



Bruce Grey Simcoe

ALWAYS IN SEASON

BruceGreySimcoe 2017/18 at a Glance

Highlights

- Partnership programs – Partnership Program, Experience Implementation Program, Festival Implementation Program, Experience Development, Collaboration Program, Media Relations Program, Experience Development 101, Experience Development 102, Gift of The Getaway program, Golf in Ontario program.
- Free Customer Service Training – BGS Service Excellence Training – no charge
- BruceGreySimcoe.com
 - Business profile on BruceGreySimcoe.com – enhanced listings – no charge
 - Festivals & Events on BruceGreySimcoe.com – no charge
 - Packages and Promotions on BruceGreySimcoe.com – no charge
- Experience Development assistance – no charge, ‘get ready to work’
- Social Media – no charge just sharing
- RT07 updates – no charge
- VFR Campaign – no charge just sharing

PARTNERING PROGRAMS

Partnership Program

Category	Tourism Wayfinding Signage	Product/Experience Development	Image Production	Digital Advertising	Video Advertising	DMO Web Portal Development	Translation Services
Eligible Partners	Private and non-private tourism operators, destination marketing organizations, tourism organizations, municipalities, and associations/interest groups with a primary purpose in tourism in BruceGreySimcoe						
Objective	Improve the visitor experience through implementation of RT07 signage & wayfinding specifications	Enhance development of tourism experiences (products, training and research)	To grow visitation by developing competitive collateral offerings for the partner and the BGS website. To aid in the recruitment of employees.	To grow visitation by reaching target markets where the consumers search most for information about a possible destination.	To grow visitation by reaching targets markets through social media.	Using architecture & template developed for BruceGreySimcoe.com; a dedicated destination microsite for destinations and to share data amongst all partners. Limited to Tourism DMOs whose primary purpose is to facilitate tourism promotion.	To provide French language translation for services in web and print media
Additional RT07 funding?	NO	STAGED	YES	YES	YES	YES	NO
Participation Partner \$: PF \$: RT07\$	\$1 : \$1	\$1 : \$1 : \$1 if approved and consultant work is underway by August 31 \$1: \$1 if approved and consultant work is not underway by Aug. 31	\$1 : \$1 : \$1	\$1 : \$1 : \$1	\$1:\$1:\$1	\$1:\$1:\$5	\$1:\$1
Example Funding	\$10,000 investment by partner receives \$10,000 from partnership fund for a total project of \$20,000	\$10,000 investment by partner receives \$10,000 from partnership fund plus \$10,000 from RT07 for a total project of \$30,000 – subject to above time frames	\$1,400 investment by partner receives \$1,400 from partnership fund plus \$1,400 from RT07 for a total project of \$4,200	\$10,000 investment by partner receives \$10,000 from partnership fund plus \$10,000 from RT07 for a total project of \$30,000	\$500 investment by partner receives \$500 from partnership fund plus \$500 from RT07 for a total project of \$1,500	\$4,300 investment by partner receives \$4,300 from partnership fund plus \$2,150 from RT07 for a total project of \$10,750	\$2,000 investment by partner receives \$2,000 from partnership fund for a total project of \$4,000
Partners funding Minimum	\$10,000	\$ 5,000	\$ 750 (video) \$ 466 (image) \$10,000	\$10,000	\$ 500	\$4,300 English only	\$ 750
Maximum	\$50,000	\$25,000	\$10,000	\$25,000	\$ 500	\$4,850 English & French	\$5,000
Example initiatives or projects	Local trail group partners to implement RT07 wayfinding signage along trail network. Municipality implements RT07 program or develops an implementation plan. Cycle signage is installed along routes.	Research into viability of a new tourism product/experience Development of a business/marketing plan to take a product/experience to market. Develop. of Tourism Destination Plan Data collection & analysis.	Outfitter videos a canoe or paddle board experience. Campground videos a single or collection of activities at the campground. A tourism destination photo shoot. A recruitment video for students.	A ski resort develops and advertises a campaign digitally. A festival develops and advertises a campaign digitally.	An operator promotes an activity through social media	DMO web site with dedicated URL, URL specific analytics, revenue generation attributes and ability to manage content. Must share operator data with RT07 and partners on the BruceGreySimcoe.com platform.	Translating web pages that are suited to the French Language market e.g. Beaches pages or microsites Translating inserts into mass distribution print publications with target messages e.g. Beaches pages in a DMO guidebook for distribution in Quebec
Submissions Accepted	Now to September 30, 2017	Now to August 31, 2017	Now to October 31, 2017	Now to August 31, 2017	Now to October 31, 2017	Now to August 31, 2017	Now to October 31, 2017

EXPERIENCE IMPLEMENTATION PROGRAM AT A GLANCE (see individual program for complete details and restrictions)

Category	Product/Experience Development	Advertising
Eligible Partners	Private and non-private tourism operators, destination marketing organizations, tourism organizations municipalities, and associations with a primary purpose of tourism product development and delivery in BruceGreySimcoe	
Objective	To expand the development of experiences and products that will be offered for purchase within BruceGreySimcoe to tourists in the prime geographic target areas of GTA, SWONT, PQ, MI, NY	To expand the delivery of advertising collateral of experiences and products that will be offered for purchase within BruceGreySimcoe to tourists in the prime geographic target areas of GTA, SWONT, PQ, MI, NY and supports BruceGreySimcoe advertising activities
Matching RT07 Funding	YES	YES
Participation Partner \$: RT07 \$	\$1: \$1	\$1: \$1
Example Funding	\$500 investment receives \$500 from Implementation Funding Program for a total of \$1,000 plus support services Tourism Experience Development Specialists	\$500 investment receives \$500 from Implementation Funding Program for a total of \$1,000
Partners Funding Minimum	\$ 500	\$ 500
Partners Funding Maximum	\$2,500	\$2,500
Program Requirements		
Example of initiative or projects	Development of themed dining experiences that showcase and support the authentic offering of a restaurant. May include the development of business, marketing, training plans to accomplish the above stated objective.	The development and delivery of a Google adwords campaign. The development and placement of advertisement in a magazine.
Deadline for submission	December 31, 2017	December 31, 2017

FESTIVAL IMPLEMENTATION PROGRAM AT A GLANCE (see individual program for complete details and restrictions)

Category	Product/Experience Development – Advertising
Eligible Partners	Private and non-private festival organizers in BruceGreySimcoe
Objective	To expand the delivery of digital advertising of tourism related festivals within BruceGreySimcoe to tourists in the prime geographic target areas of GTA, SWONT, PQ, MI, NY and supports BruceGreySimcoe advertising activities
Matching RTO7 Funding	YES
Participation Partner \$: RTO7 \$	\$1: \$1
Example Funding	\$1,000 investment by festival partner in the improvement of the festival receives \$1,000 from Implementation Funding Program for a total of \$1,000 towards a digital advertising campaign provided by RTO7’s Agency of Record plus support services by Tourism Experience Development Specialists
Partners Funding	
Minimum	\$1,000
Maximum	\$2,500
Program Requirements	
Example of initiative or projects	The development and delivery of a targeted social media campaign to promote a tourism related festival.
Deadline for submission	December 31, 2017

COLLABORATION PROGRAM AT A GLANCE (see individual program for complete details and restrictions)

Category	Marketing - advertising
Eligible Partners	Private and non-private tourism organizations in BruceGreySimcoe
Objective	To expand the delivery of the BruceGreySimcoe Always in Season and partners message of tourism related activities within BruceGreySimcoe to tourists in the prime geographic target areas of GTA, SWONT, PQ, MI, NY and support BruceGreySimcoe advertising activities
Matching RT07 Funding	YES* Preference will be given to organizations that provide multiple partners and leverage that exceeds RT07 investment. e.g. RT07 invests \$25,000 partners invest \$50,000
Participation	
Partner \$: RT07 \$	\$1: \$1
Example Funding	\$25,000 investment by partner in the improvement of the advertising messaging receives \$25,000 from Collaboration Program for a total of \$50,000 towards an advertising campaign.
Partners Funding	
Minimum	\$10,000
Maximum	\$10,000
Program Requirements	
Example of initiative or projects	The development and delivery of a targeted social media campaign to promote a tourism related festival.
Deadline for submission	December 31, 2017

MEDIA PROGRAM AT A GLANCE (see individual program for complete details and restrictions)

Category	Familiarization Tours
Eligible Partners	Private and non-private tourism operators, destination marketing organizations, tourism organizations municipalities, and associations with a primary purpose of tourism product development and delivery in BruceGreySimcoe
Objective	To expand and support collaborative efforts to encourage accredited travel writers to visit, experience and deliver positive copy about experiences and areas within the BruceGreySimcoe region.
RTO7 Funding	YES
Participation Partner \$: RTO7 \$	\$In-Kind: \$1
Example Funding	Partner provides In-Kind services to solicit writers and to produce and execute the Familiarization Tour. Partner provides supporting receipts for services provided from tourism providers for reimbursement of up to \$1,000 per Familiarization Tour.
Partners Funding	
Minimum	\$In-Kind
Maximum	\$1,000 per tour to a maximum of 3 tours per year
Program Requirements	
Example of initiative or projects	Travel Blogger(s) recruited and tours the immediate area of the host and writes travel related stories for distribution.
Deadline for submission	January 31, 2018

Contact Us at RTO7

- Partnership Funding – applications being accepted now - go to rto7.ca - (questions - Alex Hogan – partnerships@rto7.ca)
- Experience Development Projects, Implementation Program – (questions – kclarke@rto7.ca)
- Media Relations & Collaboration Program – applications being accepted now - go to rto7.ca - (questions - Bill Sullivan – bsullivan@rto7.ca)
- Social Media – (questions – Ginny Henry – ghenry@rto7.ca or Allison Davies – adavies@rto7.ca)
 - Facebook – like us and share your posts, tags and share others too
 - Twitter – follow us and share your tweets and retweet others
 - Instagram – follow us and tag partners in your posts
 - Pinterest – follow us and re-pin
 - #Hashtag
- Register on RTO7.ca to receive updates – go to rto7.ca - (questions - Ginny Henry – ghenry@rto7.ca)
- Update your profile on BruceGreySimcoe.com - go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca or Allison Davies – adavies@rto7.ca)
- Add/Update Festivals & Events to BruceGreySimcoe.com - go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca or Allison Davies – adavies@rto7.ca)
- Add/Update Packages and Promotions go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca or Allison Davies – adavies@rto7.ca)
- Free Customer Service Training – go to rto7.ca - (questions – Alex Hogan – ahogan@rto7.ca) (BGS Service Excellence Training) or available through your county tourism offices