



## **PARTNERSHIP SUPPORT PROGRAM- Proposed Draft**

### **Destination Markham Corporation's Third Annual Partnership Support Program**

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

The key tourism objectives are to research, develop, market, and grow Markham's 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.

### **2023 Intake Periods**

DMC will accept applications and provide financial support to organizations that stimulate the visitors' economy in Markham through marketing initiatives and hosting events. Application must be **submitted no later than:**

First Intake – May 31<sup>st</sup>, 2023 - For the period of June to December 2023

Second Intake – November 1<sup>st</sup>, 2023 – For the period of January to June 2024

If your project is anticipating to 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 30 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 but not limited to:

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

The main project must take place in the City of Markham and contribute 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's 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 and/or participants (if applicable) must be in the City of Markham.
5. The proposal aligns with one of the following **DMC 2023** business and marketing priorities:
  - **Business/Event/Project Support:** To encourage the development of destination products, events, and experiences through direct support and partnerships with key stakeholders.
  - **Marketing and Communications:** To drive the growth of the visitor economy in Markham by implementing a comprehensive destination marketing strategy that collaborates with local tourism, hospitality, and attraction businesses. Strategically focus on elevating local hotels and driving demand for overnight stays and daily visitors.
  - **Impact:** To support key initiatives demonstrating significant impact on the visitor economy, including but not limited to Markham's hotels, hospitality and key destination points.

## 2023 DMC Partnership Support Program

### Evaluation criteria:

1. Demonstrate that the project will increase visitorship in Markham's tourism/hospitality properties.
2. Project value proposition and timing.
3. Organizational capacity and readiness.
4. Demonstrate a robust marketing program to attract visitors to Markham.
5. Tracking and reporting with KPIs as measure of success.

### AVAILABLE SUPPORT

The DMC Partnership program is not a grant. 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:

Your allocation will be evaluated based on the three Partnership Funding Categories:

1. Product, Experience Enhancement & Development
2. Business Meetings, Events and Projects
3. Marketing Campaigns

### **Eligible expenses:**

- Direct project costs
- Project-related permits, fees and other similar charges
- Project direct staffing costs for contracts specific to the realization of the project (not staff included in your operational expenses)
- Production supplies, rental equipment

## 2023 DMC Partnership Support Program

- 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 opportunities for visitors to spend money while they are in Markham? Is there a way to measure the success of your project and at what points are you going to share your stories with DMC? How does it benefit Markham as a tourist destination?

#### 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 May 31<sup>st</sup> and November 1<sup>st</sup>, 2023. Incomplete applications will not be considered by the Evaluation Committee and will be postponed until the following evaluation period pending submission of complete documentation.

**COMPLETE PROPOSAL APPLICATION PACKAGE includes:**

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

\*Please complete all four sections and email the 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, the more time the DMC staff have to help you with it.

The Partnership Committee will meet to approve the partnership projects within 30 business days of application deadlines. All applicants will be notified the following week regarding the status of the partnership.

Applications are scored on a 1-100 basis. The higher the score, the higher percentage of requested funding the applicant would receive. Please see the scoring chart below:

Total Average Score	Funding Amount
91 – 100	100%
81 - 90	90%
71 - 80	80%
61 - 70	70%
51 - 60	60%

Applications are reviewed and scored by the Destination Markham Partnership Support Program Committee. To review their evaluation criteria for your application, click here.

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.

## ***2023 DMC Partnership Support Program***

Partners will be provided the template at the beginning of the partnership so that they know in advance the information they must collect for the final report. Any partner that does not complete the report within 30 days of project completion will not be eligible for future partnerships and risk losing current partnership support.

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