

# RT07 2018/19 Business Plan and Partnership Opportunities

April 19, 2018

10:45 am to 12:00 pm

Cranberry Resort

19<sup>th</sup> Keith Avenue, Hwy 26 West

Collingwood, Ontario

L9Y 4T9

705-445-6600

# Regional Tourism Organization 7

- RTO7 is a an independent organization incorporated in Ontario pursuant to the Ontario Ministry of Tourism, Culture and Sport's (MTCS) regional tourism funding and management strategy.
- **Vision**  
Our vision is to establish BruceGreySimcoe as Ontario's four-season destination of choice.
- **Mission**  
Our mission is to work collaboratively with tourism partners and stakeholders to build, sustain and grow visitation, investment and visitor spending.
- **Core Values** – Collaborative, Transparent, Trustworthy, Innovative, Friendly and Welcoming



# Regional Tourism Organization 7 – Board of Directors

- Kathryn Stephenson – Chair
  - Philip Tarlo – Vice Chair
  - Catherine Durrant – Treasurer
  - Laura Downing – Secretary
  - Michael Agema
  - Richard Bowering
  - Bruce Chappell
- Ralph Cipolla
  - Jayne Jagelewski
  - Joanne Robbins
  - Robert Trask

# Regional Tourism Organization 7 - Staff

- Amanda Pausner – Experience and Administration Coordinator
- Allison Davies – Communication Assistant
- Kim Clarke – Tourism Experience Development Specialist
- Ginny Henry – Communication Coordinator
- Alex Hogan – Project Administration Manager
- Bill Sullivan – Chief Executive Officer

# Funding

- RTO7 is funded 100% by the Province of Ontario
- For FY 2018/19, RTO7 will receive \$2.39 million. RTO7 will continue to be eligible for partnership allocation. Partnership allocation is contingent on the generation of matching funds from partner businesses and organizations.

- **Projected - FY 2018/19 Budgeting Basis**

• Base funding	\$2,054,508
• Available partnership allocation	<u>336,000</u>
• Total available funding	\$2,390,508

# Partnering Programs

- Collaboration Program
- Implementation Program for Product and Experience Development
- Implementation Program for Festivals and Tourism Operations
- Partnership Program

# Operations

- RTO7 will continue to operate without requirement for investment in a physical premises.

# Marketing 2018/19

- **Objective:** Enhance marketing planning and complementary activities across the region
- **Marketing Campaign**
  - Spring/summer/fall and winter elements
    - continue to be based upon experiences with the addition of an emphasis on Places
  - Support to the Partnership Program and Experience Development projects of previous years through media buys and social media and video
  - Support to Collaboration program partners



# Marketing 2018/19 continued

- Will use the iconic features and activities, natural and man-made to differentiate the region from other tourist destinations
- Media buys will again be flighted and the Consumer Insight Research, EQ, Social Media analytics and Prizm data will be relied upon heavily for determining targeting and media delivery methods
- Partnership projects will provide intelligence on marketing to specific targets
- VFR digital campaign
- BLOG/VLOG campaign
- Facebook Video campaign

# Marketing 2018/19 continued

## Partnerships - Leverage

- RTO7 will leverage its marketing budget to digitally market by matching partner contributions and partnership projects.
- Continued Collaboration Marketing Program: RTO7 will provide partnering support through financial and subject matter expertise in the development of marketing campaigns that are not administered by RTO7.

## Alignment

- RTO7 will continue to endeavour to limit duplication and competitive marketing practices, 'RTO7 will advertise where others aren't'.
- RTO7 will continue to test new advertising techniques and partnerships

# Marketing 2018/19 continued

## Marketing Mix

- Internet advertising will continue as the primary medium. Partnering opportunities will be used as a secondary source for distribution of the message. BruceGreySimcoe.com and microsites will be the call to action for most advertising.

# Marketing Performance Measures

- Continue to measure performance through key metrics including web analytics and traffic analysis.
- Share data and outcomes.
- We encourage our partners to share their outcomes too.

# Investment Attraction / Investor Relations

- **Objective:** Facilitate investment attraction for the region.
  - RTO7 will continue with its efforts to support the attraction of investment in the tourism sector by consolidating and disseminating tourism research, data and market intelligence.
  - Where appropriate and considerable leverage is attained provide financial assistance in the research and planning stages of tourism development plans.

# Budget 2018/19

Budget Item	Budget 2017/18	Budget 2018/19	% Change 2018/19 to 2017/18	Strat Plan Target 2015-2018
Governance and Operations	15.1%	15.8%	0.7%	22.0%
Product Development	10.7%	14.0%	3.3%	8.0%
Investment Attraction	0.4%	0.3%	-0.1%	2.0%
Workforce Development	4.5%	7.3%	2.8%	4.0%
Marketing	43.3%	45.9%	2.6%	36.0%
Partnership Program	9.8%	16.7%	6.9%	11.0%
Leveraged Investment	16.2%	6.9%	-9.3%	17.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>		

Budgeting process is adjusted and is not a direct comparison to the process used during the Strat Plan process. Wage calculations are included in budget item line, this is a change from 2016/17 and before budgeting processes and at the time the Strat Plan Target was established they were captured 100% in Governance & Operations budget item line.

# Business Plan

- The full business plan will be available on the Stakeholder Site and requires a login to access it. Register today if you are not registered.
- Go to RTO7.ca
  - Click on Stakeholder tab
  - Click on Login or register if needed
  - In the Advance Search click on [here](#)
  - Click on 2018/19 Business Plan

# Partner Programs



# Collaboration Program

- Objective: To expand promotion of the BruceGreySimcoe tourism product offering in the prime geographic target areas of GTA, SWONT, PQ, MI, NY through partnerships.
  - Resorts of Ontario Gift of the Getaway – promotion of attractions, Resorts of Ontario and FOBBA members – Partnering with RTO6, RTO8, RTO11 and Resorts of Ontario
  - Golf in Ontario – Partnering with RTO6, Bay of Quinte Golf & Country Club, OTMPC – promotion of the golf product in international markets, mainly USA
  - Cycle in Ontario – Partnering with 13 RTOs, OTMPC, Cycling Coalition, MTCS (currently in the works)



# Collaboration Program

- Contact
  - Bill Sullivan, Chief Executive Officer
  - [bsullivan@rto7.ca](mailto:bsullivan@rto7.ca) 705-715-6544

# Product and Experience Development

# Experience Implementation Program

- The Experience Implementation Program (EIP) is designed to help **coach and educate** stakeholders within BruceGreySimcoe while potentially **funding** experiences and products to get them to market.

# Experience Implementation Program

## Products

i.e. cycling, paddling, culinary tours

- Must meet market ready criteria
- Must have completed some kind of feasibility testing for the idea
- Must match at least one of BGS's target audiences
- Must match at least one of the best bet Consumer Segments
- Must match at least one targeted activity
  - Water-based tourism, Nature & outdoor recreation, Culinary & Agritourism, Culture, Cycling, Resorting

# Experience Implementation Program

**Funding** – Matching funds to help launch products and experiences.

- 1:1 funding with a minimum buy in of \$500 to a max of \$2,500
- Examples of eligible marketing expenses
  - Digital Advertising
  - Out of Home
  - Traditional media – radio, print, broadcast

# Experience Implementation Program

Program guidelines and application form are available at

<http://rto7.ca/Public/Resources/Experience-Implementation-Program>

Applications are accepted on an ongoing basis until December 31, 2018 or until the program is fully subscribed.



# Festival Implementation Program

The Festivals Implementation Program (FIP) is designed to **coach**, and **educate** festival organizers in BruceGreySimcoe to

- Make the festival more *sustainable*
- Increase the *quality* of the festival and/or,
- Target a *new audience* to attend the festival (40km+ radius from host community)
  - Festivals in July & Aug must allocate at least 80% of the spend 40km + from the location of the festival
  - Shoulder season festivals (Jan-June, Sept-Dec) must allocate at least 50% of the spend 40km+ from their location
  - Festivals on Canada, Civic Holiday, Labour Day or Thanksgiving must allocate 100% of funding outside BruceGreySimcoe

<http://rto7.ca/Public/Programs/Festival-Implementation-Program>

Applications are accepted on an ongoing basis until January 31, 2019 or until the program is fully subscribed





# Festivals Implementation Program

- RTO7 will match the Festival's investment in themselves at a rate of 1:1
  - \$1,000 - \$2,500
- RTO7's investment will go towards digital marketing (Facebook and/or Google Adwords)
- Festivals must apply at least **6 weeks** lead time before the festival
- Festivals must also commit to collecting data
- If Festival partners have postal code data from the previous 2-3 years (min 500), RTO7 can provide a consumer segmentation report



**Collingwood Downtown** ✓  
December 12, 2016 at 12:36pm · 🌐

Discover a fun, free & educational festival that's great for families & close to the GTA.



**Frozen In Time Fest: Collingwood Isn't Just Skiing**  
From December 27th to January 1st, bring your family to Collingwood. See ice sculpture carvings come to life, build ice blocks & gingerbread houses & see historical buildings with a guided tour.

[WWW.FROZENINTIMEWINTERFESTIVAL.CA](http://WWW.FROZENINTIMEWINTERFESTIVAL.CA) [Learn More](#)

👍 Like    💬 Comment    ➦ Share

👤 Buddy Gray, Amanda Quinn and 409 others    Chronological \*

182 shares    18 Comments

# NEW \*\*\*Tourism Implementation Program\*\*\*

The Tourism Implementation Program (TIP) is designed to assist stakeholders by supporting a digital marketing campaign to promote a new product or experience they have invested in. For example, purchasing a new canoe for guests or renovating an art studio to accommodate more artist's work.

Partners must demonstrate how their investment has helped to achieve one of four things:

- Increased sustainability
- Reduced seasonality
- Increased visitor spending and/or length of stay
- Expanded to or developed a new target market

# NEW \*\*\*Tourism Implementation Program\*\*\*

Partners must be able to match RTO7's contribution (1:1) through their investment

- \$1,000 - \$2,500 per campaign
- Campaign will be run by RTO7's digital execution team through Facebook or Google Adwords

Eligible Stakeholders:

- Private Businesses
- DMOs
- Municipalities
- Not for Profits
- Chambers/BIAs

<http://rto7.ca/Public/Programs/Tourism-Implementation-Program>

Applications are accepted on an ongoing basis until January 31, 2019 or until the program is fully subscribed.



# Experience Development 101 & 102

Workshop series designed to introduce stakeholders to experience development and coach through implementation

## Experience Development 101

- Full day for 15 – 25 participants
- Includes a hands on Discovery! build specifically for the workshop
- High level introduction to Experiential Tourism and why it can be beneficial for your business and community



# Experience Development 101 & 102

## Experience Development 102

- 1-2 days for MAX 10 partners and enablers (DMO, Municipal partners)
- Designed to help craft, price and market the experience
- Partners must be planning on executing the experience within 12 months of the workshop
- Coaching before, during and after the workshop for both the experience provider and the enabler



# Wasaga Beach ED 101 Workshop

- April 24
- Wasaga Beach REC PLEX
  - 1724 Mosley Street, Wasaga Beach
- 8:30 am to 2:30 pm
- \$30.00

# Gift of the Getaway

- Partnership with Resorts of Ontario and RTO 6, 8, 11 and 7
- Promotes the sale of gift certificates to Resorts of Ontario and Federation of Ontario Bed & Breakfast members
- Promotes coupons and packages for attractions, adventures, restaurants and retailers in the region
- FREE for operators to join
- Promoted through social media, at Ontario Travel Centres, BruceGreySimcoe.com and GiftoftheGetaway.com

<http://rto7.ca/Public/Programs/Gift-of-the-Getaway-Program>

**15% off**

**appetizers**

**Copper Blues**  
BAR & GRILL

**COPPERBLUES.COM**

Welcome to Copper Blues Bar & Grill – the pioneer restaurant in the Blue Mountain Village. Experience dining at it's best in a spectacular setting over looking the Village Events Plaza and the Blue Mountains.

2016 RESORTS OF ONTARIO  
RTO 7 - BLUE MOUNTAIN VILLAGE

# Golf in Ontario

- Partnership with OTMPC, RTO6 and Bay of Quinte Tourism
- Targeted to US market (New York, Ohio, Pennsylvania, Michigan and Illinois) to encourage visitors to choose Ontario for their next golf vacation
- Courses, accommodation and “19<sup>th</sup> Hole” activities are included in program at no cost
- Partners provide net rates to Golf In Ontario Coordinator who helps to plan customized vacations
- Promoted through the website [GolfInOntario.com](http://GolfInOntario.com), social media, media FAM's, and various consumer golf shows



# Cycling

- Continuing work with Waterfront Regeneration Trust to expand the Great Lakes Waterfront Trail along the Lake Huron coast and down the Georgian Bay Shoreline from Tobermory to Collingwood
- Partnering with communities to host Ontario By Bike and Share the Road workshops
  - Looking to build new experiences and products off of the route
- Leading Pan-Regional cycling campaign

# Experience and Product Development

## Contact:

Kim Clarke, Tourism Experience Development Specialist

[kclarke@rto7.ca](mailto:kclarke@rto7.ca) 519-379-2506

Amanda Pausner, Experience and Administration Coordinator

[apausner@rto7.ca](mailto:apausner@rto7.ca) 226-568-0242



# Communication– BruceGreySimcoe / RT07



# Communication– BruceGreySimcoe / RTO7 continued

## Two Stream Approach – BruceGreySimcoe / RTO7

- Consumer: BruceGreySimcoe
  - Promote region, operators, regional events
  - Create awareness of region as destination
  - Establish “social” relationships & sharing networks with DMOs, operators, photographers, bloggers, etc.
- Stakeholder: RTO7
  - Promote industry events, industry-related information, studies, marketing opportunities
  - Promote RTO7 programs, events, professional development opportunities
  - Foster engagement between industry professionals/partners across region



# Communication – BruceGreySimcoe /RTO7 continued

## Social Media: BruceGreySimcoe (consumer)

- Facebook - <https://www.facebook.com/BruceGreySimcoe/>
- Twitter - <https://twitter.com/BruceGreySimcoe>
- Instagram - <https://www.instagram.com/brucegreysimcoe/>
- BGS Blog - <http://brucegreysimcoe.com/bgsblog>
- Pinterest - <https://www.pinterest.com/BruceGreySimcoe/>
- Hashtags
  - #AlwaysinSeasonBGS
  - #golfBGS, #hikeBGS, #fishBGS, etc.
- Facebook Events Listing



# Communication – BruceGreySimcoe / RT07 continued

- Two Streams of Social Media
  - RT07 (industry)
    - Facebook - <https://www.facebook.com/RT07Connection/>
    - Twitter - <https://twitter.com/RT07Connection>
    - Instagram - <https://www.instagram.com/rto7connection/>
    - RT07 Connection (blog) - <http://www.rto7.ca/Public/RT07-connection>
    - RT07 Industry Calendar - <http://www.rto7.ca/Public/Events>
  - Eblasts
    - Regular eblast
    - Send out as required

# Communication – BruceGreySimcoe / RTO7 continued

- Content
  - Blog posts – Experience Driven
    - Winter Wonderland Tour – The Beer Bus, Collingwood
    - Embrace your inner Canadian in BruceGreySimcoe
  - Vlogs
    - Winter Grape Harvest at Georgian Hills Vineyards (Allison)
    - Fat Biking with Hal & Joanna of Bodybreak (Brian Hunt)
  - Visiting Friends and Relatives Facebook Campaign

# Communication – BruceGreySimcoe / RTO7 continued

- Content - BruceGreySimcoe.com
  - Festivals and Events - <http://brucegreysimcoe.com/festivals-events/home>
  - Operator Listings – <http://brucegreysimcoe.com/special-pages/operatormanagement/login>
  - Packages & Promotions Page - <http://brucegreysimcoe.com/special-pages/operatormanagement/login>



# Communication BruceGreySimcoe / RT07

- Focus on Mobile – BruceGreySimcoe.com

Device	2012	2018	% Change
Mobile	232	1,603,351	219,608%
Desktop	1,244	1,025,393	82,327%
Tablet	19	638,819	3,362,105%

Source: Google Analytics, BruceGreySimcoe.com



# Communication – BruceGreySimcoe / RT07

Ask Us!

Ginny Henry, Communication Coordinator  
[ghenry@brucegreysimcoe.com](mailto:ghenry@brucegreysimcoe.com)

Allison Davies, Communication Assistant  
[adavies@rto7.ca](mailto:adavies@rto7.ca)



# 2018/19 Partnership Program Overview

- Matching \$ (ratios vary by category)
- Must align with RTO7 target market, themes, etc.
- RTO7 must do procurement (for third party) except in case of signage and manages/leads projects
- Must be sustainable (start-up assistance vs longer term reliance)
- Applications evaluated against other submissions
- Continuous intake – applications accepted until funds allocated or category deadlines
- Partners must complete the free BGS Service Excellence Online Training Program
- RTO7 and Province assistance must be acknowledged (logos on website, collateral and acknowledgement in communications)

# Changes from 2017/18

- Addition of Image Advertising
- Refinement of signage standards to reflect AODA requirements and to allow for custom sign posts in some circumstances
- Eligibility of Great Lakes Waterfront Trust sign post purchase to signage program
- Addition of simplified Chinese to language translation
- A cap of 3 Partnership projects/partner to a total partner contribution of \$75,000

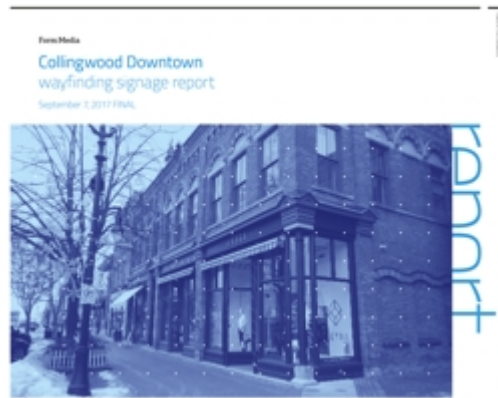
# 2018/19 Partnership Program Details

- Opened March 1/18
- Guidelines and application forms on the RTO7 website ([rto7.ca](http://rto7.ca)) under Programs
- Categories
  - Signage
  - Digital Advertising
  - Image Development (video and image)
  - Video & Image Advertising
  - Web Portal Development
  - French and simplified Chinese Translation
  - Experience Development, including research and workforce

# Signage

- Tourism wayfinding and cycling signage (\$1:1)
- Must be to RTO7 Wayfinding Standards & Specifications
- Most often undertaken by Counties, municipalities, conservation authorities
- Also interpretive signage/kiosks e.g. paddling, trails
- Minimum \$10k partner contribution
- Deadline for applications September 30/18

# Signage – Sample Projects



# Digital Advertising

- Done through agency - The Aber Group
- \$1 partner : 1 PF : 1 RT07
- Minimum partner contribution \$10k
- Deadline for applications August 31/18



# Digital Advertising – Sample Collateral



Summer 2017 At Wasaga Beach  
 The Longest Fresh Water Beach  
[www.wasagabeachtourism.com](http://www.wasagabeachtourism.com)  
 Treat your kids to endless beach fun just 90 min from Toronto. Learn more here.

BruceGreySimcoe Golf Packages | Find Deals In Our Newsletter  
[www.greybrucegolf.com/newsletter](http://www.greybrucegolf.com/newsletter)

Stay & Play Package Deals Available At Premier Courses. See Newsletter For More.



**Wasaga Beach Tourism**  
 Sponsored

Faites compter chaque seconde de l'été avec les plaisirs familiaux de la baie Georgienne.  
 See Translation



[www.wasagabeach.com](http://www.wasagabeach.com)  
**Wasaga Beach, c'est bien plus qu'une plage.** LEARN MORE

328 35 Comments 226 Shares  
 Like Comment Share

**Owen Sound Tourism, Events and Attractions**  
 Sponsored

Experience Metis performances, lumber jack shows and the world's largest rubber duck.



[www.owensound.ca/harbourfront...](http://www.owensound.ca/harbourfront...)  
**Don't Miss the ONTARIO 150 Tour Stop in Owen...** LEARN MORE

350 65 Comments 181 Shares

**Ontario's Lake Country**  
 Sponsored

Orillia, Ontario's Sunshine City, is just a short drive from Toronto. Lakeside summer days here we come!



<https://www.ontariolakecountry...> LEARN MORE

441 25 Comments 154 Shares  
 Like Comment Share

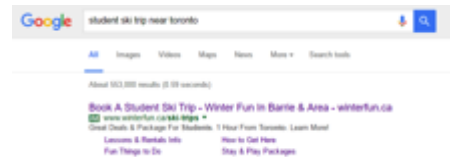
**Tourism Simcoe County**  
 Sponsored

Cast a line into our large, bountiful lakes this summer. Download our fishing guides now!



**Best Ontario Fishing** Learn More  
 Download our Guides

90 7 Comments 31 Shares



## Image Development (Video)

- \$1:1:1
- Development of video partners can use in their own advertising (YouTube, website, paid, etc.)
- 3 levels of video buy-in (\$750, \$1400 & \$2000)
- Include a strong call to action
- Done through agency – H Media
- Check them out on BruceGreySimcoe's Youtube channel
- Deadline October 31/18

## Image Development (Images)

- \$1:1:1
- Development of imagery partners can use in their own collateral (website, print, etc.)
- Minimum of 1 day shoot (\$500 partner contribution)
- Done through agency – Andrea Hamlin Photography
- You provide models
- Prepare shot list in advance
- Deadline October 31/18

# Video Advertising

- \$1:1:1
- Partner investment of \$500
- Social media advertising using your <60 second video developed in partnership with RTO7 or your own video (that meets criteria)
- Copy, call to action and physical link drive to your website
- Campaign runs 4 weeks; media buy managed by Agency of Record The Aber Group
- Requires a landing page consistent with video theme
- A mobile-friendly website is a **MUST**; responsive to comments also

# Image Advertising

- \$1:1:1
- Partner investment of \$500
- Facebook carousel ads using up to 7 images either developed in partnership with RTO7 or your own imagery (that meets criteria)
- Campaign runs 4 weeks; media buy managed by Agency of Record The Aber Group
- Requires a landing page consistent with imagery theme and a mobile-friendly website

# Experience Development

- Intended to develop product/experience(s)
  - e.g. a strategic plan, a feasibility study, experience development plan, etc.
- Includes research and workforce development
- RTO7 handles procurement and manages/leads
- Steering Committee with representation from all involved parties
- Minimum \$5k partner investment
- \$1:1:1

# Web Portal Development

- \$1:\$1:\$5
- \$4300 partner contribution (\$4850 for French & English)
- Working with Agency of Record 78 Digital Inc.
- DMOs and organizations whose primary purpose is tourism promotion
- Creation of a website/microsite with dedicated URL, using architecture of the [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) site
- Appears as dedicated site (unique look and feel), with ability to manage content, access to analytics, revenue generation features
- Operator data shared with RTO7/partners on the BGS.com platform



# French or Simplified Chinese Translation

- \$1:\$1
- Language translation for web and print media most suited to the market in question
- Minimum partner investment of \$250
- Deadline October 31, 2018



# 2018/19 Partnership Program

- Guidelines and application forms on the RTO7 website (rto7.ca) under Programs
- Alex Hogan, Project & Administration Manager
- Applications submitted to [partnerships@rto7.ca](mailto:partnerships@rto7.ca)
- Don't delay!

# Contact Us

- Partnership Program – applications being accepted now - go to [rto7.ca](http://rto7.ca) - (questions - Alex Hogan – [partnerships@rto7.ca](mailto:partnerships@rto7.ca))
- Collaboration Program – applications being accepted now - go to [rto7.ca](http://rto7.ca) - (questions - Bill Sullivan – [bsullivan@rto7.ca](mailto:bsullivan@rto7.ca))
- Free Customer Service Training – go to [rto7.ca](http://rto7.ca) - (questions – Alex Hogan – [ahogan@rto7.ca](mailto:ahogan@rto7.ca)) (BGS Service Excellence Training) or available through your county tourism offices
- Register on [RTO7.ca](http://RTO7.ca) to receive updates – go to [rto7.ca](http://rto7.ca) - (questions - Ginny Henry – [ghenry@rto7.ca](mailto:ghenry@rto7.ca) or Allison Davies – [adavies@rto7.ca](mailto:adavies@rto7.ca))
- Update your profile on [BruceGreySimcoe.com](http://BruceGreySimcoe.com) - go to [BruceGreySimcoe.com](http://BruceGreySimcoe.com) - (questions - Ginny Henry – [ghenry@rto7.ca](mailto:ghenry@rto7.ca), or Allison Davies - [adavies@rto7.ca](mailto:adavies@rto7.ca))

# Contact Us continued

- Add/Update Festivals & Events to BruceGreySimcoe.com - go to BruceGreySimcoe.com - (questions - Ginny Henry – [ghenry@rto7.ca](mailto:ghenry@rto7.ca) or Allison Davies - [adavies@rto7.ca](mailto:adavies@rto7.ca))
- Add/Update Packages and Promotions go to BruceGreySimcoe.com - go to BruceGreySimcoe.com - ( questions - Ginny Henry – [ghenry@rto7.ca](mailto:ghenry@rto7.ca) or Allison Davies - [adavies@rto7.ca](mailto:adavies@rto7.ca))
- Experience Development Projects, Implementation Programs – (questions – Kim Clarke [kclarke@rto7.ca](mailto:kclarke@rto7.ca) or Amanda Pausner – [apausner@rto7.ca](mailto:apausner@rto7.ca))
- Social Media – (questions – Ginny Henry – [ghenry@rto7.ca](mailto:ghenry@rto7.ca) or Allison Davies - [adavies@rto7.ca](mailto: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



# Annual Meeting

Please hold the date

June 21, 2018

Afternoon

Location TBA

Wrap up of the 2017/18 Business Plan



# Thank you

- For more program information please

Go online at  
[RT07.ca](http://RT07.ca)

