



2021-2022 HHBRTA Partnership Funding Program

Project Scope and Memorandum of Understanding

Project Partner: Town of Halton Hills

Project Name: Tourism Brochure

Start/End Dates: February 1, 2022 to March 31, 2022

Regional Tourism Organizations (RTOs) are eligible to receive “partnership” funds from the Ministry of Heritage Sport Tourism & Culture Industries (MHSTCI) as part of their funding allocation. RTOs are expected to use ministry funding to develop and deliver strategies to support the following destination management priorities:

1. Marketing
2. Tourism Product Development
3. Investment Attraction/Investor Relations
4. Workforce Development/Training

Hamilton Halton Brant Regional Tourism Association (HHBRTA) is committed to working with the Town of Halton Hills (Halton Hills) in the development of a high-quality tourism brochure that will drive new visits and spending to the region. This partnership supports marketing priorities.

The following outlines the benefits and expectations shared in this partnership.

Project Description & Deliverables
<p>This project will be to design and print a tourism brochure. This simple foldable 6-panel brochure (fits in rack card spaces) will include one side with information (less text and more photos) about attractions, call to action for website information and partner information. The other side will be a map of Halton Hills, indicating all the attractions listed.</p> <p>The brochure will be used to build brand awareness and be a lure card to attract visits to the new website Halton Hills launched.</p> <p>As hyper-local tourism continues to be the focus for the industry, this brochure will enable direct engagement with residents and businesses. It will be distributed during public events, to local businesses through the BIA networks, at the Georgetown Farmer’s Market, the Best Western Halton Hills and the malls.</p>

Strategic Focus
1. Marketing

Project Objectives
1) Building a strong business community by providing them with resources, including this brochure, to promote the Visit Halton Hills Tourism brand and recognize themselves as a tourism business. 2) Engage residents in the tourism program to help promote it more widely by having them inform their visiting friends and family of current tourism offerings. 3) Develop strong regional partnerships to obtain mutual goals.

Performance Indicators
1. 2,000 of brochures will be printed. 2. The brochure will be distributed to 20 of locations and events. 3. Increase website activity by 5% over the same period the year before, May to October.

Key Activities
Halton Hills <ul style="list-style-type: none"> • Coordinate the vendors to design and print the brochure. • Identify and partner with local businesses, BIAs and events to develop and implement a distribution plan. • Build marketing and promotional efforts that support the distribution of the brochure. HHBRTA <ul style="list-style-type: none"> • Provide feedback on the brochure design and distribution plan • Support marketing efforts through regular marketing tactics, such as inclusion in the leisure eblasts, mentions in social media and leisure website placement. • Manage the finances for this project.

Town of Halton Hills' Commitment to HHBRTA

1. Halton Hills will include HHBRTA logo/image as provided by HHBRTA on all marketing materials for this project.
2. Halton Hills will provide tracking or measurement reports and other insights specific to this project to HHBRTA as part of a final report and for consideration of future partnerships.
3. Appropriate tracking will be determined in consultation with HHBRTA, such as tracking attendance. HHBRTA is required to provide these Performance Measurements to the MHSTCI as part of the funding agreement.
4. Halton Hills will respond to HHBRTA requests for photographs, copy and other materials in a timely manner.
5. Halton Hills will sign this MOU and pay the attached invoice before any expenditure is incurred for this project.
6. **Halton Hills will submit all bills related to this partnership to HHBRTA in a timely manner so that they can be processed and paid within due dates.**

HHBRTA's Commitment to the Town of Halton Hills

1. HHBRTA will assist Halton Hills in the design elements of the brochure and the development of the distribution plan.
2. HHBRTA has the right to dissolve the partnership if Halton Hills changes the project scope so that it no longer aligns with HHBRTA's Tourism Strategy and Business Plan.
3. HHBRTA Banking & Budget - all funding must be managed by HHBRTA, in accordance with MHSTCI requirements. Therefore, all revenue of the Partnership will be deposited in an established HHBRTA Partnership checking account. All invoices for the project are to be directed to HHBRTA. A Project Budget will be established, and information communicated to both partners. All budget expenses are inclusive of all sales taxes.
4. Maintenance of Partnership Books - the partnership books shall be maintained at the principal office of the partnership, and each partner shall at all times have access to them. The books shall be kept on a fiscal year basis, commencing on April 1, 2021 and ending on March 31, 2022. They shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

Timeline/Schedule
<u>February 2022</u> <ul style="list-style-type: none">- Partnership for the 2021/2022 fiscal year is confirmed with the signing of this MOU- Funding for this project is established as follows: Total Project Budget \$5,000 (exclusive of sales taxes) Partnership Fund \$2,500 and Halton Hills \$2,500- Funding will be confirmed with the receipt of payment from Halton Hills for their contribution (see attached invoice)- Halton Hills will be the project lead for this initiative and will oversee the execution of project deliverables.- HHBRTA will manage and pay all expenditures as they are submitted.- Work will begin to design the brochure and coordinate with industry partners to distribute the finished product.
<u>March 2022</u> <ul style="list-style-type: none">- Brochure design is completed and printed
<u>April - Sept 2022</u> <ul style="list-style-type: none">- Brochure is distributed to partners and throughout the summer at events.- Halton Hills will provide an interim report in May 2022.
<u>October 2022</u> <ul style="list-style-type: none">- Complete final report and evaluation.

Approval and Authority to Proceed

The persons listed below represent their respective organizations related to this project. Approval and authority to proceed must be given by all persons identified below.

By signing below, I verify that I am a representative of the below identified entity and that I have the authority to bind such entity.

If you are in agreement with this MOU, please sign this form and return to:

Signature:**Date:****Maria V. Fortunato, Executive Director**

Hamilton Halton Brant Regional Tourism Association (RTO #3)

605 James St. N., Suite 201, Hamilton, ON L8L 1J9

maria.fortunato@theheartofontario.com

Phone: 905-297-0190

Primary Partnership Contact**Name & Title:**

Signature:**Date:**

Name & Title:

Signature:**Date:**

Please keep a copy for your file.