



Memorandum of Understanding
Between
Regional Tourism Organization 8 (Kawartha Northumberland)
And

Community Name

Lead Organization

Regional Tourism Organization 8 (RTO8) will:

1. Provide a regional framework and guidance concerning implementation of the Trent-Severn Trail Town program
2. Provide regional branding and marketing of the Trent-Severn Waterway and designated Trent-Severn Trail Towns
3. Make brand elements and guidelines available to participating communities.
4. Provide gateway sign(s) for designated communities
5. Attend Trent-Severn Trail Town community designation celebrations
6. Attend annual Trent-Severn Trail Town summits and consult with local planning teams, as needed
7. Provide updates for any funding opportunities for designated Trent-Severn Trail Towns

[insert community name] will:

1. Participate in the Trent-Severn Trail Town program along the Trent-Severn Waterway (TSW), working to foster a culture of hospitality and celebrate the TSW as an asset
2. Within one year of designation, organize and host a community celebration of the new designation
3. Install Trent-Severn Trail Town gateway sign(s) within three months of receipt
4. Trent-Severn Trail Town Action Committee to meet regularly and refer to and implement the community's three-year Action Plan
5. Ensure that the Trent-Severn Trail Town Action Committee regularly updates municipal leadership and RTO8 on program activities
6. Action Committee to supply an annual progress report to Regional Tourism Organization 8 (RTO8)
7. Action Committee members and other Local stakeholders to attend annual Trent-Severn Trail Town summits and collaborate with their DMO and nearby communities to host one annual summit between 2021 and 2023
8. Include, when possible, the Trent-Severn Trail Town concept in community initiatives and land use plans
9. Promote their community as a Trent-Severn Trail Town utilizing the logo provided and any social media tags

Date

Print Name

Signature