

2021 Tourism Oxford Partnership Eligibility & Application Form

Send completed form to tourism@oxfordcounty.ca

For assistance, please call Tourism Oxford at 519-539-9800 x 3355 (toll free 1-866-801-7368).

Tourism Oxford offers a variety of [supports for tourism businesses](#). Businesses that meet the following criteria are eligible to participate in a variety of marketing activities, including having a free listing on www.TourismOxford.ca. The criteria has been developed through research and consultation with the tourism industry. This criteria is intended to:

- Provide a quality experience for visitors to Oxford County, making it easy for them to plan and visit.
- Provide visitors assurance of common standards for tourism businesses and activities.
- Assist local businesses to become market-ready.
- Support local businesses to meet market demand and visitor expectations.

The intent of establishing marketing criteria is not to exclude businesses but rather to encourage and assist local businesses to become market-ready, resulting in new business opportunities. Tourism businesses that do not meet the criteria are encouraged to connect with Tourism Oxford to learn about resources and supports to become market ready.

Businesses that wish to participate in Tourism Oxford's marketing activities need to confirm they meet the following criteria:

Partner Commitments/Requirements

- Businesses prohibit discrimination based on any prohibited ground as listed in the Ontario Human Rights Code.
- A commitment to customer service: Tourism partners agree to participate in Oxford County tourism training and monitor and address visitor reviews.
- Partners as ambassadors for tourism in Oxford County, will participate in the local tourism activities and attend tourism meetings.
- Partners feature or sell locally produced goods and services.

General Business Eligibility

- Be a tourism-oriented business falling within an identified tourism category and meeting its requirements (link to section at back of document).
- Must be open and operational prior to applying for a listing.
- Maintain a good standing with all applicable business licenses, insurance and legislative requirements.
- Must operate in Oxford County (exceptions can be granted for operators that support Oxford tourism priorities based on location and collaborative opportunities.)
- Must be open to the public.
- Operational for a minimum of 3 days per week for 12 consecutive weeks with the exceptions for farm markets (1 day per week), artisan galleries (set hours for a determined season) and tourism events.

Market-Ready Requirements

- Have a current website.
- Active on one social media channel.
- Set and posted dates and times of operation.
- Set and posted prices.
- Must provide a street address to a fixed location or a defined and published meeting point (for tours).
- Year round contact information (email and/or phone with voicemail).
- Response to visitor inquiries within 48 hours.
- Branded signage on site.
- Staffed operations.
- Must update Tourism Oxford business listing (once approved) at least once per calendar year.
- Own and maintain their Google and TripAdvisor listings.

If you have questions about eligibility criteria or partnership opportunities, please contact the Tourism Oxford team at:



Email: tourism@oxfordcounty.ca

Phone: 519-539-9800 x3355 1-866-801-7368 x3355

Industry website: www.oxfordcounty.ca/tourismpartners

Consumer website: www.tourismoxford.ca

2021 Partnership Opportunities

YES, I meet the above Partnership Eligibility and Category Requirements

I would like to participate in the following [Partnership Opportunities](#) for my eligible tourism business:

- Free Website Listing
- Enhanced Website Profile (\$250 year one; \$150 for subsequent year renewals)

Please indicate your interest in any additional [Partnership Opportunities](#) listed on page 5 of this application form.

Free Website Listing

Which tourism category(ies) are you eligible for? (please refer to *Tourism Category Definitions and Eligibility Requirements on page 6 of this document*):

- Accommodations
- Artisans and Galleries
- Attractions
- Cultural, Heritage or Historic Sites
- Eat & Drink Operations
- Tourism Events
- Experiences
- Outdoor Activities and Tours
- Select Retail Operations
- Services

Business Name

Site Address

City

Postal Code

Mailing Address (If different):

City

Postal Code

Phone Number (to appear in listing)

Toll Free:

Website (to appear in listing)

Description (maximum 200 words)

Contact Name Phone/Cell Phone

Email

Additional Contact Name Phone/Cell Phone

Additional Contact Email

Please provide links to any social media platforms your business maintains:

Facebook _____

Instagram _____

Twitter _____

Pinterest _____

Other _____

Does your business have any of the following?

- a restaurant patio
- bike friendly certification
- offer to fill water bottles for visitors
- electric vehicle charging station for visitors
- free Wi-Fi for visitors

Image: Please provide an image to accompany your listing. The image must be a photograph without text or illustration added onto it. Please do not provide your business logo. The photo should be of your building, inside your space, products you manufacture or individuals enjoying your services.

Email your image to: tourism@oxfordcounty.ca

Terms and Conditions

Publisher Approval: All listing content is subject to publisher's (Tourism Oxford) approval.

Errors or Omissions: It is your responsibility to proofread your listing.

Terms of Payment: Please pay invoice within 30 days of issue. A late payment charge of 1.5% per month will be applied to any outstanding balance.

General Provisions: In the event of the sale or transfer of ownership of your establishment, you agree to notify Tourism Oxford in writing within ten days of the sale or transfer.

Business Communications: By signing this contract you are giving Tourism Oxford your express permission to add your email to our Industry News mailing list. This is how we share information about grants, funding, new programs, and research relevant to tourism businesses.

Business Coaching: I understand that the County of Oxford is limited to providing guidance and coaching to understand tourism trends, services desirable to tourists and promotion of my business. I am also aware and agree that the County of Oxford, its Councillors, Officers, employees, contractors, agents and representatives cannot assume responsibility for any injury, loss, damage or harm to our employees, our customers, or to our property related to business coaching.

I hereby release, waive and agree to indemnify the County of Oxford, its Councillors, Officers, employees, contractors, agents and representatives (the "Released Parties") from any and all actions, claims, demands for damages, loss and injury, arising now or which may hereafter be sustained by our employees or participants or both arising out of or in consequence of activities developed following business coaching.

I hereby acknowledge that it is in my best interest for the protection of participants that I seek legal and insurance advice before undertaking new products, services and experiences for visitors.

PLEASE NOTE: Submission of this form indicates your acceptance of the terms and conditions of this contract.

YES, I declare that I have read and understood the above information in its entirety. I understand and agree to be bound by the terms and conditions.

Business/Organization Name

Authorized Signature

Name (Please Print)

Date

More Tourism Oxford Partnership Opportunities

YES, I am also interested in participating in the following [Tourism Oxford Partnership Opportunities](#). A team member from Tourism Oxford will follow up with you on these opportunities.

Experiential Tourism (for current Oxford Experience partners)

- Video Partnership (\$500 per project)
- Digital Advertising Partnership (\$250 per campaign)

Culinary Tourism

- Oxford County Cheese Trail (\$300 per year, limited availability)
- Oxford Fresh (Map Program \$150 per bi-annually; Laneway Signage Program \$100 per sign).
Find application information on [OxfordFresh.ca](#)

Photography and Video Partnerships

- Photography Partnership (\$250)
- Video Partnership (costs vary)

Photography and video opportunities limited based on partnership funds and need. Please describe the photography or video you would like captured and how you would use it in your marketing.

Other Partnerships

- Rural Routes Partnership (\$300 per campaign). Find additional application information [here](#).
- Travel Writers Partnership (costs vary)

What travel writer are you are interested in working with, why, and how you would like to work with them?

Tourism Category Definitions and Eligibility Requirements

Businesses in all categories must meet general eligibility and market-readiness requirements (see pages 1 and 2 of this form) and the additional category requirements below:

Accommodations

- Includes hotels, motels, rooms, B&Bs, inns and campgrounds.
- Fixed roof accommodations including B&Bs and rooms must provide:
 - o Separate living quarters.
 - o Locked room.
 - o Private washroom.
- Website must offer details about rates, number of rooms and available amenities.

Artisans and Galleries

- Focus must be on local goods produced in and unique to the region.
- Home based galleries and shops must operate in a separate space with a separate entranceway from living quarters with signage which promotes the primary focus of the space.

Attractions

- Must meet general eligibility and market-ready requirements.
- Eligible categories include gardens, farm amusement, museums and historic sites, galleries and theatres.
- Must have planned visitor orientation and interpretation provided by staff, self-guided tour, interpretive signage and/or interpretive literature/multi-media.

Cultural, Heritage or Historic Sites

- Must have planned visitor orientation and interpretation provided by staff, self-guided tour, interpretive signage and/or interpretive literature/multi-media.

Eat and Drink Operations

- Includes restaurants, wineries, breweries, cideries, distilleries, roasters, farmers' markets, specialty food shops, food & drink tours.
- Specialty food shops must offer locally crafted, artisanal food items where visitors sample, purchase and/or participate in tours to learn about the products.
- Craft breweries/cideries/distilleries/wineries must be actively brewing/producing on site and offer a walk-in storefront to experience where visitors sample, purchase and/or participate in tours to learn about the products.
- Restaurant, winery, brewery, cidery and distilleries must share tour physical requirements and limitations for guests.
- Farm markets must operate a minimum of one day per week during the season.

Tourism Events

Eligible Event categories

- **Agricultural Fairs** – Includes agricultural fairs and exhibits that happen once a year.
- **Arts and Performing Arts** – through a professional or semi-professional organization.
- **Cultural** – An event or festival with a focus on cultural heritage or history.
- **Culinary** – Any event with a main focus on food/drink that is open to the public.
- **Entertainment** – Attracting visitors from outside the community.
- **Exhibits and Shows** – Exhibitions and shows including arts/crafts and visual arts.
- **Festival** – A single or multi-day event that celebrates a particular theme such as film or music.
- **Music and Concerts** – Any type of musical presentation performed by professional or semi-professional organizations.
- **Sport Events** – Individual or team sporting events involving professional or semi-professional athletes, or competitions by amateur athletes at the regional, provincial, national or international level with a spectator experience.

Event Exclusions

- School events, meetings, courses, conferences.
- Resident focused events.
- Community-oriented fundraising events.
- Walks, fun runs.
- Open houses, reunions, homecomings.
- Pot-lucks, meat raffles, garage sales, sidewalk sales, yard and rummage sales.
- Political events.
- Religious celebrations.

Event Criteria

- Must take place in Oxford County.
- Should be able to draw visitors on its own merits and is not geared toward local residents.
- Must be open to public attendance.
- Have a spectator component.

Experiences

- Must have completed experiential training or coaching with Tourism Oxford, and be deemed an experience through this process.
- Must engage visitors with an immersive transformative experience that goes beyond a workshop, tour or class.
- Involves qualified guides and/or local experts to deliver a safe quality experience.
- Experience suite will be available a minimum of four times throughout the year.

Outdoor Activities and Tours

- Eligible categories include parks, kayaking and canoeing, cycling, golf, sightseeing tours, water sports, winter activities, adventure activities, nature/sustainability appreciation, fishing.

Select Retail Operations

- Eligible retail operations include antiques, vintage, clothing and accessories, giftware, music/books/games, cycling and outfitters goods.

Services

- Must meet general eligibility and market-ready requirements
- Eligible services include: tours and spas/wellness centres.
- To be eligible, spas have to focus on relaxation (not rehabilitation or hair services)

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