



## PARTNERSHIP SUPPORT PROGRAM

### **Destination Second Annual Partnership Support Program**

**Destination Markham Corporation (DMC)** purpose is to promote Markham as a remarkable destination for visitors, including tourists, sport and festival attendees, meeting, and conference delegates, and business travelers.

The key tourism objectives are to research, develop, market, and grow Markham's tourism/visitor economy. This initiative will collaborate with the hotel industry, festival-event-conference-travel planners, attraction operators, cultural institutions, sports tourism promoters, entertainment and recreation providers, food service businesses and the City of Markham.

**DMC** is launching its second partnership program to provide support to tourism organizations who are working through the pandemic to keep their business open and facilitate projects for the recovery and revitalization of the visitor economy in Markham.

### 2022 Intake Periods

DMC is providing multiple intake periods for organizations to be nimble and adapt quickly to the constantly evolving pandemic. Applications are considered quarterly. Application submissions must be **submitted no later than:**

May 13, 2022, for projects beginning June 1 – September 5, 2022

Aug 12, 2022, for projects beginning September 6 – December 31, 2022

\*2023 Submission dates will be posted by September 2022

If your project is projected to necessitate a longer completion timeline, please specify your timeframe and rationale for extending the project period. Partnership applications will be reviewed by the DMC Partnership Program Committee for completeness and eligibility. All applicants will be notified of their application status within 15 business days of the submission deadline.

### ELIGIBILITY & CRITERIA

#### Eligibility:

To be eligible for the DMC Partnership Program, the business/organization must be in the Tourism and Hospitality sector, including:

- Hotels, accommodations, food & beverage
- Sports and cultural facilities and events
- Conferences and meetings
- Festivals, events, attractions

The main project must take place in the City of Markham and make a contribution to the awareness and growth of the visitor economy.

The proposal must demonstrate the following guiding principles:

1. The organization/and or proposal aligns with DMC mission and purpose.
2. The applicant must be a registered organization that is able to demonstrate financial and organizational capacity to produce/host the event/project for which funding is sought and be in good financial standing.
3. The main project must take place in the City of Markham
4. The accommodation of delegates (if applicable) must be City of Markham hotels.
5. The proposal aligns with one of the following **DMC 2022** business and marketing priorities:
  - ✓ **Restart Markham Economy:** Continue to leverage partnerships with industry associations and key stakeholders and supporting the post pandemic restart.
  - ✓ **Product & Experience Development:** Encourage the development of destination product and experiences through direct support and partnerships with key stakeholders
  - ✓ **Marketing and Communications:** Continue building a highly effective destination-marketing program, engaging with tourism, hospitality, and attraction businesses in promoting safe tourism and regional travel to Markham. Provide exposure and a gateway to Markham's visitor economy businesses. Stimulate demand for overnight stays at Markham hotels/help with effective sales promotion. Re-establish consumer confidence.

## **2022 DMC Partnership Support Program**

### **Evaluation criteria:**

1. Contribution to the awareness, and growth of the visitor economy.
2. Contribution to stimulate hotel occupancy and/or general visitor-ship in Markham's tourism/hospitality properties.
3. Project value proposition and timing.
4. Organizational capacity and readiness
5. Demonstrate safety measures according to guidelines, and contribute to re-establish consumers' confidence.
6. Tracking and reporting; how will the project measure success?

### **AVAILABLE SUPPORT**

The DMC Partnership program is not a grant and if approved, the confirmed funding will be reimbursed to the partner upon completion of the project and submission of the Final Project Report and invoices. DMC's contribution to the partnership is **up to 20% of the project cost to a maximum of \$10,000**. The level of support will be determined case-by-case, based on the strength and requirements of the project.

Please note that the value of in-kind expenses or contributions is not included in the determination of the amount of the DMC project cash operating budget. In addition, the operating budget described must be for the specific project for which the proposed project funding will be applied.

The allocation of funding for the DMC Partnership program will be determined by the number of applications received and the amount of funding approved throughout the year. DMC cannot guarantee support to all applicants, nor can we ensure that the total amount requested by successful applicants will be granted. The decision to support all or part of an applicant's request will depend on its fit with the DMC Partnership program priorities and assessment criteria, as well as the overall demand for funds in the program.

### **Partnership Funding Categories:**

Please apply for ONE of the Partnership Funding Categories:

1. Restart Markham Economy
2. Product & Experience Development
3. Marketing & Communications Support

### Eligible expenses:

- Project-related permits, fees and other similar charges
- Project staffing costs for contracts specific to the realization of the project (not staff included in your operational expenses)
- Production supplies, rental equipment
- Marketing costs including publicity, advertising, promotion, and branding
- Transportation and accommodations
- Other project-related costs deemed reasonable.

**\*Ineligible expenses:** Funding cannot be used for overhead and/or internal operations costs, including but not limited to: staff costs, payroll, operations, overhead, etc. and should not be required in order to successfully operate the event.

### HOW DO I BECOME A PARTNER (How do I apply?)

#### Step 1 **Review**

Look at your proposed project through a tourism lens. Is your project going to help you drive and retain visitors locally or from outside of your area? Is there opportunity for them to spend money while they are here? Will it help your business adapt during the pandemic? Will it expand your market, attract consumers safely? Is there a way to measure the success of your project and at what points are you going to share your stories with DMC?

#### Step 2 **Project Brief** – Complete the application form

Describe the project and how it will fit with one or more of DMC's priorities and the eligibility criteria. Explain how the partnership will further the success of the project and stimulate the visitor economy. Describe your marketing activities for this project and provide the list of the other funders and partners involved. Explain what project success (ROI) looks like. How will success be measured and reported to DMC? Please use APPENDIX I as your template.

#### Step 3 **Project Budget**

How much money does your organization have to support the project? What does the project budget (revenue & expenses) look like with DMC's participation? Please use Appendix II as your template.

#### Step 4 **Submit your Proposal Application**

When you have your proposal application ready, email it as an attachment to the Destination Markham team at [info@visitmarkham.ca](mailto:info@visitmarkham.ca).

Remember the deadlines of June 7 and September 7. Incomplete applications will not be considered by the Evaluation Committee and will be postponed until the following evaluation period pending submission of complete documentation.

## ***2022 DMC Partnership Support Program***

### **COMPLETE PROPOSAL APPLICATION PACKAGE includes:**

- Appendix I – DMC Partnership Application
- Appendix II – Budget
- Appendix III – Work Plan and DMC Marketing Recognition
- Appendix IV – Check List & Attestation

\*Please complete all four sections and email completed application to: [info@visitmarkham.ca](mailto:info@visitmarkham.ca).

### **Project Evaluation**

DMC staff will review applications and budgets and work directly with the partner to ensure that the project is ready to go to the committee. The earlier you submit your application prior to each submission deadline, the more time we have to help you with it.

The Partnership Committee will meet to approve the partnership projects within 10 business days of application deadlines. All applicants will be notified the following week regarding the status of the partnership.

If awarded funding, the applicant will be required to submit a Final Report to receive the funding following the project completion. To facilitate final reporting, DMC will provide you with a final report template.

Partners will be provided the template at the beginning of the partnership so that they know in advance the information they must collect. Any partner that does not complete a report will not be eligible for future partnerships.

**If you have questions regarding the DMC Partnership Program, please email the Destination Markham Team at [info@visitmarkham.ca](mailto:info@visitmarkham.ca).**