

Project Name	BruceGreySimcoe Concerts
Festival or Completion Date	July 5, 12, 19, Aug 8, 15, 23
Organization	BruceGreySimcoe BIA
Please list any partners.	County of Simcoe, County of Grey, County of Bruce

Please describe your project/festival.

This music series is designed to entertain visitors and visiting friends and relatives on Wednesday evenings at various bandshells across Bruce Grey and Simcoe Counties. Local musicians will be featured every week.

Please describe how your investment will make your project/festival achieve at least one of the following:

- improve quality
- improve sustainable,
- reduce seasonality
- increase yield
- increase length of stay

We are working to find bands that have a strong following in neighbouring communities so we can try to circulate people to different areas.

We are using local bands to help reduce travel costs. We will set up a bike valet at each bandshell and encourage vendors to reduce as much packaging as possible. All our advertising will be done virtually to reduce paper.

We have strategically placed the concerts on Wednesday nights so that people need to stay over, increasing yield and with it being in the middle of the week, we hope that people will extend their stays.

Do you collect postal code data? Yes

Research to support your initiative.

What research has been done to determine feasibility for the project/festival? Please indicate how you plan to collect visitor feedback?

We have talked to a number of local BIA's who will help in their communities. We will ask a 4 question survey (provided by RTO7) at the Bike Valet and as people are existing the concert.

Performance Metrics: 15% increase from the first to the last concert

Please indicate how your organization will evaluate the successes of the project/festival.

Ensure that some SMART goals (Specific, Measurable, Attainable, Realistic, Trackable) are used. These will help determine if the campaign met expectations.

Please add numbers to the boxes that are appropriate for your initiative.

% Increase attendance

# of clicks on your website during the campaign	10,000 clicks on landing page
# of new partners engaged	5
# of postal codes collected	500

Please list the key activities and deadlines (milestones) to achieve the goals listed above.

RTO7 staff will use these to help keep the project on track.

Finalize application and RTO7 support - March 30, 2020

Finalize the Communities and BIA partners - April 5, 2020

Finalize the bands - April 30, 2020

Start advertising campaign - June 1, 2020

July- Aug concerts

What geographic area(s) will your visitors come from? - Greater Toronto Area  
 Select all that apply. - Southwestern Ontario  
 - BruceGreySimcoe (Visiting Friends & Relatives)

Which activities is your project/festival focused on? - Culture & Heritage  
 (check all that apply)

Briefly describe your target audience including for the project/festival.

-What type of people are they?

-What activities do they like?

-Do they have certain beliefs?

Visitors who enjoy local culture and music. They are looking for some evening activities with the group they have come with. They enjoy going to the local concert hall, support local cultural groups and want to engage with the people who live in the area that they are travelling to.

Life Stage - Max two (2) categories

- Older families (kids 13-18)

- Mature couples or couples with adult kids

Geographic Target - please list cities in the order you would like to target Owen Sound, Collingwood, Saugeen Shores, Midland, Orillia, Wasaga Beach,

What are some interests that your target audience might have?

Local music

Local culture

cycling

family memories

To receive funding for social media marketing, you must demonstrate a minimum matching funds towards

\$5000

1. Improve the quality of the offering.

2. Improve sustainability.

3. Reduce seasonality.

4. Increase visitor yield.

5. Increase length of stay or encourage return visits.

Min \$1000 - Max \$5,000 inc. HST

Partners MUST provide receipts with the final report to demonstrate their investment in the project/festival.

Please note: This cannot include funds from successful Celebrate Ontario, Tourism Event Marketing Programs or other provincial funding programs.

Requested amount of RTO7 funds:

Do you have additional cash to add to this campaign? \$5000

If so, please include the amount. RTO7 will invoice you.

Social Media Campaign total (RTO7 Funds + Partners cash funds) \$10,000

Are you applying for additional RTO7 programs for the same project/festival? - No

Why is this project/festival unique to BruceGreySimcoe?

This series will feature local musicians from across the region. It will give people some insight into the local music scene and feature many up and coming acts. Each area will feature a different act that is from a neighbouring community so it will help to bring local people to a town that they might not go to on a regular basis. We are hoping to spread people across the region, not necessarily bring more people up.

Do you collaborate with any community stakeholders including Destination Marketing Organizations, municipalities, businesses, etc? - Yes  
- Local BIAs (6)

Are you prepared to commit to and follow through on the collection of data, including postal codes, related your project/festival and RTO7's needs if not already doing so? - Yes  
RTO7 will provide an intercept survey template if using that method.

Facebook Page

@BruceGreySimcoe

Instagram Account (if applicable)	@BruceGreySimcoe
Website Landing Page for the Campaign. This should lead visitors to the page on your website where they can find out more about your project/festival. This MUST contain the current information before the call with The Aber Group.	<a href="http://www.brucegreysimcoe.com/summerconcerts">www.brucegreysimcoe.com/summerconcerts</a>
Campaign Dates - We recommend at least \$1,000 for every 4 weeks.	June 1 - Aug 18
Campaign Goal	- General awareness
Creative Type	- Carousel - Video
Device Preference RTO7 recommends both to maximize the effectiveness of the campaign.	- Both
Platform Preference	- Both
Name	Jane Doe
Title	Organizer
Address	1223 Main St. Owen Sound, ON N4K 2N4 Canada
Phone	(519) 555-5555
Email	<a href="mailto:janedoe@summerconcerts.com">janedoe@summerconcerts.com</a>
Website	<a href="http://BruceGreysimcoe.com">http://BruceGreysimcoe.com</a>
As a condition of support, all successful applicants, including all partners, are required to have successfully completed the Customer Service Training course.	Yes
<a href="http://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training">http://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training</a>	
I have completed the BruceGreySimcoe Service Excellence Customer Service Training	
As a condition of support, please confirm the following:	<ul style="list-style-type: none"> <li>- You have capacity to execute the project/festival.</li> <li>- You can legally operate in Ontario.</li> <li>- All necessary permits are in place (federal, provincial, municipal).</li> <li>- You carry liability insurance and can add RTO7 as a named insured as well as provide a certificate of insurance.</li> <li>- You must have a website/social media page, phone number and email address that are regularly monitored and contain current information. The landing page for the campaign MUST be updated with current information before the call with The Aber Group.</li> <li>- You have a Facebook PAGE that is monitored frequently (daily minimum).</li> <li>- You can supply 10 images or at least one video (60 sec. max) for the campaign.</li> <li>- You commit to monitoring campaign ads daily.</li> <li>- To ensure timely and constructive execution of the planning and actioning of the campaign/project please select one representative only to act as the decision maker and liaison with RTO7 and The Aber Group (or whoever it is they'll be dealing with).</li> <li>- You will send the names and email addresses of program contacts to add to Basecamp (RTO7's project management program).</li> <li>- Google analytics are activated on your website. Must be done prior to the start of the campaign.</li> <li>- The BruceGreySimcoe and Ontario logos must be added to your homepage for</li> </ul>

- a period of 1 year following the project.
- Social media posts will tag @BruceGreySimcoe and @ontariotravel as well as use #brucegreysimcoe (Facebook, Instagram, Twitter).
  - You must maintain a current operator listing on BruceGreySimcoe.com.
  - You must maintain an operator listing on Ontariotravel.net.
  - If it's a festival, you will list it on BruceGreySimcoe.com - <http://brucegreysimcoe.com/festivals-events/submit-your-event>.
  - If it's a festival, it is listed on Ontariotravel.net.
  - You are strongly encouraged to have at least one representative from your organization complete It's Your Shift (Sexual Harassment & Violence) Training <https://rto7.ca/Public/Programs/It-s-Your-Shift>.
  - You have signed up for the RTO7 E-Newsletter <http://rto7.ca/Public/Special-Pages/Mailing-List-Signup>.
  - You have NOT received funding from Celebrate Ontario, the Tourism Event Marketing Program or other provincial funding programs for this current year for this program.
  - You will submit the completed final report within 30 days of the completion of the project. Failure to do this may result in ineligibility to participate in RTO7 programs in the future.
  - You will submit receipts with the final report to show your investment.
  - You are prepared to commit to and follow through on collecting data related to the festival and RTO7's needs (including postal codes). RTO7 can supply a template for an intercept survey.

Attestation

Please confirm that you have read/completed the following sections in the resource document

- Attestation Matrix
- Target Markets & Activities
- Sustainable Tourism
- Set up Google Analytics
- Key Activities, Milestones & Responsibilities TIP, FIP, SIP Programs
- Types of Data to Report On

Draw your signature into the box below.

A handwritten signature in black ink, appearing to be 'Bruce Grey Simcoe', written on a white rectangular background.

Did you find the application easy to complete?

Very