

# MEMORANDUM OF UNDERSTANDING

and

Culinary Tourism Alliance  
67 Degrassi Street, Toronto ON M4M 2K9

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This Memorandum of Understanding (MOU) sets the terms and understanding between \_\_\_\_\_ and the Culinary Tourism Alliance (CTA) to outline the roles, responsibilities and projected timelines of the 2020 - 2021 Culinary Tourism Recovery Program also called the "Great Taste of Ontario" (GTOO) .

## Objective

The GTOO is a provincial recovery program involving +80 partners (including DMOs, RTOs and Sector Organizations). Its success is dependent on a unique mix of capacity building, procurement tracking, product development and strategic marketing partnerships.

Execution and management must be agile and responsive to the constantly changing economic and social climate in Ontario due to the on-going effects of the Covid-19 pandemic.

All partners will have a role to play and are expected to commit human resources and pre-existing marketing budgets to the program. This can include but is not limited to recruitment, research, promotions, communications, and training as outlined under Concept (page 3).

## Timeline

The project launch is August 2020. It is expected to wrap by December 31, 2021. Marketing and promotions are projected to launch October 2020 but may be delayed in response to new consumer and/or resident sentiment research and/or a 'second wave' of the Covid-19 pandemic.

THE GREAT TASTE OF ONTARIO  
Partner Responsibilities



PROPOSED TOPLINE CRITICAL PATH

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
	2020						2021												
Partner recruitment + sales	█	█																	
Program criteria development	█	█																	
Vendor agreements	█	█																	
Partner training		█	█	█															
Business training and on-boarding			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Feast On Program in-take	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Brand development + asset sharing	█	█	█																
Research	█	█	█																
Data collection (from Partners)		█	█		█	█		█	█		█			█					
Data implementation + web development			█			█			█			█			█				
Brand launch			█																
Content launch				█															
Marketing launch				█															
Program in market				█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Media Drops (including Globe & Mail Special Reports)					█			█			█			█				█	
Seasonal content refresh			█			█			█			█			█				
Partner reporting						█			█			█			█				█
Industry training webinars					█			█			█			█				█	
Final Report																			█

## Concept

The Culinary Tourism Covid Recovery program starts with a series of training modules for destinations and businesses to participate in. They include training on the World Travel & Tourism Council #safetravel protocols in collaboration with TIAO; increasing collaboration between the agriculture and hospitality sector (Feast On Certification Program) and finally, how to appeal to the 'food connected consumer'. These training modules will be offered throughout the campaign.

The program will be complemented by a strategic, collaborative marketing campaign entitled 'The Great Taste of Ontario'. The Great Taste of Ontario (GTOO) campaign is centered around a collection of hyper-local passports that will inspire Ontario residents to first (re)discover their region and then travel around the province.

To ensure the program's success, a set of criteria for business inclusion have been established to help guide partners when selecting businesses to be featured in a GTOO passport (see [Passports, Itineraries + Business Inclusion Criteria Document](#)).

Each destination partner will contribute to one GTOO Passport. The GTOO Passports can be updated once per season (spring, summer, fall, winter). Each passport can feature a maximum of 15 businesses from along the Culinary Tourism Value Chain.

Businesses featured in a destination GTOO passport will be included in a series of itineraries published on OntarioCulinary.com and repurposed by promotional and media partners.

Itinerary categories include:

1. Day trip that is either walkable, cycleable or accessible by public transit
2. 2 day road trip
3. Multi-day road trip (3 nights, to a maximum of 7 nights)

Each partner will have the opportunity to contribute to up to 3 itineraries per season; one in each category. The campaign will span 6 seasons, beginning Fall 2020 and ending with Winter 2021. That means that each partner can contribute up to 18 itineraries total to the campaign.

The itineraries can include a maximum of 5 stops per day on the route. Businesses chosen for the routes must be represented on the Culinary Tourism Value Chain.

Itineraries may feature businesses not featured in the destination GTOO passport, but those businesses must meet the Inclusion Criteria (see Passports, Itineraries + Business Inclusion Criteria Document). To ensure a good user experience, we suggest that the majority of businesses be featured in both the passport and the published itineraries.

To provide assurances to consumers, ALL businesses included in the itineraries must have the World Travel & Tourism Council #SafeTravels stamp.

## Project Elements

### PARTNER ELEMENTS

- Identify key destination stakeholders for passport participation
- Complete passport data collection templates (CSV files) by August 18th, 2020
- Submit 3 seasonal itineraries (1-Day, 2-Day, 7-Day) for Fall program launch by August 31st, 2020
- Participate in training webinars hosted by Culinary Tourism Alliance
- Invite and encourage stakeholder participation in Feast On on-boarding webinars
- Assist stakeholders in meeting the #SafeTravels protocols and achieving the stamp
- Liaise with regional stakeholders about program participation to ensure awareness and engagement
- Distribute GTOO placemats to participating businesses in the destination
- Create and share content on owned promotional channels to promote campaign according to brand guidelines
- Amplify GTOO stories and content shared by Culinary Tourism Alliance
- Assign and execute advertising that promotes GTOO program and regional passport within existing marketing strategies

### CULINARY TOURISM ALLIANCE ELEMENTS

#### PHASE 1: PROGRAM DEVELOPMENT (July - August)

- Secure government, destination and sector partner funding
- Create participation criteria
- Work with AOR to create brand elements and guidelines
- Secure promotional partners
- Secure charitable partners
- Secure corporate partners
- Collect key KPIs from Destination Ontario and Destination Canada
- Outline, update and/or create training resources for partners and businesses
- Secure technology platform

## **PHASE 2: PARTNER ON-BOARDING (August - December)**

- Host online training for RTO, DMO and Sector partners about GTOO concept and expectations
- Host online training for RTO, DMO and Sector partners about Feast On program and certification process
- Host online training for restaurants and purveyors about value of the program and certification process
- Distribute passport and business inclusion criteria
- Collect business data and creative assets from all partners
- Populate technology platform with data submitted by partners
- Distribute brand assets to all partners
- Send passports to all partners for review
- Work with TIAO to see businesses achieve the WTCC #SafeTravels stamp

## **PHASE 3: PROGRAM LAUNCH (September - October 2020)**

- Build and populate OntarioCulinary.com landing page
- Publish Fall itineraries on OntarioCulinary.com
- Secure influencers for content creation
- Distribute press release

## **PHASE 4: MARKETING (October 2020 - December 2021)**

- Collect new itineraries from partners (seasonally)
- Create and share promotional assets and content with partners (seasonally)
- Publish new content on OntarioCulinary.com (seasonally)
- Globe & Mail seasonal Special Reports
- Execute social media engagement strategy
- Execute influencer marketing program
- Manage and execute loyalty/gamification component of GTOO program
- Manage and fulfill agreement with charitable partner(s)

## **PHASE 5: REPORTING (January 2021 - December 2021)**

- Quarterly reports to partners
- Reports to government funding partners as required

## Contact Information

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A handwritten signature in black ink that reads "R Mackenzie".

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Rebecca Mackenzie  
President + CEO  
Culinary Tourism Alliance

**DATE:**

**DATE:** MONDAY, AUGUST 11, 2020

*This MOU is valid for 30 (thirty) days commencing on the date of this document.*

*Following the expiry period of thirty days, and before the Agreement is accepted and signed by both parties, details are subject to change upon prior notification to the Client.*