



AGENDA
ECONOMIC DEVELOPMENT COMMITTEE
March 21, 2023 9:30 AM

MEETING DETAILS

In-Person Location: Mulmur Township Offices, located at 758070 2nd Line East
Phone Connection: 1 647 374 4685 Canada / 1 647 558 0588 Canada
Video Connection: <https://us02web.zoom.us/j/84602248258>
Meeting ID: 846 0224 8258

1. **CALL TO ORDER**

2. **APPROVAL OF THE AGENDA**

Recommendation: THAT the agenda be approved.

3. **MINUTES OF THE PREVIOUS MEETING**

Recommendation: THAT the minutes of November 7, 2023 be approved.

4. **DISCLOSURE OF PECUNIARY INTERESTS**

If any member has a disclosure of pecuniary interest (direct or indirect) they can declare the nature thereof now, or at any time during the meeting

5. **PRESENTATION**

5.1 **Luke Panek: Yolo Nomads**

https://www.canva.com/design/DAFjXPCTibU/MnQCsRdekHNOLM4kPqLGbw/view?utm_campaign=share_your_design&utm_medium=link&utm_content=DAFjXPCTibU&utm_source=shareyourdesignpanel#1

Recommendation: THAT the EDC Committee receive the presentation from Luke Panek, Yolo Nomads.

6. **ADMINISTRATION**

6.1 **Spring Market**

6.2 **Central Counties Tourism Funding Opportunities**

6.3 **2024 Mulmur Post-Secondary School Grant Program – Review Committee Appointment**

Recommendation: THAT the EDC Committee appoint _____ to sit on the 2024 Review Committee for the 2024 Mulmur Post Secondary School Grant Program.

7. INFORMATION ITEMS

7.1 Spring Town Hall & Tree Sale Pick-up

8. ITEMS FOR FUTURE MEETINGS

- **Mulmur 175 Event**
- **DBOT Business Excellence Awards**

9. ADJOURNMENT

Recommendation: THAT the meeting adjourns at _____ and meet again on _____, or at the call of the Chair.



ECONOMIC DEVELOPMENT COMMITTEE MINUTES January 18, 2024 – 9:30 AM

Present: Darryl Stansfield, Chair
Lisa Thomson
Diana Morris
Roseann Knechtel, Secretary
Tracey Atkinson, CAO

Regrets: Janet Horner
Savannah Rogers

1.0 CALL TO ORDER

The Secretary called the meeting to order at 9:39 a.m.

2.0 APPOINTMENT OF A CHAIR

Moved by Thomson and Seconded by Morris

THAT Darryl Stansfield be appointed Chair of the Mulmur Economic Development Committee for the year 2024.

CARRIED.

3.0 APPROVAL OF THE AGENDA

Moved by Thomson and Seconded by Morris

THAT the agenda be approved.

CARRIED.

4.0 MINUTES OF THE PREVIOUS MEETING

Moved by Thomson and Seconded by Morris

THAT the minutes of November 7, 2023 are approved.

CARRIED.

5.0 DISCLOSURE OF PECUNIARY INTERESTS

Diana Morris declared a pecuniary interest to item 6.3 Mulmur Business Centre and refrained from the discussion.

6.0 ADMINISTRATION

6.1 Strategic Planning Session

Tracey Atkinson, CAO, highlighted the goals of the 2016 economic development plan, Council's strategic plan and feedback from community conversations. Members discussed the 2016 economic development goals and provided feedback on moving forward.

6.2 Spring Market

Members discussed the upcoming spring market. Direction was given to commence promotion. Vendors are to provide their own tents/tables, and space is to be made available at no cost. Food vendors are to provide health unit clearance.

6.3 Mulmur Business Centre

Members discussed the proposed expansion of the Dufferin Board of Trade Bizhub to the Township basement.

Moved by Thomson and Seconded by Stansfield

THAT the Mulmur Economic Development Committee recommend Mulmur Council support the expansion of the Dufferin Board of Trade Bizhub to the Township of Mulmur basement space.

CARRIED.

6.4 2023 Annual Report & 2024 Action Plan

Members approved the submission of the 2023 Annual Report to Council. Discussion on 2024 goals and objectives was deferred to the next meeting.

7.0 ITEMS FOR FUTURE MEETINGS

7.1 Dufferin County Economic Development Strategy

7.2 New Business – The Heating Source

8.0 ITEMS FOR FUTURE MEETINGS

8.1 Mulmur 175

8.2 Business Recognition Awards

9.0 ADJOURNMENT

Moved by Thomson and Seconded by Morris

THAT Council adjourns the meeting at 11:04 a.m. to meet again on February 22, 2024, at 9:30 a.m. or at the call of the chair.

CARRIED.

TOWNSHIP OF MULMUR



SUPERBURGER

supercoffee

SPRING MARKET

FRIDAY
MAY 31ST

4PM - 7PM

SUPERBURGER
PARKING LOT

HWY 89 & 10

- FREE TO ALL VENDORS
- BRING YOUR OWN
TENT/TABLE
- REGISTER AT
WWW.MULMUR.CA BY
MAY 17, 2024
- PLEASE NOTE THERE
WILL BE NO ELECTRIC
HOOKUP AVAILABLE

MULMUR.CA



Q1 Business Information

Answered: 10 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	100.00%	10
Business Name	100.00%	10
Mailing Address	100.00%	10
Postal Code	100.00%	10
Email	100.00%	10
Telephone	100.00%	10
Website	60.00%	6

#	NAME	DATE
1	Ruthan Johnson	3/12/2024 6:53 PM
2	Victoria Hoyte Gaynor	3/5/2024 8:53 PM
3	Lisa Kerr	3/2/2024 11:18 AM
4	Melissa Lloyd	2/29/2024 7:02 AM
5	Gillian Duncan	2/28/2024 6:03 PM
6	Jennifer Long	2/25/2024 12:33 AM
7	Cheryl Devlin	2/24/2024 5:50 PM
8	Nicola kidd	2/23/2024 8:43 AM
9	Joanna Barrington	2/22/2024 5:17 PM
10	Catherine Carpenko	2/22/2024 6:27 AM

#	BUSINESS NAME	DATE
1	The Victorian Pantry	3/12/2024 6:53 PM
2	Mom and Pop Handmade Shop	3/5/2024 8:53 PM
3	Calm Escape Creations	3/2/2024 11:18 AM
4	All Dolled Up	2/29/2024 7:02 AM
5	Dabombbathsaltsnco	2/28/2024 6:03 PM
6	Jen's Favourite Scentsy	2/25/2024 12:33 AM
7	Beary Scents - Scentsy Canada	2/24/2024 5:50 PM
8	Resurfaced	2/23/2024 8:43 AM
9	Unicamp of Ontario	2/22/2024 5:17 PM
10	Upcycling With Gratitude	2/22/2024 6:27 AM



CENTRAL COUNTIES
TOURISM

2024-25 Partnership Program Information Session

Feb 1, 2024

Land Acknowledgement

We acknowledge and honour that the tourism region known as “Central Counties” operates within the ancestral Territory and Treaty Lands of the Hiawatha First Nation, Curve Lake First Nation, Alderville First Nation, Mississaugas of Scugog First Nation, Mississaugas of the Credit First Nation, Mississauga First Nation, the Anishinaabeg, the Chippewa of Georgina, the Haudenosaunee and the Huron-Wendat Peoples, and is now home to many diverse First Nations, Inuit, and Métis Peoples.

We also acknowledge this region is covered by Treaty 13 signed with the Mississaugas of the Credit; Williams Treaties signed with multiple Mississaugas and Chippewa bands; Treaties 18, 19 and 20 signed with multiple Anishinaabe people; and, Treaty 4 signed with the Mississaugas.

Central Counties Tourism and Indigenous Tourism Ontario are pleased to be working side by side, together under a Memorandum of Understanding to help advance the Indigenous tourism industry in our regions. We are also working closely with Indigenous organizations in Central Counties to support projects that create experiences and events to help to grow historical and cultural understanding.

By working together in a mutually beneficial manner and nurturing these initiatives, we hope to help all Ontarians prosper through the development of the tourism industry.

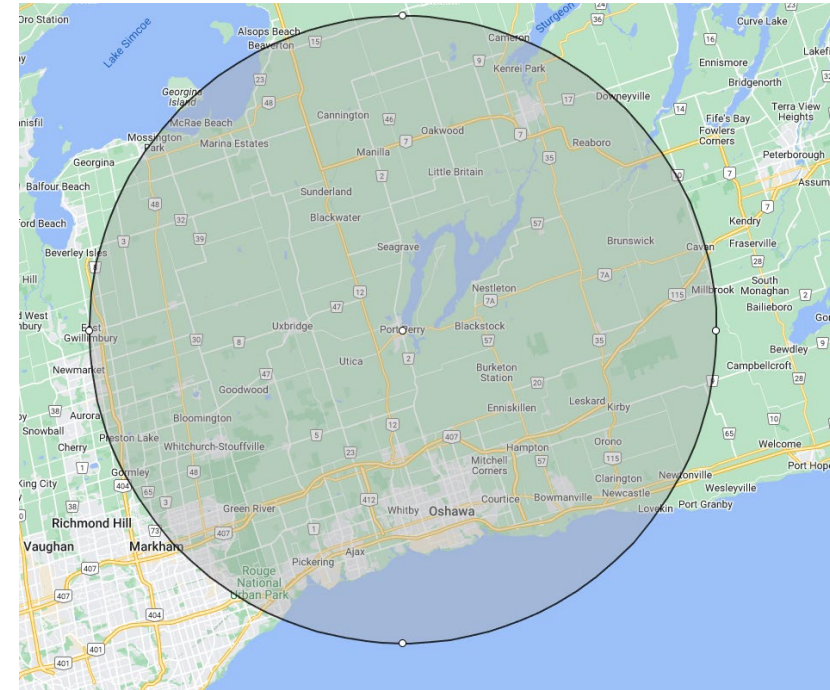
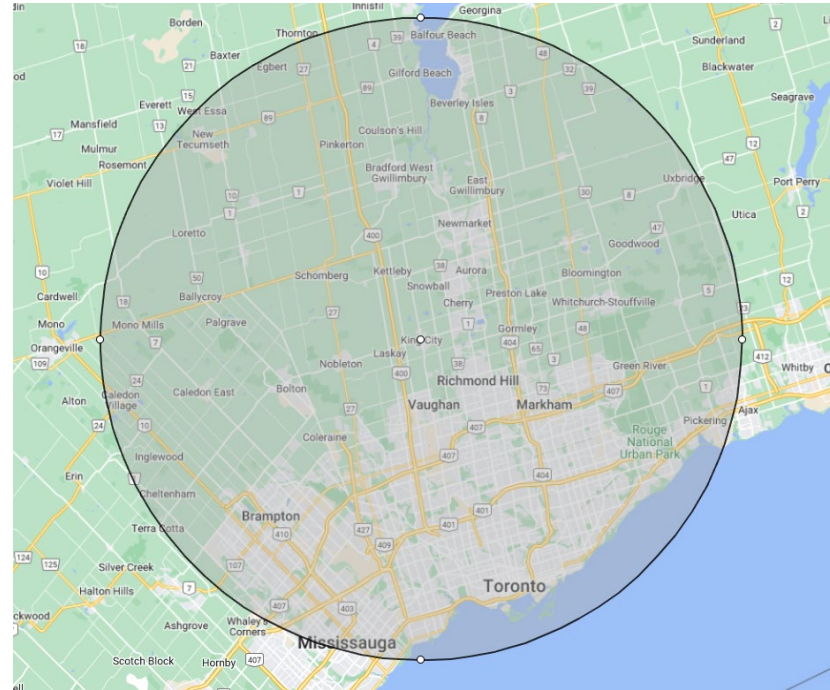
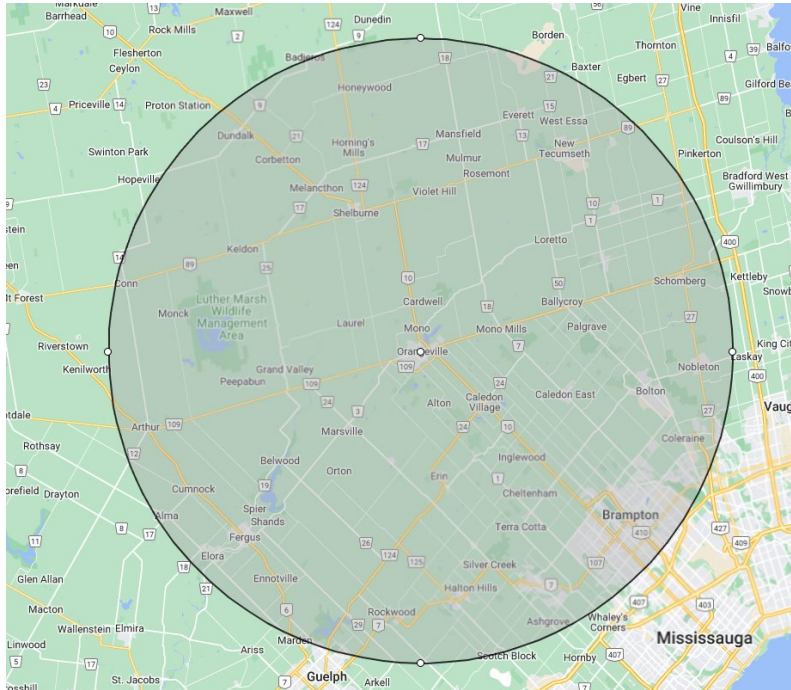




TODAY'S AGENDA

- What's New
- Funding Priorities
- Assessment Criteria
- Expectations
- Reporting
- Application Review
- Q&A

Visualizing 40kms



Use the [mapping tool](#) to develop your own 40km radius.

What's New

- New application
- Partnership of up to 50% of total eligible costs to a maximum of \$20,000
- Funding Priorities – Three Streams
 - I. Out-of-Region Marketing
 - II. Multi-Stakeholder Development Initiatives
 - III. Destination Development
- Two intake periods

Maximum Partnership Funding

- 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

Funding Priorities

I. Out-of-Region Marketing

- For stakeholders wanting to drive new visitors from further away
- All advertising, content development, social, media tours are eligible as long as the messaging is directed at people 40+ kms from the destination
- CCT is only leveraging investments made to attract visitors from 40+ kms

II. Multi-Stakeholder Development Initiatives

- For stakeholders who are developing new year-round multi-stop/location experiences, or promoting their existing multi-stop/location experience, with the goal of attracting day and overnight visitation
- Eligible expenses include website, graphic design, map printing, marketing/communications expenses, etc
- Please note that CCT is also available to assist in the development of these experiences

III. Destination Development

- Projects led by Municipalities, BIA's, Chambers and Boards of Trade that are focused on driving more visitation from out of region, and initiatives that extend length of stay

Intakes

All applications are for projects taking place between April 1, 2024 and March 31, 2025

- Intake 1 - Deadline is March 15, 2024 at 3:00pm
- Intake 2 - Deadline is September 13, 2024 at 3:00pm

One Application per stream

- Submit only one application per stream (can include multiple projects of the same kind)
- Multiple applications are allowed if the projects fall into different streams

Assessment Criteria

- At least one member of the team is required to complete the Tourism Ambassador program – available in the [Learning Lab](#)
- The organization/business MUST be registered with a business profile on the [Central Counties Website](#)
- All applicants MUST speak with their Industry Relations Manager prior to applying
- All applications must include a [TREIM](#) (Tourism Regional Economic Impact Model) analysis
- 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

Assessment Criteria

- ✓ Showcases a positive return on investment
- ✓ The length of time the project will drive visitation
- ✓ Brings in new visitors to the community and surrounding areas
- ✓ Ensures that these new visitors spend time and money within the community
- ✓ Grows shoulder and off-season visitation
- ✓ Collaborates with other businesses and organizations within the community/region to deliver the project
- ✓ Promotes other activities and businesses in the community to visitors to extend length of stay or encourage repeat visitation
- ✓ Provides a detailed budget that demonstrates that delivery will result in a positive ROI
- ✓ Provides a marketing plan that outlines how visitors will be engaged and attracted to the community
- ✓ A commitment to measuring and sharing project results

Expectations of Successful Partners

Contract Adherence

- Thoroughly read and understand your obligations for the partnership
- Sign both the Contract and Schedule D and return to Central Counties Tourism within 10 business days of receiving the documents

CCT wants to know when you hit your project milestones

- We want to share your story of success across the region to motivate others to think about investing in their business to help grow the tourism economy

Sharing images, metrics, and consumer feedback

- By amplifying the success of our working together, we foster a better understanding, for political leaders, of the important role the visitor economy plays in our communities

Reporting



- Every partner must submit a thorough and 100% completed final report via the CCT Partnership Online Portal (SurveyMonkey Apply) within 10 business days of project completion
- Please review the Partnership Reporting Template to understand the metrics that will be required

Reporting

Financial Reconciliation

- Each requires the partner to verify both the expense and provide proof of payment for expenses covered by the partner
- All vendors whose invoices CCT is paying on behalf of the partnership must adhere to the [CCT Vendor Policy](#)
- All invoices, along with proof of payment, are submitted on an agreed upon schedule and CCT reimburses the organization as per the contract.
- Please review APPENDIX I to fully understand the payment guidelines and requirements

Application Review



CCT Partnership Application

Completed Jan 24 2024 02:09 PM (EST)

...

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

Changes to Remember

- New application
- Partnership of up to 50% of total eligible costs to a maximum of \$20,000
- Two intake periods
- Need to do a TREIMs based on your projections
- Two financial options and a Budget Template
- Need for a marketing plan for that partnership stream
- One application per stream. Can submit multiple applications if projects are under different streams

Thank you!

Q&A

Industry Relations Managers:

York Region, [Sara Sterling](#)

Durham Region, [Lisa John-Mackenzie](#)

Headwaters Region, [Sarah Gratta](#)

All documents and links can be found [HERE](#).



CENTRAL COUNTIES TOURISM

2024-2025 Partnership Opportunities

INTRODUCTION

Central Counties Tourism's mandate is to help businesses build their capacity to be successful at growing the visitor economy which, in turn, creates vibrant communities and compelling destinations. As such, the CCT Partnership Program is designed to support businesses and organizations dedicated to growing the visitor economy. While we are not discounting the value of projects that engage residents and build vibrant communities, it is our mandate, coupled with finite funds, which requires us to focus on growing visitation.

With that in mind, the parameters of the program are changing for fiscal 2024-2025. The staff and Partnership Committee have reviewed all partnerships as far back as 2021 and believe that almost all projects which focus on increasing the visitor economy will fit within the new program structure.

Please take time to review this entire document and then contact your Industry Relations Manager prior to starting the process.

York Region	Sara Sterling	ssterling@centralcounties.ca
Durham Region	Lisa John-Mackenzie	ljohn-mackenzie@centralcounties.ca
Headwaters Region	Sarah Gratta	sgratta@centralcounties.ca

It is also important to not wait until the last minute to a) start your application and b) connect with your Industry Relations Manager. Doing so will greatly decrease your chance of success.

Three Partnership Streams

CCT is focusing on three priority streams for partnership. Applicants will be asked to choose from one of the following three project types.

1) Out-of-Region Marketing

- For stakeholders wanting to drive new visitors from further away
- All advertising, content development, social, media tours are eligible provided the messaging is directed at people 40+ kms from the destination
- CCT is only leveraging investments made to attract visitors from 40+ kms (eg. A festival has to spend \$1000 on 40+ kms marketing to be eligible for up to an additional \$1000 for 40+km marketing; they can't leverage a \$1000 fencing expense)

2) Multi-Stakeholder Development Initiatives

- For stakeholders who are developing new year-round multi-stop/location experiences, or promoting their existing multi-stop/location experience, with the goal of attracting day and overnight visitation (eg. [A Country Path](#), Passport Program, Brewery Trail, Studio Tour)
- Eligible expenses include website, graphic design, map printing, marketing/communications expenses, etc. Capital expenses are not eligible.
- Please note that CCT is also available to assist in the development of these experiences. Please contact your Industry Relations Manager.

2024-2025 CCT Partnership Program Opportunities

3) Destination Development

- Projects led by Municipalities, BIA's, Chambers and Boards of Trade that are focused on driving more visitation from out of region, and initiatives that extend length of stay (eg. Wayfinding Signage, patio projects, planning studies, conference/sport tourism bid support)

Application Evaluation Parameters

These are the areas of consideration that we will be looking for in an application:

- Showcases a positive return on investment (ROI). This means that the amount of money being brought to the community because of your project is greater than the cost of the project. The greater the ROI, the more impactful the project is.
- The length of time the project will drive visitation (<1 week is short vs >1 year is long)
- Brings in new visitors (from greater than 40kms) to the community and surrounding areas.
- Ensures that these new visitors spend time and money within the community (overnight visitation).
- Grows shoulder and off-season visitation.
- Collaborates with other businesses and organizations within the community/region to deliver the project.
- Promotes other activities and businesses in the community to visitors to extend length of stay or encourage repeat visitation.
- All applications must include a TREIMS (Tourism Regional Economic Impact Model) analysis based on projected visitation
- Provides a detailed budget that demonstrates that delivery will result in a positive ROI.
- Provides a marketing plan that outlines how visitors (40kms+) will be engaged and attracted to the community.
- A commitment to measuring and sharing project results.

Maximum Partnership Funding

The maximum that can be requested is 50% of your project budget up to a maximum of \$20,000. 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.

Two Intakes

All applications are for projects taking place between April 1, 2024 and March 31, 2025.

Intake 1 Deadline is March 15, 2024 at 3:00pm.

Intake 2 Deadline is September 13, 2024 at 3:00pm.

One Application per Stream

Even if you plan on delivering more than one project during the fiscal year, please submit only one application per stream that outlines all of the projects.

2024-2025 CCT Partnership Program Opportunities

Partner Prerequisites

- At least one member of the team is required to complete the Tourism Ambassador program. We also highly encourage all applicants to complete at least one of the Social Media Marketing Program modules. Both of these are offered on the Central Counties Learning Lab.
- The organization/business **MUST** be registered with a profile on the Central Counties Website (you will be required to provide the link to your updated/current profile in your application).
- All applicants **MUST** speak with their Industry Relations Manager prior to applying. This should be completed no later than March 1, 2024 for applications submitted for the first intake and August 23, 2024 for applications submitted for the second intake.

Marketing Plan

Applicants must submit their out-of-region marketing and communications plan (if applicable) that outlines the following: Audience targeting (geographic and demographic), outreach tactics, ROI metrics and how you will report them.

Expectations of Successful Partners

Communication

Communication is key with a partnership. CCT wants to know how things are going as you hit project milestones. More importantly, CCT wants to share your story of success across the region to motivate others to think about investing in their business to help grow the tourism economy. By amplifying the success of our working together, we foster a better understanding, for political leaders, of the important role the visitor economy plays in our communities.

Reporting

Every partner must submit a thorough and 100% completed final report via the CCT Partnership Online Portal within **10 business days** of project completion. Please review the *Partnership Reporting Template* to understand the metrics that will be required.

Contract Adherence

Shortly after your project has been approved for partnership, you will receive a contract and a document called "Schedule D". It is vital to:

- a) Thoroughly read and understand your obligations for the partnership, and
- b) Sign both and return to Central Counties Tourism within 10 business days of receiving the documents.

Failure to complete all obligations of the contract and schedule will result in delayed/forfeited partnership funds from CCT and may result in ineligibility for future programs.

Financial Reconciliation

From a financial perspective, there are two options for the partner. Each requires the partner to verify both the expense and provide proof of payment for expenses covered by the partner. To help visualize, let's assume the total project cost is \$10,000.

2024-2025 CCT Partnership Program Opportunities

Option 1: Your organization pays supplier invoices of \$5,000. You submit those invoices along with proof of payment to CCT and then can submit the remaining \$5,000 in invoices directly to CCT for payment. All vendors whose invoices CCT is paying on behalf of the partnership must adhere to the CCT Vendor Policy.

Option 2: Your organization pays \$10,000 in invoices for the project. All invoices, along with proof of payment, are submitted on an agreed upon schedule and CCT reimburses the organization their \$5,000 commitment

Please review **APPENDIX I** to fully understand the payment guidelines and requirements.

2024-2025 CCT Partnership Program Opportunities

APPENDIX I – CCT PARTNERSHIP PAYMENT GUIDELINES AND REQUIREMENTS

In order for Central Counties Tourism to proceed with payment of expenses towards your partnership project smoothly and in a way that satisfies CCT's audit requirements, certain criteria must be met and documentation methods adhered to. This document outlines what you, the Partner, is required to do in order to proceed with the payment portion of your partnership contract. We at Central Counties thank you in advance for your adherence to these guidelines.

1. Prior to any expenses being paid out by CCT under your partnership, you must sign and return your partnership contract and Schedule D. CCT will not proceed with payment until a signed partnership is received.
2. For *Financial Option 1*: The amount of your portion of funds must be paid in full before CCT will begin to pay any invoices on your behalf.
3. For *Financial Option 1*: When you receive invoices that you would like CCT to pay, please forward them immediately by email for payment. Please do not hold and batch invoices before sending. Because CCT considers invoices payable within 30 days of receipt of invoice by CCT, any delay in forwarding invoices for payment may result in delayed payments to your vendors. The number of emails you send to CCT in a day, even if there are multiple emails at a time, is not a problem for us.
4. For *Financial Option 1*: Please notify your vendors that CCT pays by direct deposit, and that they need to provide their banking information or a void cheque along with their invoice. If an invoice is received for us to pay that does not include this information, it will be returned unprocessed, and may be resubmitted when this information has been obtained. Please note that CCT will not hold onto these incomplete invoices until such time as banking information is received. They must be resubmitted in full.
5. For *Financial Options 1 and 2*: All expenses/invoices must be paid for the full amount of either your contribution portion (*Option 1*) or the full partnership value (*Option 2*), stated and signed on in the contract. This document must be submitted in a single file (or as close to it as possible if email transmission limits file size) at the same time. CCT will not begin to contribute its portion of the partnership funds until your respective portion of the financial obligation is fulfilled.
6. For *Financial Options 1 and 2*: Copies of your original invoices/receipts must be submitted with proof of payment. Proof of payment can be in the form of:
 - a credit card or bank statement (with irrelevant, unrelated or sensitive information blacked out) showing:
 - corresponding charge, and
 - account holder name
 - a cancelled cheque
 - a statement or printout from your accounting system showing:
 - vendor invoice entry, and
 - payment entry showing payment details

2024-2025 CCT Partnership Program Opportunities

7. For *Financial Options 1 and 2*: You as the partner will be the sole business/organization contributing payment and requesting reimbursement. CCT will not reimburse you for expenses paid by employees, volunteers, or other businesses/organizations participating in your event or project. If you are faced with this situation, you as the partner must reimburse the employee/volunteer/participating business first. Once you have done that, your reimbursement will then be considered a reimbursable expense as part of your project and may be submitted along with proof of payment.
8. For *Financial Options 1 and 2*: Please provide a summary spreadsheet, attached as an Excel document, that lists details about your expenses (amount, vendor, etc.), and cross-references it to the corresponding payment document details. CCT does not provide or require a set template to be completed. A simple summary document is acceptable.
9. For *Financial Options 1 and 2*: You have applied, and were approved, for Partnership Funding in the amount that you expect to spend. It is CCT's assumption that, without our contributing funds, you would still have spent your portion of funding on your project. CCT allocates all expenses to your portion of the funding first, before contributing its portion of the funds. In the event that you do not spend the entirety of your funding allotment, CCT will not pay 50% of the lesser total. It will instead contribute the balance of expenses after your full portion has been paid.
10. CCT understands that circumstances can change mid-project and will provide you with an Addendum Request Form should you:
 - a. Need to change your financial option
 - b. Need to change any aspect of your partnership contract including, but not limited to, a project shift or redirection of funds

Once received and approved, the addendum will be added to the partnership contract rather than creating an entire new one.



CENTRAL COUNTIES TOURISM

2024-2025 Partnership Opportunities Eligible & Ineligible Expenses

INTRODUCTION

CCT's Partnership Program is generously funded by the Government of Ontario. As such, there are restrictions on expenses that the CCT portion of the partnership is permitted to support. This document contains overarching ineligible expenses along with eligible expenses for each of the three different partnership streams for fiscal 2024-2025.

COMPLETELY INELIGIBLE EXPENSES

- Insurance
- Office expenses including, but not limited to:
 - Office supplies
 - Permanent staff costs
 - Rent/Lease
 - Overhead costs
 - Offsite storage
- Website maintenance
- CCT research (we aren't allowed to double-dip)

Stakeholder-led Route Development Project

Eligible Expenses

- Expertise – paying someone to facilitate the development process
- Graphic Design – for logo, collateral, etc.
- Printing
- Equipment* – Things you need to purchase to implement your experiences
- Website Development
- Marketing & Communications including:
 - Any paid advertising (print, radio, television, social)
 - Familiarization tours
 - Graphic design costs
 - Printing and or production costs**

*Note: CCT's portion of equipment purchase can't be capital, however the partner portion can be including, but not limited to bricks and mortar buildings and equipment costing more than \$5,000 that will last more than 5 years.

2023-2024 Partnership Opportunities

Destination Development (Municipalities, BIAs, CoCs)

Eligible Expenses

- Equipment Lease/Rental expenses, but not limited to:
 - Fencing
 - Tents/Event Space
 - Staging
 - Sound Systems
- Signage (including wayfinding signs)
- Project-specific incremental labour
- Marketing & Communications including:
 - Any paid advertising (print, radio, television, social)
 - Familiarization tours
 - Graphic design costs
 - Printing and or production costs**
- Sport tourism and major conference bid support
- Sales mission support

Out of Region Marketing

Eligible Expenses (have to be focused on +40km audiences)

- Paid advertising including, but not limited to:
 - Print
 - Radio
 - Television
 - Social
 - Digital
 - Billboards
- Familiarization tours
- Graphic design costs
- Printing and/or production costs for out of region marketing:
 - Brochures
 - Videography
 - Photography**

** NOTE: any photography funded through partnership should be shared with CCT