Are project costs eligible as outlined in the ministry guidelines?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are goods and/or services being procured to complete this project (greater than \$5,000)? <i>Where the purchase price exceeds \$5,000, the RTO will, at a minimum, obtain at least three written quotes</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

What is the project budget? *A separate budget attachment may be provided for bundled projects*

Total	\$ 60,000.00
RTO Contribution	\$ 30,000.00
Partner (s) Contribution	\$ 30,000.00

Additional Information:	A general partnership agreement has been developed indicating lead role of RTO and requirements of DMOs to support the development, delivery and results assessment of the project.
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Part 2

The template below will be used to amend your transfer payment agreement. Outline all activities being undertaken with partnership funding provided by the Ministry as well as the partnership funding from partners.

<u>STRATEGIC FOCUS:</u> Marketing
<u>OBJECTIVE(S):</u> <ul style="list-style-type: none"> Increase mid-week tourism spending in the spring and fall shoulder seasons by offering compelling product experiences that extend stay.
<u>PERFORMANCE INDICATORS:</u> <ul style="list-style-type: none"> Develop 6 Rad Road trips that offer 1 – 3 day driving experiences supporting key demand generators for fall foliage/cultural tours throughout the region. Bundle accommodation offers into all driving experiences with clickable ‘book now’ capability for all offers. Realize 300 room nights in Year 1. Leverage partnership with Zoomer magazine and its perks program to offer exclusive opportunities to those booking overnight accommodation. In-kind leveraging of marketing buy of

1:2. • Number of itinerary downloads, online referrals, leads developed, bookings and analysis of consumer interests.					
Key Activities 2014-15	Continued or New Activity	Q1	Q2	Q3	Q4
RTO <i>The RTO should describe the key activities they are responsible for as part of their partnership agreement. This will create transparency on the RTOs role in the project.</i>					
Develop 6 criteria based tour itineraries with DMO/stakeholder input	New	X			
Finalize marketing tactics with partners	New	X			
Negotiate corporate sponsorship with Zoomer magazine	New	X			
Establish, develop and analyze performance metrics for campaign	New	X	X	X	
PARTNER (S) <i>The RTO should describe the key activities partner(s) are responsible for as part of their partnership agreement. This will create transparency on the Partner(s) role in the project.</i>					
Support itinerary development with supplier referrals	New	X			
Support RTO marketing tactics	New		X		
Provide content and stakeholder liaison	New	X	X		
Develop and track performance metrics assigned to campaign	New	X	X	X	