

RT07 Partnership Funding Projects 2013/14

<i>Partner(s)</i>	<i>Project description</i>	<i>RT07 Funding Contribution</i>	<i>Partner Contribution</i>	<i>Total Budget</i>
<i>Experience Development Projects</i>				
City of Owen Sound	The Owen Sound Salmon Tour - RTO7 is providing project management and administration to work closely with the City to plan and implement the fall 2013 pilot of an annual Salmon Tour as a new unique and authentic visitor experience. Activities include installation of signage, collateral, website, promotional video and online advertising. Expected outcomes include increased fall visitorship, targeting families participating in the summer Salmon Spectacular Fishing Derby.	10,000	5,010	\$15,010
Lead: SUMAC Others: Grey Roots Museum	SUMAC Cultural Trail - RTO7 is providing project management, and management of resources to assess the feasibility of a self-guided cultural culinary trail/tour to highlight the historic/cultural connection that local spirits producers play in the economy and culture of the region, encourage visitation to attractions, businesses and other activities, and overnight stays.	14,000	7,000	\$21,000

Town of Kincardine	<p>The Kincardine Surfing Feasibility Study - RTO7 is providing project management and administration to assess the viability of establishing Kincardine's Station Beach as Ontario's premier surfing destination. The project will engage the local surf community, assess potential tourism impact, and recommend a marketing strategy. Visual assets will also be collected. The expected outcome (if determined feasible) would be a unique differentiator for Kincardine and area beaches and BGS to increase consumer awareness, extension of tourism season into the shoulder (surfing) season months to increase spending and overnight stays.</p>	10,000	5,000	\$15,000
<p>Leads: County of Grey & Township of Oro-Medonte Other Partners: Blue Mountain Village Association and Town of the Blue Mountains; Simcoe County Tourism (1 project/2 agreements)</p>	<p>Cycling Experience Development: County of Grey & Township of Oro-Medonte - RTO7 is leading collaborative project management and administration toward ongoing development of tourism cycling by undertaking joint ethnographic consumer research (in-situ and at Toronto Bike Show), and development and implementation of an online marketing strategy. The expected outcome is a more informed approach to cycling tourism and marketing, several new cycle routes, and a strong partnership/platform upon which to grow cycling tourism for the entire region.</p>	12,000	7,500	\$19,500
		28,000	14,000	\$42,000

Association of Tourist Resorts of Ontario	<p>Resorts of Ontario BGS Golf Development phase 1&2 - RTO7 is providing project management and administration to work with a steering committee composed of operators, Resorts of Ontario, Simcoe County Tourism & RTO7) to scope, procure for and manage a resource to research/assess the viability of BGS as an overnight golf vacation destination, including possible delivery mechanisms. Contingent on phase 1 findings, phase 2 would consist of marketing of pilot experience(s)/recommended tactics for spring 2014. Expected outcomes of this multi-year project include collaboration of resort, golf and other offerings resulting in increased overnight stays and sales.</p>	19,000	15,000	\$34,000
		11,000	8,000	\$19,000
Lead: County of Grey Other: Georgian Bay Destination Development Partnership (GBDDP)	<p>South Georgian Bay International Travel Trade Development - RTO7 is providing project management and administration to evaluate the potential for international travel trade in South Georgian Bay and to deliver operator workshops to increase international/group tour market-readiness. Expected outcomes include assessment of, and increased awareness of the potential of ITT, and a three year development plan to link key experiences/strengthen itineraries.</p>	17,000	7,500	\$24,500
Clearview Township	<p>Clearview Township Branding - RTO7 is providing expertise with procurement and the conduct of a municipal brand development exercise intended to enhance future economic development on tourism. Clearview is the first municipality to strategically align itself with the BruceGreySimcoe brand and it is hoped this will serve as a model of increased alignment.</p>	25,000	25,000	\$50,000
Marketing Projects				

Municipality of Meaford (Meaford Hall)	Meaford Hall East Coast Music Festival - RTO7 is providing project management and administration to enhance promotion of the 2nd Annual East Coast Music Festival at Meaford Hall by extending marketing to southwestern Ontario to encourage overnight stays by developing and testing an online ad campaign as a new channel to broaden the Hall's audience from further afield. Expected outcomes include increase in attendance from new geographic markets and capacity building with a new marketing approach.	8,500	8,784	\$17,284
Lead: Southern Georgian Bay War of 1812 Bicentennial Committee. Partners: City of Owen Sound, Town of Collingwood, Wasaga Beach, Penetanguishene, Midland and Huronia Historical Parks (contribution not leveraged)	The Tall Ships Tour 2013 Marketing - RTO7 is providing campaign and planning management and execution of a cobranded multimedia campaign to promote and increase visitation for this iconic, once in a decade event. The expected outcome is increased visitor spending and overnight stays in the region.	44,000	22,500	\$66,500
Fern Resort	The No Cottage? No Problem! Campaign - RTO7 is providing project management and administration and expertise in the planning and execution of a co-branded traditional and digital media campaign to increase awareness of Fern Resort in GTA market and increase summer 2013 sales and occupancy.	14,931	14,931	\$29,862
Lead: Toronto North/Cookstown KOA Other Partner: Barrie KOA Campground	The Cookstown & Barrie KOA Online Advertising Campaign - RTO7 is providing project management and administration to coordinate design and execution of a cobranded online media buy designed to increase shoulder season visitation to partner campgrounds.	10,000	5,000	\$15,000

The Tom Thomson Art Gallery	The TOM Website/Re-brand - RTO7 is providing project management and administration, advising on the TOM's visual identity refresh and design and executing a co-branded online campaign supporting the new brand implementation to drive traffic to web assets and raise awareness of the region's cultural assets.	15,000	15,000	\$30,000
Lighthouse Blues	Lighthouse Blues Festival - RTO7 is providing expertise and project management and administration to develop and oversee a co-branded multimedia campaign to expand promotion of the Festival into the GTA and Southwestern Ontario. Expected outcomes are increased ticket sales, identification of new markets and new promotional vehicles as well as capacity building with partner.	10,000	5,000	\$15,000
Lead: Jazz on the Mountain Festivals Inc. Other: Blue Mountain Village Association	Jazz on the Mountain at Blue Online Contest - RTO7 is providing project management and administration, and assisting in planning and execution of an online contest/promotional campaign to increase profile of the festival.	10,000	5,000	\$15,000
Mt. St. Louis Moonstone	Mt. St. Louis Moonstone Online Marketing - RTO7 will provide project management and administration, and will coordinate design and execution of an cobranded online media plan designed to increase ski visitation (particularly mid week visits) and season ski pass sales for winter 2013/14.	10,000	10,000	\$20,000
Saugeen Shores Chamber of Commerce	Pumpkinfest Marketing - RTO7 is providing project management and administration and marketing expertise to enhance existing media planning and overseeing the implementation of an expanded offline and new online cobranded advertising campaign to attract visitation from new geographic markets (SW ON & GTA), to increase attendance and visitation to the region.	10,000	10,000	\$20,000

Colourpix	The Art Map Marketing - RTO7 is providing marketing expertise, project management and administration to expand print and online distribution for The Art Map and Studio Weekends. The expected outcome is increased traffic to the theartmap.com and participating studios leading to increased visitation and spending.	2,500	2,500	\$5,000
The Cheese Gallery	Glamapalooza Thornbury - RTO is providing marketing expertise, project management and administration to expand promotion of this successful shoulder season annual women's event in downtown Thornbury. The expected outcome is an increase in visitors from the GTA & SW ON, increased visitor spending, and increased overnight stays.	1,600	1,400	\$3,000
Township of Huron-Kinloss	The Huron-Kinloss Ice Cream Trail - RTO7 is providing project management and administration to increase promotion of the Ice Cream Trail through offline and online advertising and promotional activities, designed to increase traffic and visitor spending.	5,300	7,233	\$12,533
Lead: Municipality of Meaford Other: Blue Mountain Village Association	Apple Pie Trail Promotion - RTO7 is providing project management and administration to cooperatively market the Apple Pie Trail through installation of display advertising to increase the profile of the agri-culinary trail and move visitors westward, to increase traffic and visitor spending.	8,927	4,000	\$12,927
Lead: Summer House Park Ltd. Other: Fisherman's Cove	Grey-Bruce Campground Advertising - RTO7 is providing project management and administration to assist a campground collective in Grey-Bruce to develop image assets and develop co-branded print and online collateral to market to campers in identified geographic markets. The expected outcome is improvement of existing collateral available to campgrounds, introduction of new online marketing tactics, leading to increased 2014 occupancy over 2013.	14,800	11,000	\$25,800

Ontario's Lake Country	<p>Ontario's Lake Country Photo/Video Database Development - RTO7 is providing project management and administration to provide OLC and RTO7 with imagery of OLC attractions/experiences. The expected outcome is a collection of four season images accessible to partners and members for marketing use.</p>	11,000	5,500	\$16,500
<i>Tourism Wayfinding & Signage Projects</i>				
Municipality of Northern Bruce Peninsula	<p>Northern Bruce Peninsula Cycling Signage - RTO7 is overseeing a project to install cycling signage (46 route markers) along the Lighthouses North Cycle Route from Lion's Head to Dyer's Bay. Additional signage of this route will enhance the visitor experience by directing cyclists away from highway, to safer scenic route and explore surrounding communities.</p>	14,000	28,000	\$42,000
County of Grey	<p>Grey County Paddling Signage - RTO7 is overseeing a project to provide wayfinding/interpretive signage at access points at six locations on the Paddling Grey-Bruce route. Construction of kiosks and signage will enhance the paddling experience by providing wayfinding and interpretive signage and encouraging visitation and expenditures in adjacent communities.</p>	5,000	10,000	\$15,000
Township of Huron-Kinloss	<p>The Township of Huron-Kinloss Wayfinding & Signage - RTO7 is overseeing a project to install wayfinding signage in the Township of Huron-Kinloss to increase tourism-oriented signage to improve visitor experience, resulting in repeat and longer stays in support of increased spending.</p>	25,000	50,000	\$75,000

Town of Midland	The Town of Midland Tourism Wayfinding Signage Plan - RTO7 is overseeing a project to create a Tourism Wayfinding Signage Plan for Midland. Consistent, professional signage will improve visitor experience, resulting in increased visitation to local attractions and ultimately increased spending. The project will assess the potential for a pay-to-play element to extend signage to private operators.	25,000	50,000	\$75,000
Municipality of Brockton	The Municipality of Brockton Signage - RTO7 is overseeing a project to install wayfinding signage in the Town of Walkerton. Increasing the availability and visibility of consistent signage that will enhance the visitor experience, resulting in increased spending and length of stay.	10,000	20,000	\$30,000
Lion's Head Promotion Group	Downtown Lion's Head Signage - RTO7 is overseeing a project to install wayfinding signage in downtown Lion's Head. Consistent signage will highlight local attractions and provide access to year round information. The expected outcome of this project is increase in number and visibility of signage that will lead to longer stays and increased spending.	3,500	5,000	\$8,500
Saugeen Valley Conservation Authority	Saugeen River Kiosk Signage - RTO7 is overseeing a project to install informational and experiential signage on the reverse of 16 existing Saugeen River kiosks at key access points. These panels will enhance the tourist experience by providing visitors and fishing enthusiasts with information promoting the river, local amenities and market-ready touring packages.	3,700	7,300	\$11,000
Town of South Bruce Peninsula	The Town of South Bruce Peninsula Sauble Beach Signage - RTO7 is overseeing a project to install wayfinding signage in Sauble Beach. The expected outcome of this project will be to increase availability/visibility of directional signage, reduce sign clutter, and improve visitor experience to promote longer stays and increased spending.	25,000	50,000	\$75,000

Town of Innisfil	Innisfil Signage - RTO7 is overseeing a project to install wayfinding signage in the Town of Innisfil. Increasing the availability and visibility of consistent signage will enhance the visitor experience to encourage increased stays and visitor spending.	17,500	35,000	\$52,500
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