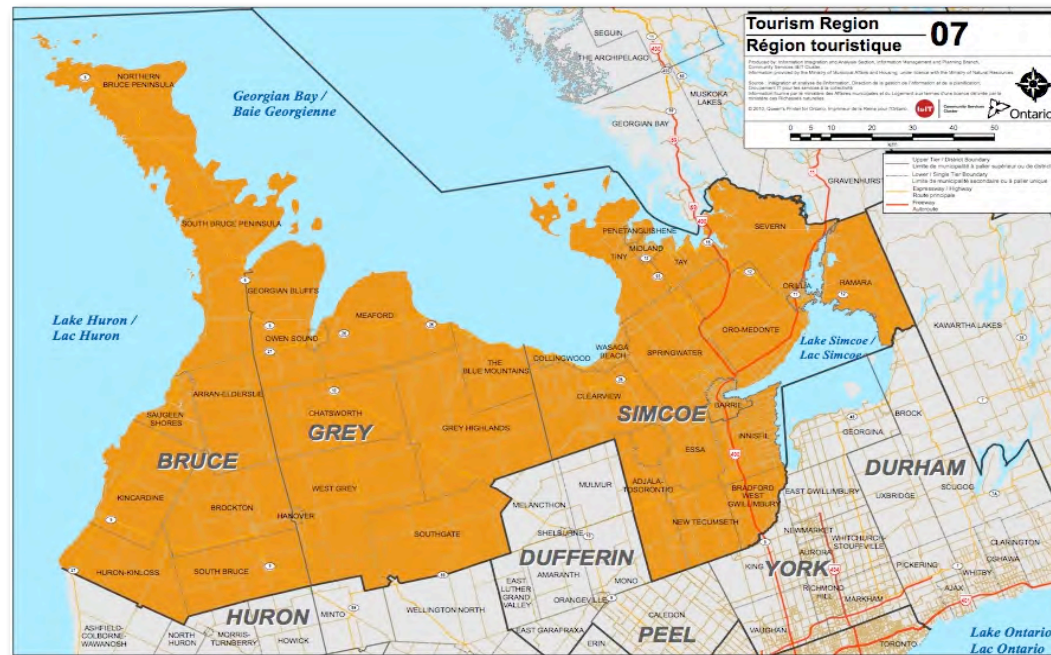


Region 7

Regional Tourism Organization



RTO7 Forums
November 2010

Welcome



- This session will explain:
 - Why RTOs are being created, and what they'll do
 - How RTO7 is being established, and how its first board of directors will be selected
 - What priority projects are, and the initiatives that are currently underway
- Followed by:
 - Discussion, questions
- Presentation will be available on web site

Transition Team



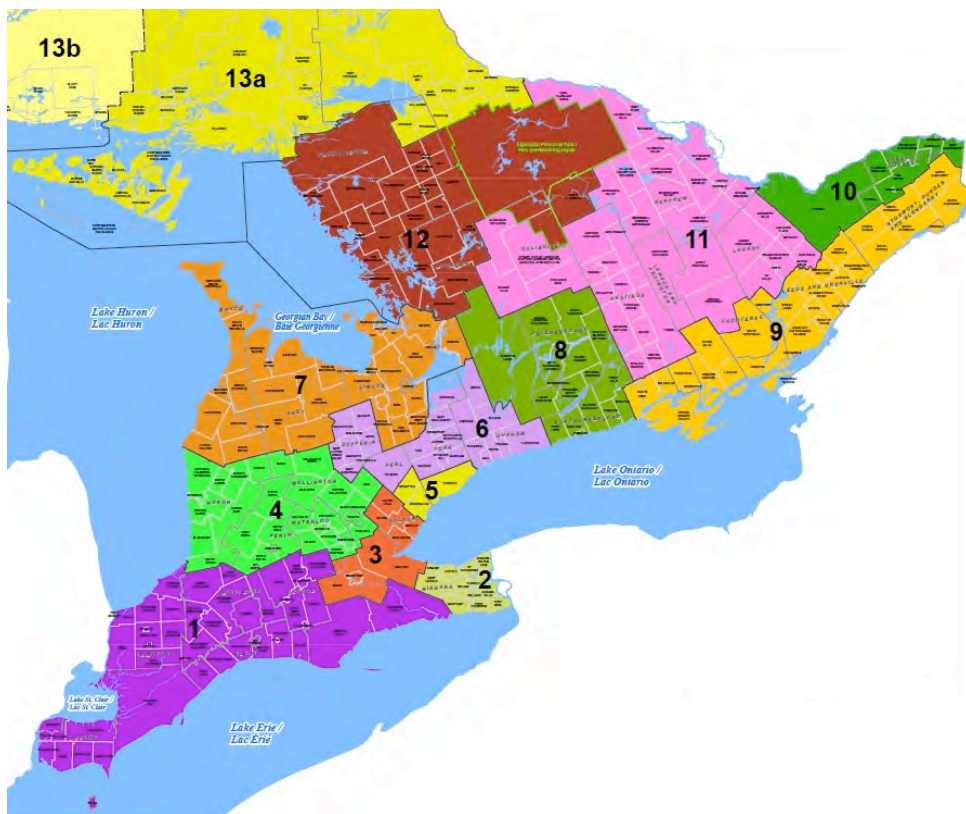
Simcoe County	Bruce and Grey Counties
Tibor Haasz (Co-Chair) Super 8 Motel – Midland	Bryan Plumstead (Co-Chair) Grey County Tourism
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RTO7 Transitional Administrator Linda Simpson Georgian Triangle Tourism Association	

Background



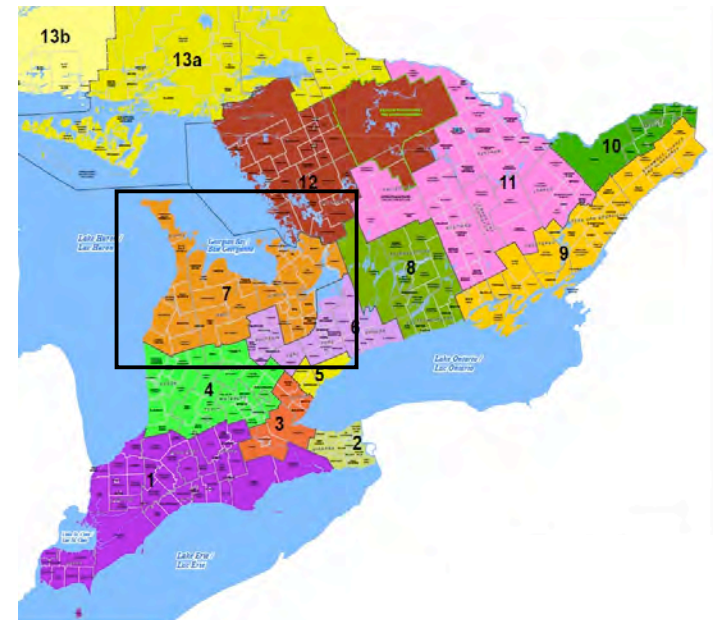
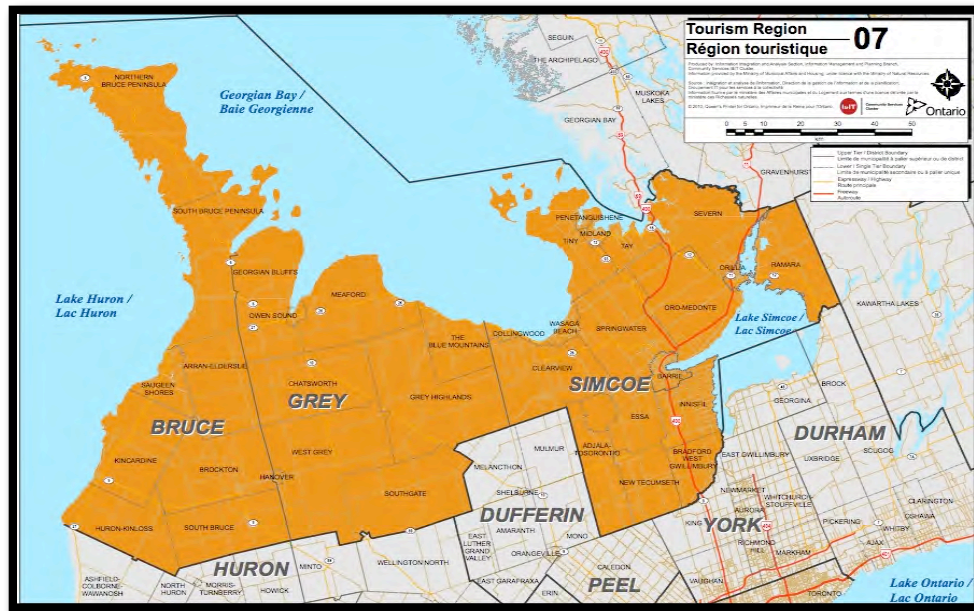
- Regional tourism organizations (RTOs) came about as a result of the Discovering Ontario report
 - The “Sorbara Report” recommended a regional approach that would feature industry led organizations who would “bring together stakeholders... to oversee the development of new products, and to identify and define unique experiences offered by the region”

13 Regions



- In early 2010, the Ministry issued a Request for Expressions of Interest (RFEI) to identify lead organizations in each region with whom it would work to create the 13 RTOs

Region 7



Expectations of RTOs



- Industry-led, independent, not-for-profit corporations responsible for building and supporting competitive and sustainable tourism
- RTOs will do this by helping to:
 - Attract more visitors
 - Generate more tourism related economic activity
 - Create more tourism jobs

RTO Mandate



- Provide vision and leadership
- Work collaboratively
- Facilitate growth and innovation
 - Marketing
 - Product development
 - Investment development
 - Workforce development

RTO Funding



- Set amount for first two years
 - Year 1: FY ending Mar 31/11 (current/transition year)
 - Year 2: FY Apr 2011 - Mar 2012
- RTO7 annual funding is \$2,015,000
 - Flat amount \$500,000, plus % based on historic accommodation spending
- Funding is “use it or lose it”
 - \$ is transferred subject to results-based, Ministry-approved plans

After 2011/12



- After 2011/12, 13 RTOs will continue to receive Ministry funding
 - In total \$40 million committed
- Ministry is working on a process to allow regions to introduce a Regional Tourism Levy (RTL)
 - 1% to 3% on overnight accommodation
 - Similar to destination marketing fees that were charged by Blue Mountain, Stratford, Ottawa, Toronto, etc.
 - (DMFs were phased out as of July 2010; affected DMOs receiving transition funding thru 2012 to replace lost revenue)

After 2011/12 (cont'd)



- The Ministry has yet to advise:
 - Exactly how much funding each region will receive
 - Process for RTL introduction and administration
- Future funding, introduction of RTL are important issues that will be up to RTO7 to address

For More Information



- RTO7 web site:
 - www.region7transition.ca
- See “Ontario’s Tourism Regions” on Ministry of Tourism web site:
 - www.tourism.gov.on.ca

Transition Process



- Directed by:
 - “Leadership group”
 - Transitional board
(*Transition Team*)
- Supported by:
 - “Accountable body”
 - Organization/administrator
(*GTTA*)
- RTO7 Transition Team (TT)
 - Volunteer members selected for skills, knowledge and experience
 - Geographic representation and balance
 - *Terms of Reference* posted on web site

Transition Team



Simcoe County	Bruce and Grey Counties
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Transition Plan



- Plan goals:
 - Establish RTO7 as a not-for-profit corporation
 - Appoint a board of directors
 - Projects and planning
 - Begin working toward increasing the overall economic impact of tourism in Region 7, operational planning
 - Ensure process is open and transparent

Transition Plan



- Approved by Ministry
- *Transition Plan* is posted on web site
- Transition budget \$349,000
 - Administration, finance
 - Incorporation, consulting, legal, insurance
 - Communication, project management
 - Travel, meeting expenses

Establishing RTO7



- Develop a governance structure
 - Purpose / objects of corporation, by-laws
- Develop a board structure
 - Recruit and select directors

Vision



RTO7 will work collaboratively with its tourism partners and stakeholders to enrich the region's diverse tourism experiences in order to sustain and grow visitation, investment and tourism receipts.

In support of this vision, RTO7 will:

- Operate as a not-for-profit corporation, directed by a representative and industry led board of directors
- Provide strategic leadership that will further the success of our tourism industry through consumer-focused innovation, marketing and development initiatives
- Champion the interests of the region's tourism operators, businesses, and organizations by facilitating partnership between key stakeholders and with all levels of government
- Work to preserve existing brands and sources of tourism funding, and to expand funding opportunities

Membership



- Initially defined as any persons with an interest in tourism within RTO 7
 - Personal residence or business location within RTO 7
 - No dues
- RTO7 board will decide on further development of membership-related items

Board Structure



- Considerations and objectives:
 - Geographic balance
 - Private / non-private representation
 - Tourism sector representation
 - Director selection
 - Mandatory experience
 - Desired skills and experience
 - Qualities and attributes

Geographic Balance



- Board will be comprised of 15 directors:
 - Representing Bruce 3
 - Representing Grey 3
 - Representing Simcoe 3
 - At Large* 6
- 15

*Representing a cross-section of geography, sectors and skills

Private / Non-Private



- 9 to 11 directors representing private sector
 - i.e., for-profit businesses
- 4 to 6 directors representing non-private sector
 - i.e., not-for-profit and/or government organizations
 - Per Ministry: elected officials are ineligible

Tourism Sector Representation



- Balance of cross-region sectors that are both drivers for and beneficiaries of tourism visits
 - Mandatory representation from 4 core “driver” sectors:
 - Accommodation (4+ rooms/roofed)
 - Recreation (indoor/outdoor)*
 - Festivals and Events
 - Skiing

* Recreation: “*relaxation of the body or mind; a sport, pastime or amusement*” (Webster's Dictionary).
Recreational activities include but are not limited to golfing, arts, culture, heritage, camping, food & beverage, retail, waterways (including fishing and marinas) and gated attractions

Director Experience



- **Mandatory**
 - Board or board-like previous involvement and management experience (responsible for overall annual results, operating budget, staff leadership)
- **Desired skills and experience**
 - Management, legal, accounting/finance, government relations, communications, marketing/PR, research, education/academic, economic development, HR/labour/workforce development, media relations

Qualities and Attributes



- Fiduciary
 - Honesty, integrity, trust
- Knowledge of tourism industry generally and within Region 7
- Willingness to commit time and contribute
- Commitment to RTO7 vision

Nominations



- Applications now being accepted
 - Call for nominations newspaper advertisements appearing across region
 - Details, nominee application form on web site
 - Closing date Dec 10th
- Directors will be selected by an independent oversight committee
 - Refer to web site

RTO7 Board



- Time commitment
 - This is an exciting opportunity to be part of an active, strategic board that will shape the future of tourism in Region 7
 - During the first four to six months, directors will be expected to contribute approximately five to six hours of effort per week

Projects and Planning



- Priority Projects
 - Allows regions to use RTO funds for initiatives that will begin working toward increasing the overall economic impact of tourism in the region
 - Projects must demonstrate regional benefits, meet specific application and performance criteria, and be completed prior to March 31/11

Region 7 Priority Projects



- Six projects have been approved by Ministry
- Total funding is \$1.4 million
- A dedicated coordinator has been retained
- Projects are being executed by resources selected through competitive procurement process
- Each project has specific goals, objectives, deliverables and outcome measures

Region 7 Priority Projects



1. Fall Image Bank
2. Strategic Destination Development Plan
3. Media / Public Relations Campaign
4. Waterways Product Development
5. Winter Tourism Economic Impact/Research
6. Green/Sustainable Tourism Development

Region 7 Priority Projects



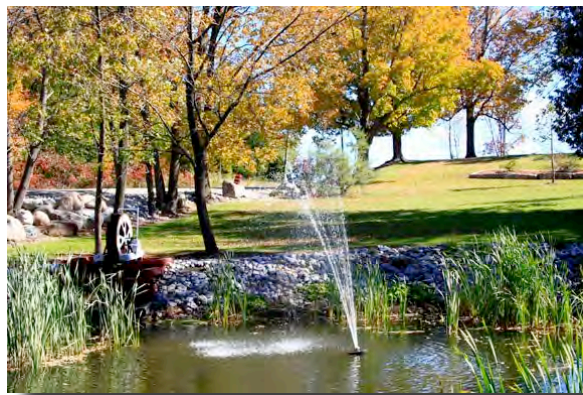
- Projects represent investments that will lay foundation for RTO7 strategies and plans for 2011 and beyond
- Tourism industry and stakeholder consultation is an important objective
 - If you have a particular interest and/or would like more information we would like to hear from you
 - See web site for updated information or send e-mail to: projects@region7transition.ca

1. Fall Image Bank



- Goal
 - Create an emotive and current image bank for the development and production of collateral for marketing and promotional purposes
- Resources
 - 11 photographers
- Status
 - Shooting complete; images in post-production

Sample Images



2. Strategic Destination Development Plan



- Goal
 - Provide a comprehensive strategic and business plan to guide RTO7 strategies, plans and activities
- Resources
 - Longwoods International, Aecom, Places Consulting
- Status
 - Engagement, market assessment and consultation underway

3. Media / Public Relations



- Goal
 - Develop consumer content for placement as earned- and editorial-focused stories in print, broadcast online and social media, with emphasis on winter 2010/11, as well as spring/summer 2011
- Resources
 - A Couple of Chicks e-Marketing, Punch Canada Inc.
- Status
 - Background research / initial assessment; web portal development

4. Waterways Product Development



- Goal
 - Inventory, assess and develop strategies to increase visitation and tourism receipts, and to encourage development
- Resource
 - BC Hughes Consulting
- Status
 - Preliminary research and assessment underway

5. Winter Tourism



- Goal
 - Targeted research to determine the value (and potential) of the winter market as a key driver of the region's tourism economy
- Resources
 - Longwoods International, Tourism Economics
- Status
 - Primary / secondary research, stakeholder interviews underway

6. Green/Sustainable Tourism



- Goal
 - Assess opportunities associated with establishment and promotion of Region 7 as a premier “green” or sustainable destination
- Resources
 - Lura Consulting, Sustaining Tourism
- Status
 - Best practices review, research underway

For More Information



- Visit: www.region7transition.ca
- E-mail:
 - General inquiries: info@region7transition.ca
 - Nominations: nominations@region7transition.ca
 - Priority Projects: projects@region7transition.ca
- Tourism Industry Liaisons:
 - Bruce Laurie Adams: (519) 596-8374
 - Grey Linda Simpson: (705) 445-7722
 - Simcoe Tibor Haasz: (705) 526-8288