

RTO7 Update: July 14, 2010

Dear Tourism Partners,

Your Transition Team is pleased to advise that the process of establishing Region 7 Regional Tourism Organization (RTO7 – Bruce, Grey and Simcoe Counties) is officially underway.

We are currently developing a web site that will be our primary means of communicating with tourism partners across Region 7. Our web site will be operational in August 2010, which is when we anticipate approval of our transition plan by the Ministry of Tourism & Culture (MTC). In the interim, here is a status update:

The Transition Team's role is to oversee the process by which RTO7 will be established as a not-for-profit corporation under a permanent, industry led board of directors. Our goal is to complete this process in late 2010.

This body is responsible for ensuring that the tourism industry and key stakeholders in Region 7 are informed about how this important mandate will be accomplished, and for overseeing interim RTO7 funding provided by MTC.

In the coming weeks a comprehensive transition plan will be submitted to MTC for approval. Once this is accepted we will begin informing the region's tourism industry and stakeholders about the plan and its objectives. This will include a series of information meetings that will be conducted across the entire region following the summer season.

RTO7 Transition Team

The Transition Team is comprised of 13 tourism industry volunteers who will collaboratively lead and manage the establishment of this process. The composition of this team reflects balanced geographic representation of our tourism industry and stakeholders:

Simcoe County:	Bruce and Grey Counties:
<ul style="list-style-type: none">• Brenda Lucas (Co-Chair) Hampton Suites Barrie• Peter Cowley Horseshoe Resort• Mark Downing Fern Resort• Tibor Haasz Super 8 Motel – Midland• Ray Lapp Heidelberg Inn• Kathleen Trainor Tourism Barrie	<ul style="list-style-type: none">• Bryan Plumstead (Co-Chair) Grey County Tourism• Laurie Adams E'Terra• Don Braden Blue Mountain Village Association• Mylisa Henderson Scandinave Spa• Rick McArthur Fisherman's Cove• Bev Philip Blue Mountain Resort
<u>RTO7 transitional administrator</u> Linda Simpson Georgian Triangle Tourism Association	

For More Information

If you have questions or comments about the RTO7 transition process please contact us:

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