



2024-25 PARTNERSHIP ALLOCATION PROGRAM

FINAL REPORT TEMPLATE

Business Name:	
Business Website URL:	
Mailing Address:	
City & Province:	
Postal Code:	
Contact Name:	
Contact Email:	
Contact Phone Number: (Field must be a 10-digit number)	

PROJECT INFORMATION

Use arrow to select dates

Type of Project:	
Total Project Budget:	
Project Start Date:	
Project Completion Date:	

What type of activities did our partnership funds support?	
Please provide a brief recap of the project:	
What were some of the biggest successes of the project?	
Please describe how the project improved tourism readiness and or the economic impact for your business / organization, municipality and or region:	
What did you learn and or what improvements would you make if you were to repeat the project?	
Were there any major changes to the final project that differs from what was outlined in the partnership application? If so, please elaborate on those changes and the reason why the changes were needed:	
Please provide a brief testimonial on how the partnership benefitted your business / organization:	

METRICS

Depending on the type of partnership, some of the below metrics may not apply. By aggregating all partner data from this section, we are able to tell a compelling story as to why the Partnership Allocation Program funding was integral to the regional growth of tourism readiness and economic impact. The more detail you can provide, the better.

Visitor Metrics

Use % symbol where indicated

Description	Results
Total number of visitors	
% increase in visitors year over year (YOY) if applicable	
% of Local visitors	
% of visitors from Ontario	
% of visitors from the rest of Canada	
% of US visitors	
% of other international visitors	
% of same day visitors	
% of overnight visitors	

Average number of nights for overnight visitors	
Number of postal codes collected	
Number of surveys completed	

Community Metrics

Description	Results
# of businesses directly involved with the project	
# of businesses benefitting from the project	
% of businesses reporting increase in sales	
% of businesses reporting increase in visits	
# of volunteers providing project support	
Average hours of work by volunteer	
# of people that received any type of training	
Amount of municipal support for the project	
Did the project receive other municipal support? If yes, please list:	

Revenue Metrics

Description	Results
Total tracked revenue from project	
Total year over year (YOY) revenue increase as a %	
YOY increase from non-locals as a %	
YOY increase from locals as a %	

Marketing Metrics

Description	Results
Total Facebook reach	
Total Facebook engagement	
Total Instagram reach	
Total Instagram engagement	
Total Twitter reach	
Total Twitter engagement	
Total YouTube reach	
Total YouTube engagement	
Total social media spend	

Total new followers across all social media platforms	
% YOY increase in new followers	
# of website visits (current 1 year period)	
# of website referrals (to your other partners)	
# of tracked conversions (sales, visits etc.)	
% YOY website visit increase	
% YOY website referrals increase	
# of articles / blogs published (earned media)	
Total reach of earned media	
% YOY of earned media reach increase	
Radio advertising reach	
Television advertising reach	
Digital paid advertising reach	
Total traditional advertising reach	
% of advertising that included the Kawarthas Northumberland logo	

Final reports are due no more than 30 days after project completion

Email reports to: brendawood@rto8.com