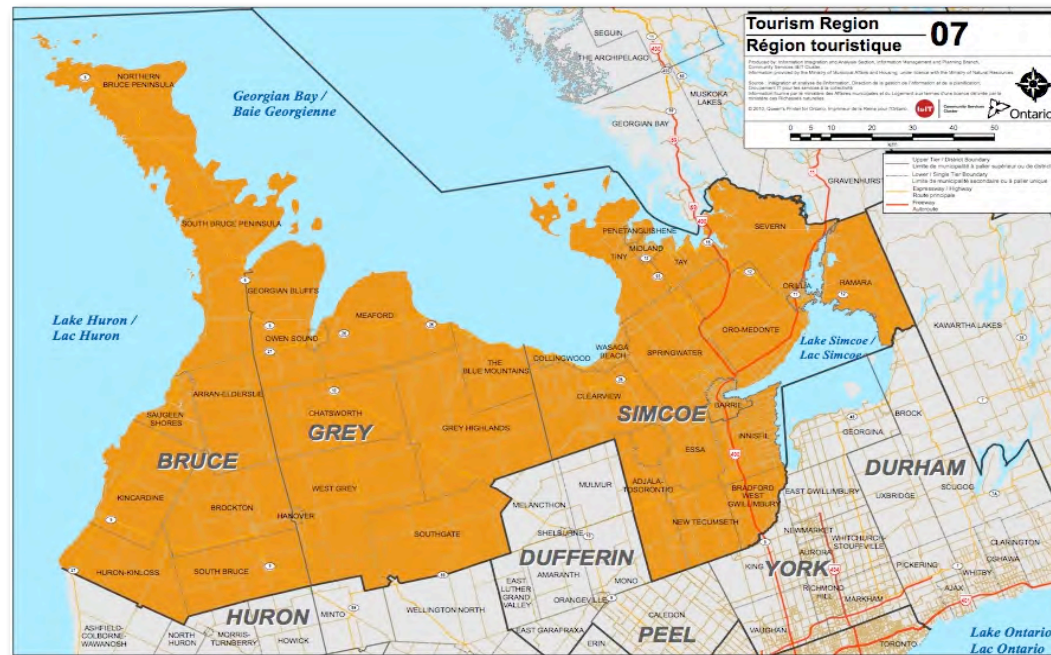


Region 7

Regional Tourism Organization



Industry Update
April 2011

Presentation Outline



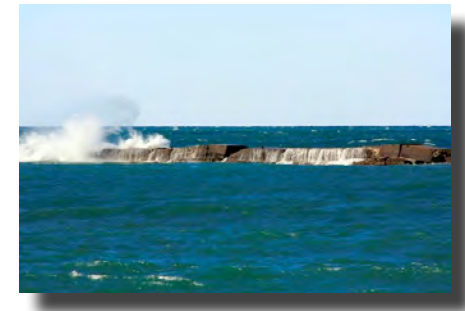
- The regional tourism organization strategy
- 2010: Establishing RTO7
- 2011: Planning and next steps



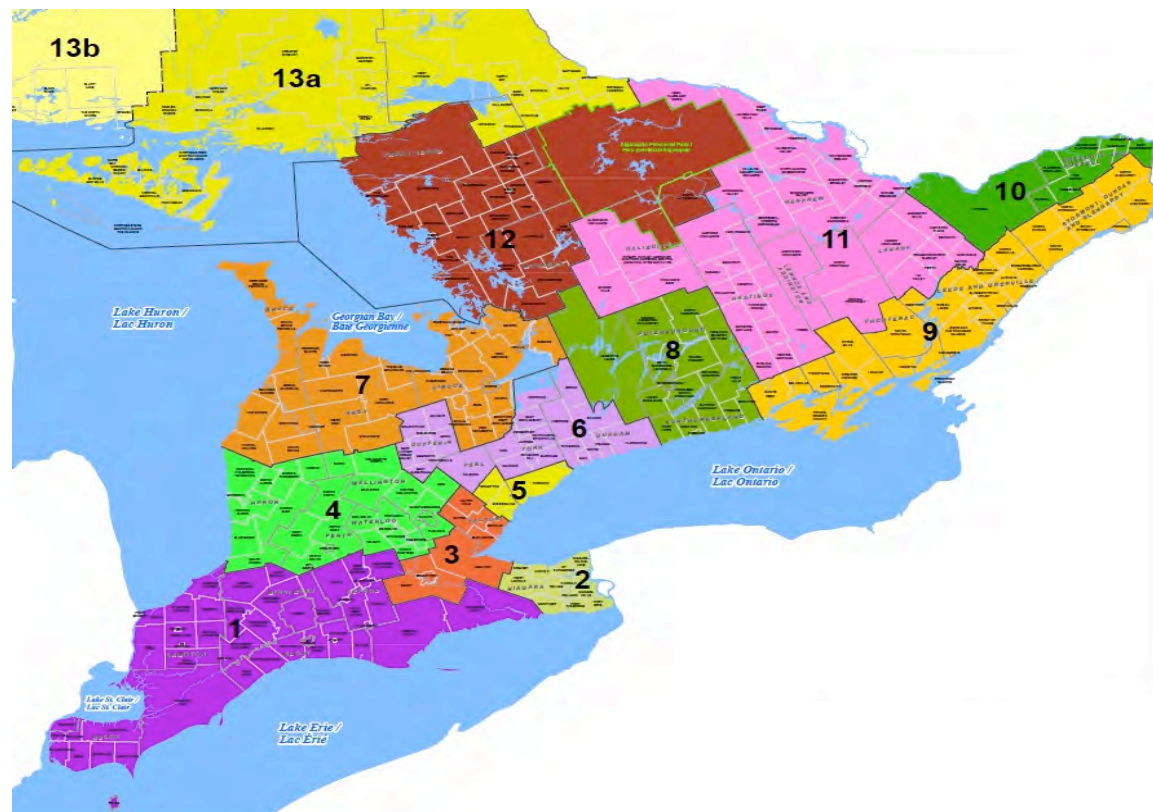
Background



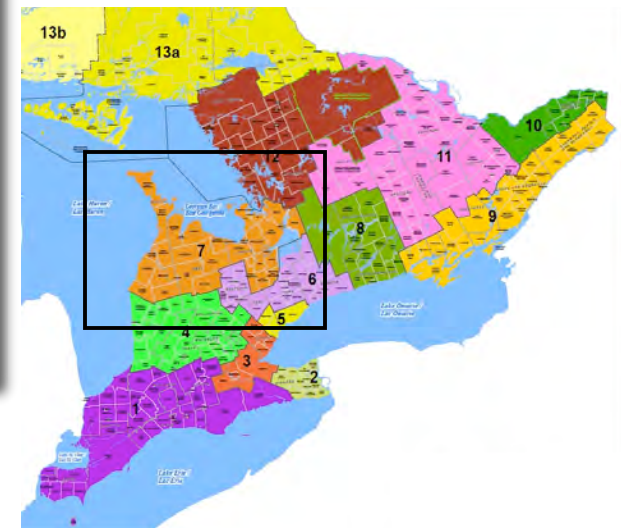
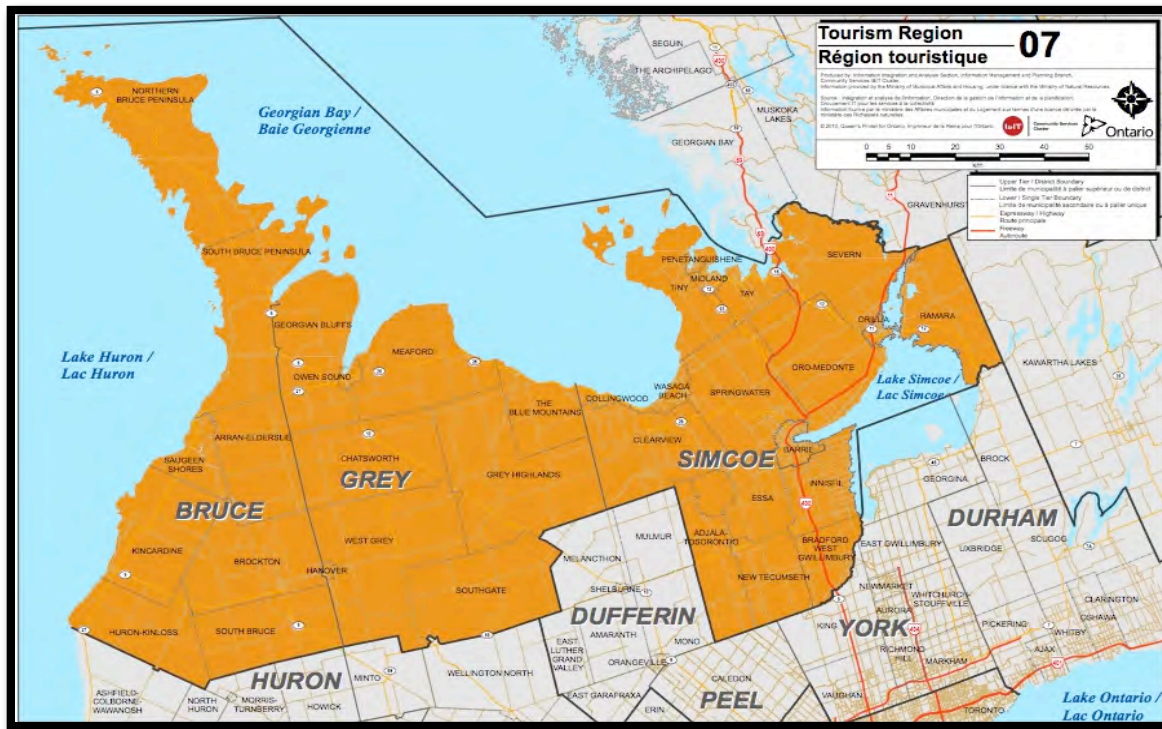
- Regional tourism organizations (RTOs) came about as a result of the Discovering Ontario report
 - The “Sorbara Report” recommended a regional approach that would feature industry led organizations who would “bring together stakeholders... to oversee the development of new products, and to identify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



13 Regions



Region 7



Expectations of RTOs



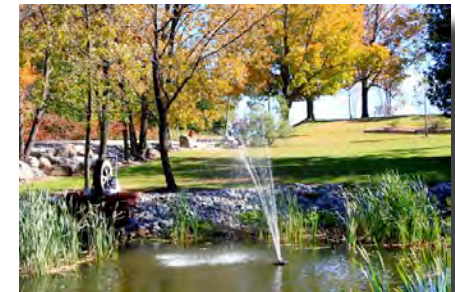
- Industry-led, independent, not-for-profit corporations responsible for building and supporting competitive and sustainable tourism
- RTOs will do this by helping to:
 - Attract more visitors
 - Generate more tourism related economic activity
 - Create more tourism jobs



RTO Mandate



- Provide vision and leadership
- Work collaboratively
- Facilitate growth and innovation - e.g.:
 - Marketing
 - Product development
 - Investment development
 - Workforce development



RTO7 Funding



- \$2,015,000 in each of first two years
 - Year 1: FY ended Mar 31/11 (“transition year”)
 - Year 2: FY Apr 2011 - Mar 2012
- Formula
 - Flat \$500,000, plus % based on historic accommodation spending
- Funding is “use it or lose it”
 - Provided Subject to Ministry-approved business plan

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)

2013



- The Ministry has yet to advise:
 - Exactly how much funding each region will receive
 - Process for RTL introduction and administration



For More Information



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



2010: Transition Milestones



- April 2010
 - Ministry approves proposals from regions. Requires:
 - A “leadership group” to steer incorporation process
 - An “accountable body” to act as fiduciary, accountant
- July 2010
 - 13-member Transition Team formed
 - Transition plan approved and submitted to Ministry

Transition Team



Simcoe County	Bruce and Grey Counties
Tibor Haasz (Co-Chair) Super 8 Motel – Midland	Bryan Plumstead (Co-Chair) Grey County Tourism
Peter Cowley Horseshoe Resort	Laurie Adams E'Terra
Mark Downing Fern Resort	Don Braden Blue Mountain Village Association
Ray Lapp Heidelberg Inn	Mylisa Henderson Scandinave Spa
Kathryn Stephenson Tourism Simcoe County	Rick McArthur Fisherman's Cove
Kathleen Trainor Tourism Barrie	Bev Philp Blue Mountain Resort
RTO7 Transitional Administrator Linda Simpson Georgian Triangle Tourism Association	

2010: Transition Milestones



- Aug - Sep 2010
 - Transition governance, communication and priority project committees formed, web site established
 - Dedicated project coordinator contracted
- Priority Projects planned
 - Total of nine projects approved by Ministry
 - Total funding is \$1.5 million
 - Including Strategic Destination Development Plan

2010: Transition Milestones



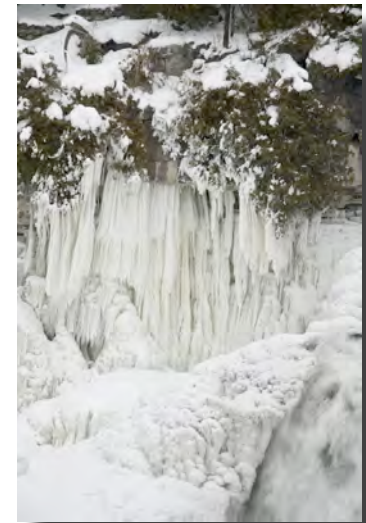
- Oct-Nov 2010
 - Board, governance structure established
 - 10 Information forums conducted across region
 - Call for nominations for board of directors
- Dec 2010
 - Regional Tourism Organization 7 incorporated



2011: Transition Milestones



- Jan 2011
 - 15-member board of directors selected
 - Process managed by an independent oversight committee
- Feb-Mar 2011
 - Board convenes, holds initial meetings
 - A “plan to plan”



Board of Directors



Dave Barrett	Saugeen Economic Development Corporation	
Bruce Chappell	Chappell Farms, Barrie	Treasurer
Ralph Cipolla	CC Bak 2 Basics, Orillia	First Vice Chair
Peter Cowley	Horseshoe Resort, Barrie	
Paul Crysler	Nature's Millworks, Paisley	Second Vice Chair
Catherine Durrant	Town of Collingwood	
Douglas Freiburger	Groundhog Divers II, Port Elgin	
Peter Majewsky	Holiday Park Resort, Southampton	
Laura Nelson	Fern Resort, Orillia	
Bev Philp	Blue Mountain Resort	Chair
Bryan Plumstead	Grey County Tourism	
Kathryn Stephenson	Tourism Simcoe County	Secretary
Val Stimpson	Neustadt Springs Brewery, Neustadt	
Jeff Stovold	LeFroy Harbour Resorts, LeFroy	
Philip Tarlo	Chef Instructor, Liaison College, Barrie Owner/Operator, Willow Trace & Admirals Post Pub	

Board Structure: Objectives



- Geographic balance: 15 directors
 - 3 x 3 representing Bruce, Grey and Simcoe
 - 6 ‘at Large’ - representing cross-section of geography, sectors and skills
- Private / non-private and tourism sectors
 - 9 representing private sector
 - 6 representing non-private sector
 - Tourism Sector Representation
 - Balance of cross-region sectors that are both drivers for and beneficiaries of tourism visits

Planning for 2011/12



- Board has received and is now reviewing the Strategic Destination Development Plan
 - Completed March 2011 by Longwoods International, AECOM Economics and Places Consulting
- This plan, along with the priority projects, will help guide the first business plan (for FY 2011/12)
 - Business plan will be submitted to Ministry in April

Looking ahead to 2012



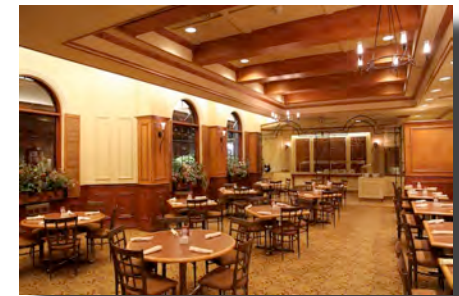
- Funding past March 2012 - including the future of a Regional Tourism Levy (RTL) - is uncertain
- RTO7 start-up
 - Operate virtually until situation clarified
 - Establish independent administration, finance and interim management capabilities
 - We plan to contract for these services



Timeline for Q1



- April
 - Determine strategic, first year priorities
 - Finalize 2011/12 business plan
- May/June
 - Retain admin and finance resources
 - Procure for interim manager
 - Conduct industry information meetings



For More Information



- Visit: www.region7transition.ca
- E-mail:
 - General inquiries: board@region7transition.ca
 - Priority Projects: projects@region7transition.ca
- Contact / Stakeholder Relations:
 - Secretary Kathryn Stephenson (705) 726-9300
 - Grey/Bruce Paul Crysler (519) 353-4017
 - Simcoe Ralph Cipolla (705) 323-2466