

RT07 2017/18 Business Plan and Partnership Opportunities

April 20, 2017

9:00 am to 11:00 am

Cranberry Resort

19th 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

- 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
- Subject to the 2017/18 Ontario Provincial Budget: For FY 2017/18, RTO7 will receive \$2.39 million to be confirmed at provincial budget time. 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 2017/18 Budgeting Basis**

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

Stakeholder Engagement

- To build on the success of 2017/18 stakeholder communication program. We will increase our current program by enhancing efforts on the following
 - Promote stakeholders by sharing stakeholder industry events
 - Promote stakeholder knowledge of regional offerings
 - Working through Product and Experience Development opportunities foster partnerships amongst stakeholders
 - Working through partnership programs increase awareness of RTO7 objectives and create a better understanding of stakeholders objectives to enhance RTO7 offerings

Stakeholder Engagement continued

- **Engagement Mechanisms**

- We will continue to improve upon and utilize the communication tools (RTO7.ca, Connection blog, eblasts, social media channels, workshops, information sessions, etc.) developed and modified through 2012/2013/2014/2015/2016/2017 to ensure stakeholders and industry remain informed.
- We will rely heavily on electronic medium to deliver our message. If you are not registered with us – you will miss out.
- If you and your neighbours are not registered with us and other supporting organizations please ask them to register with all of us.

Partnering Programs

- Media Relations Program
- Collaboration Program
- Implementation Program for Product and Experience Development
- Implementation Program for Festivals
- Partnership Program

Operations

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

Web Site – BruceGreySimcoe.com

Web Development

- Web site development will be limited to improvements that are deemed necessary to improve the functionality of the consumer site, the stakeholder site and the industry site.
- RTO7 will continue to partner with tourism organizations to develop a website to leverage the current BruceGreySimcoe.com architecture - PORTAL. A second phase of the portal is being rolled out in the next few weeks providing for more functionality and improved content presentation.

Web Site – BruceGreySimcoe.com continued

- RTO7 will continue to action the work performed on the BruceGreySimcoe.com site in 2014/15, 15/16, 16/17 to improve the visitor experience in a number of ways.
 - Provide more detailed Operator Listings with improved functionality
 - Provide improved functionality of Packages and Promotions Page
 - Provide 3 French language micro sites, beaches, cycling and camping. These 3 sites are being supported with digital advertising campaigns in Quebec. Other languages are being investigated and planned for execution this summer
 - Provide more information about the experience being searched – increased linkages to operators sites
 - Refreshed imagery and copy to excite the visitor
 - Continue to redirect to stakeholder sites improvement by supplying qualified leads to the stakeholders



Marketing 2017/18

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

Marketing 2017/18 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 campaign – Millennial voice
- Facebook Video campaign

Facebook – Video Pilot Test

Mobile vs. Non-Mobile Optimized web site

| Pilot Video | Impressions | 10-Second Views | Clicks | VTR | CTR | CPV | CPC | Cost |
|------------------------|-------------|-----------------|--------|-------|-------|--------|--------|-------|
| Mobile Optimized | 109K | 3.3K | 1.8K | 3.06% | 1.62% | \$0.26 | \$0.50 | \$883 |
| Non – Mobile Optimized | 258K | 5.2K | 363 | 2.00% | 0.14% | \$0.17 | \$2.44 | \$884 |

Marketing 2017/18 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
- RTO7 will continue to publish a marketing and editorial calendar and encourage DMOs and other tourism organizations to share plans and critical dates.

Marketing 2017/18 continued

- **Social Media**

- RTO7 will once again rely heavily on social media interaction with the visitor and stakeholders
- Stakeholders are encouraged to interact regularly through the following methods with RTO7 and other stakeholders within the region. RTO7 uses:
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - #HASHTAG everything to increase the ease of sharing



Marketing 2017/18 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 Mix

| | Spring (Apr-Jun) | Summer (Jun-Aug) | Fall (Sep-Oct) | Winter (Nov-Mar) |
|--------------------|--|---|---|--|
| Primary channels | Web refresh Digital advertising Social media – promoted posts Video advertising | Social media – promoted posts Digital advertising Video advertising | Social media – promoted posts Digital advertising Video advertising | Web refresh Social media – promoted posts Digital advertising Video advertising |
| Secondary channels | Partner Programs DMO microsite portals | Partner Programs DMO microsite portals | Partner Programs DMO microsite portals | Partner Programs DMO microsite portals |
| Sustaining | Mobile site PR Themed microsites Social Media | Mobile site PR Themed microsites Social Media | Mobile site PR Themed microsites Social Media | Mobile site PR Themed microsites Social Media |

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.

Community Tourism Planning

- Assist communities in planning for tourism growth
- Assist communities developing a tourism plan

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.

Workforce

- **Objective:** Encourage young people to consider careers in tourism RTO7
- **Objective:** Improve overall customer service in the region
 - OTEC online Service Excellence Training in partnership with Bruce, Grey and Simcoe Counties
- **Objective:** Provide the opportunities for stakeholders to improve skill sets
 - will continue to act to provide education and training which supports development and delivery of tourism product and experiences.
 - Past Examples
 - Experience Development Training in partnerships with DMOs, training delivery agencies and county tourism offices
 - Google analytics and social media in partnerships with DMOs, training delivery agencies and county tourism offices
- **Objective:** Provide Professional Development opportunities for owners/ managers/staff.
 - In collaboration with Centre for Business and Economic Development (Collingwood) and Orillia Community Development Corp. develop a delivery strategy of available programs and identify gaps.

Budget 2017/18

| Budget Item | Budget 2016/17 | Budget 2017/18 | % Change 2017/18 to 2016/17 | Strat Plan Target 2015-2018 |
|---------------------------|----------------|----------------|-----------------------------|-----------------------------|
| Governance and Operations | 17.4% | 15.1% | -2.3% | 22.0% |
| Product Development | 6.4% | 10.7% | 17.1% | 8.0% |
| Investment Attraction | 0.9% | 0.4% | -0.5% | 2.0% |
| Workforce Development | 2.2% | 4.5% | 2.3% | 4.0% |
| Marketing | 34.6% | 43.3% | 8.7% | 36.0% |
| Partnership Program | 10.0% | 9.8% | -0.2% | 11.0% |
| Leveraged Investment | 28.5% | 16.2% | -13.7% | 17.0% |
| Total | 100.0% | 100.0% | | |

Budgeting process is different this year compared to 2016/17. Wage calculations are included in budget item line, in the past 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 2017/18 Business Plan
- The Business Plan will be posted on this site once it has received final approval from the Ministry of Tourism Culture and Sport

Partner Programs

Media Relations Program

- 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.
 - Attract accredited travel media
 - Maximum \$1,000 per application
 - Maximum of 3 applications per partner
 - Minimum 1,000 word story
 - Eligible expenses
 - Accommodation, Meals, Attraction/gated entry fees, travel within Ontario
- Go to RTO7.ca for further information and search - Media Relations Program
- RTO7 involved in the planning



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)
 - Huronia Historical Parks – Partnering with HHP, North Simcoe Municipalities, OTMPC

Media Relations Program & Collaboration Program

- Contact
 - Bill Sullivan, Chief Executive Officer
 - 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 offering **financial assistance** for qualified experiences and products to get them to market.

Experience Implementation Program continued

Products

e.g. cycling, paddling, culinary tours

- Must meet market ready criteria
- Must have completed a feasibility study/test of 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

Experience Implementation Program continued

Experiences

e.g. hands-on, behind the scenes, connection to the locals

- Must meet all the criteria for products
- Goes beyond the traditional tourist path
- Dives deeper into authentic, local culture
- Connects with people and enriches their lives
- Tells the story of the place, person or product

Experience Implementation Program continued

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
 - Logoed swag
 - Collateral material development including creative costs

Experience Implementation Program continued

Program guidelines and application form are available at

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

Deadline to apply: December 31, 2017



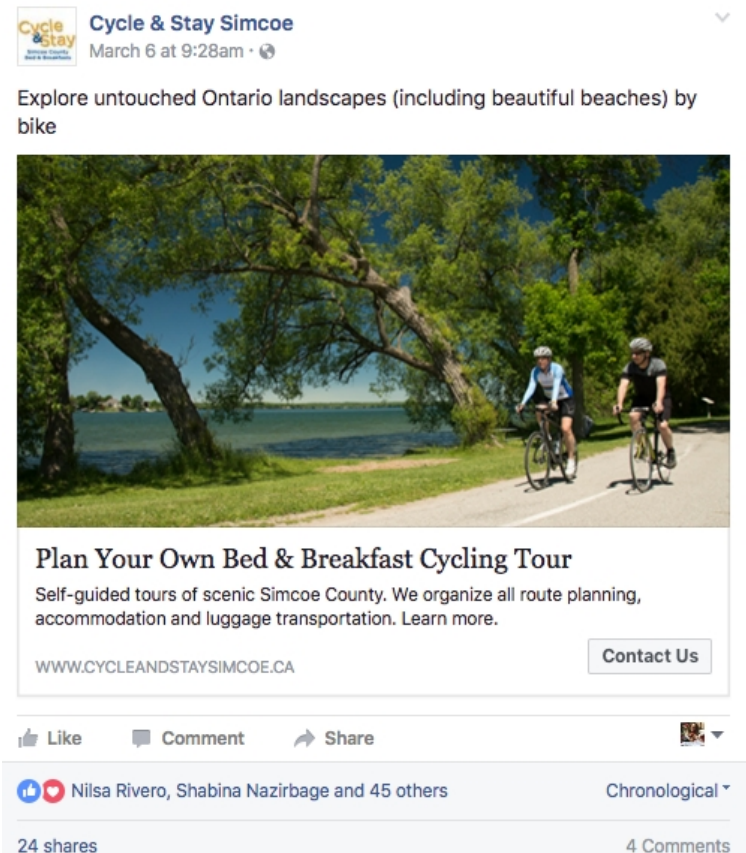
Festival Implementation Program

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)
 - New guidelines for VFR audiences based on the season
 - Increase awareness of Green Sustainable practices


Festivals Implementation Program continued

- RTO7 will match the Festival's new 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** before the festival advertising campaign to begin
- Festivals must also commit to collecting data



Cycle & Stay Simcoe
March 6 at 9:28am · 🌐

Explore untouched Ontario landscapes (including beautiful beaches) by bike



Plan Your Own Bed & Breakfast Cycling Tour
Self-guided tours of scenic Simcoe County. We organize all route planning, accommodation and luggage transportation. Learn more.

WWW.CYCLEANDSTAYSIMCOE.CA [Contact Us](#)

👍 Like 💬 Comment ➦ Share

👤 Nilsa Rivero, Shabina Nazirbage and 45 others

24 shares 4 Comments

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
- Introduction social media and your experience

Experience Development 101 & 102 continued

Experience Development 102

- Two full 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
- Social media and your experience assistance

Gift of the Getaway

- Partnership with Resorts of Ontario and RTOs 6, 8 & 11
- 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, Resorts of Ontario Publications and GiftoftheGetaway.com

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 RTO6 and Bay of Quinte Golf and Country Club, OTMPC
- 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 “19th 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, social media, media FAM's, and IATGO and in the BruceGreySimcoe Always in Season campaign



Cycling

- Working with Waterfront Regeneration Trust to expand the Great Lakes Waterfront Trail along the Lake Huron coast to Tobermory 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-Provincial cycling campaign

Experience Implementation

Contact:

Kim Clarke, Tourism Experience Development Specialist

kclarke@rto7.ca 519-379-2506



Social Media – BruceGreySimcoe / RT07



Social Media – BruceGreySimcoe / RT07

- Ginny Henry, Communication Coordinator
- Allison Davies, Communication Assistant (as of April 1, 2017)
- Improvements / Changes:
 - Increased social media presence
 - Increased # of blog posts on BruceGreySimcoe.com
 - Increase in stakeholder communication through eblasts & blog posts
 - Changes on RT07.ca
 - Re-organization & creation of stakeholder resources / tools



Social Media – BruceGreySimcoe / RTO7 continued

- Goals – Two Prong Approach
- Consumer
 - Promote region, operators, regional events
 - Create awareness of region as destination – VFR campaign adds new dimension
 - Establish “social” relationships & sharing networks with DMOs, operators, photographers, bloggers, etc.
- Stakeholder
 - Promote industry events, success stories, information
 - Promote RTO7 programs, events, professional development opportunities
 - Foster engagement between industry professionals/partners across region



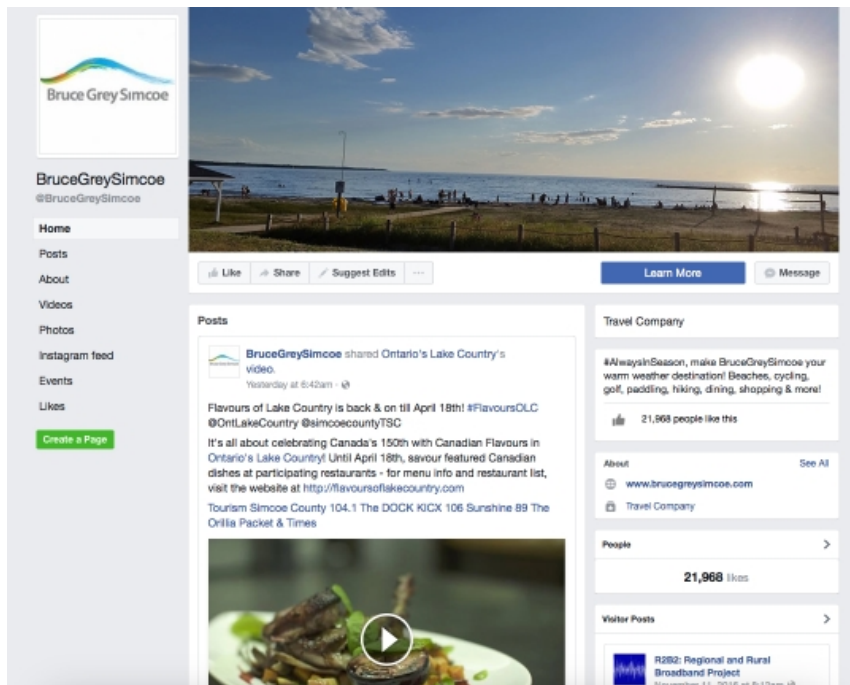
Social Media – BruceGreySimcoe /RT07 continued

- Two Streams of 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
 - Sharing Events on Facebook
 - Consumer events



Social Media – BruceGreySimcoe / RT07 continued

BruceGreySimcoe



BruceGreySimcoe
@BruceGreySimcoe

Home
Posts
About
Videos
Photos
Instagram feed
Events
Likes
[Create a Page](#)

BruceGreySimcoe shared Ontario's Lake Country's Flavours of Lake Country's video.
Yesterday at 6:42am · 🌐

Flavours of Lake Country is back & on till April 18th! #FlavoursDLC @OntLakeCountry @simcoecountyTSC

It's all about celebrating Canada's 150th with Canadian Flavours in Ontario's Lake Country! Until April 18th, savour featured Canadian dishes at participating restaurants - for menu info and restaurant list, visit the website at <http://flavoursoflakecountry.com>

Tourism Simcoe County 104.1 The DOCK KICK 106 Sunshine 89 The Orilla Packet & Times

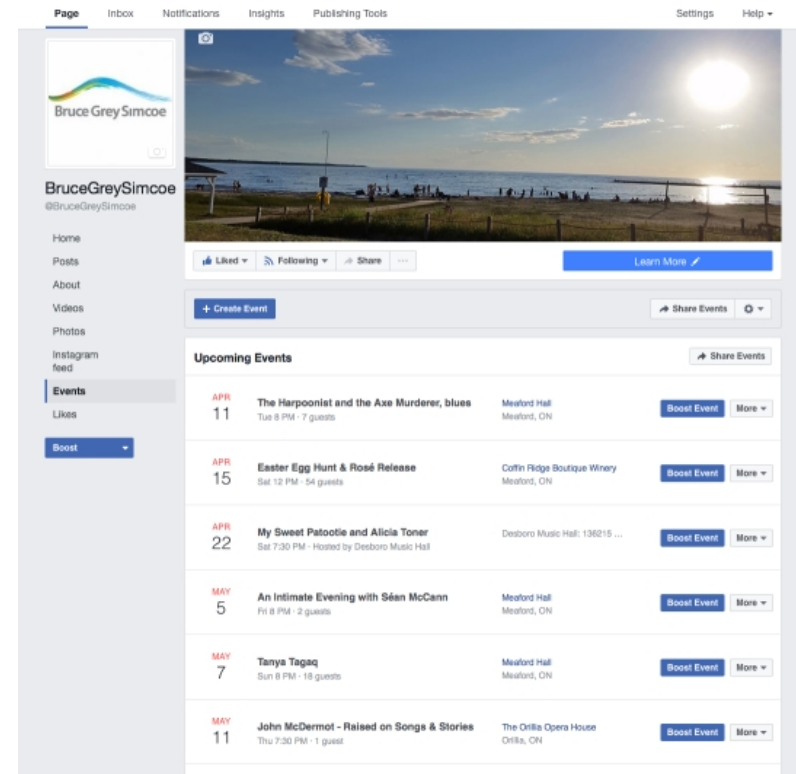
Travel Company

#AlwaysInSeason, make BruceGreySimcoe your warm weather destination! Beaches, cycling, golf, paddling, hiking, dining, shopping & more!

21,968 people like this

21,968 likes

R282: Regional and Rural Broadband Project
November 11, 2016 at 8:12am 🌐



Page | Inbox | Notifications | Insights | Publishing Tools | Settings | Help

Bruce Grey Simcoe
@BruceGreySimcoe

Home
Posts
About
Videos
Photos
Instagram feed
Events
Likes
[Boost](#)

Upcoming Events

| Date | Event Name | Location | Details | Actions |
|--------|--|---|--|--|
| APR 11 | The Harpoonist and the Axe Murderer, blues | Meaford Hall, Meaford, ON | Tue 8 PM - 7 guests | Boost Event More |
| APR 15 | Easter Egg Hunt & Rosé Release | Coffin Ridge Boutique Winery, Meaford, ON | Sat 12 PM - 54 guests | Boost Event More |
| APR 22 | My Sweet Patootie and Alicia Toner | Desboro Music Hall, 136215 ... | Sat 7:30 PM - Hosted by Desboro Music Hall | Boost Event More |
| MAY 5 | An Intimate Evening with Séan McCann | Meaford Hall, Meaford, ON | Fri 8 PM - 2 guests | Boost Event More |
| MAY 7 | Tanya Tagaq | Meaford Hall, Meaford, ON | Sun 8 PM - 18 guests | Boost Event More |
| MAY 11 | John McDermot - Raised on Songs & Stories | The Orilla Opera House, Orilla, ON | Thu 7:30 PM - 1 guest | Boost Event More |



Social Media – BruceGreySimcoe / RT07 continued

- BruceGreySimcoe

BruceGreySimcoe
Travel Company
BruceGreySimcoe...always in season! Come, play and stay for a day, a weekend or longer. Twitter: @BruceGreySimcoe
www.brucegreysimcoe.com/

693 posts 3932 followers 1326 following

Edit Profile

Email

BruceGreySimcoe
13.5K Tweets 2,869 Following 6,307 Followers 10K Likes

Searchive Roo Blue @SearchiveRoo · Apr 4
We are proud to support @SGGeorgianBay tourism. #summergetaways

Andrew Sigwart @Andrew_Sigwart · Apr 4
Brevu @SGGeorgianBay for distributing 1st French language marketing piece 4 Quebec market bit.ly/3nKtazr Sud de la Base Geographique

Blue Mountain Village @BlueMtnVillage · Mar 31
#Springlicious starts Monday! Shop, dine, stay and spa for less until May 19th: ow.ly/ouBD30aadP2

BruceGreySimcoe
190 Followers 190 Following

Boards

- Create board
- BruceGreySimcoe - Fall** 4 Pins
- Attractions 48 Pins
- Things to Do 148 Pins
- Trails 4 Pins
- Places to Stay 58 Pins



Social Media – BruceGreySimcoe / RT07 continued

- BruceGreySimcoe

The screenshot displays the BruceGreySimcoe website's blog page. At the top, there is a navigation bar with links for Home, Packages & Promotions, Information Centre, Mobile, Français, RT07.ca, and Operator Login. Below this is a secondary navigation bar with links for EXPLORE, EXPERIENCE, THINGS TO DO, STAY, DINE, and INTERACTIVE MAP. The main header features the BruceGreySimcoe logo and the text 'ALWAYS IN SEASON'. The blog section is titled 'BruceGreySimcoe Blog' and includes a sub-header: 'It's the warm weather season in BruceGreySimcoe and that means awesome outdoor adventures, experiences and memories-in-making! Check out our blog posts below for stories about the fun and cool things to do and see, all year long. Check back often for more posts.'

The featured article is titled '5 Exhilarating Winter Excursions in Grey County' and is posted by Ginny Henry on February 23, 2017. The article text reads: 'Canadian winters can be brutally cold with lots of blowing snow and frigid wind chill. While many head for warmer climates, I much prefer to stay close to home and enjoy the fluffy white stuff. Call me crazy, but winter's my favourite season...find out why Lindsay, writer of the [I've Been B.R.A.T. Travel Blog](#), loves winter and embraced it on a trip to Grey County!'. Below the text is a 'READ MORE' link.

To the right of the article is a sidebar with a 'Be A Guest Blogger' section, which says 'SUBMIT YOUR BRUCEGREYSIMCOE EXPERIENCE HERE'. Below this is a 'Tags' section listing various topics such as '200th anniversary Aboriginal Day adventure', 'Barrie Farmers' Market', 'Bruce County', 'Bruce Peninsula National Park', 'Bruce Trail', 'BruceGreySimcoe camping', 'Casino Rama', 'Coasters of Lake Erie', 'Eugenia celebrates champion Chef Gary Chittin Cuffin', 'Ridge Boutique Winery', 'Collingwood Museum', 'Copeland Forest', 'Creemore cycle', 'Cycle Simcoe dancing', 'Discovery Harbour downhill skiing downtown drink Emily Betty Eugenia exercise', 'Explore the Bruce', 'Explore the Bruce Falls farmers market', 'Farm Resort food', 'Gayety Theatre', 'Georgian Hills Vineyard getaway golf packages', 'Grey County', 'Grey County Tourism', 'Grey County Tourism: Grey-Bruce Golf Club', 'H.M.S. Tecumseh Centre', 'hiking', 'Horseshoe Horseshoe Resort', 'Huronia Historic Parks', 'Huronia Historical Parks Inn', 'Jones Falls Keady Market', 'Leacock Museum', 'MacGregor Point', 'Midland Mka Wai military establishment', 'Mount St. Louis Moonstone mountain bike museum', 'North Simcoe Tourism', and 'Olympics opera Orillia Owen Sound package'.

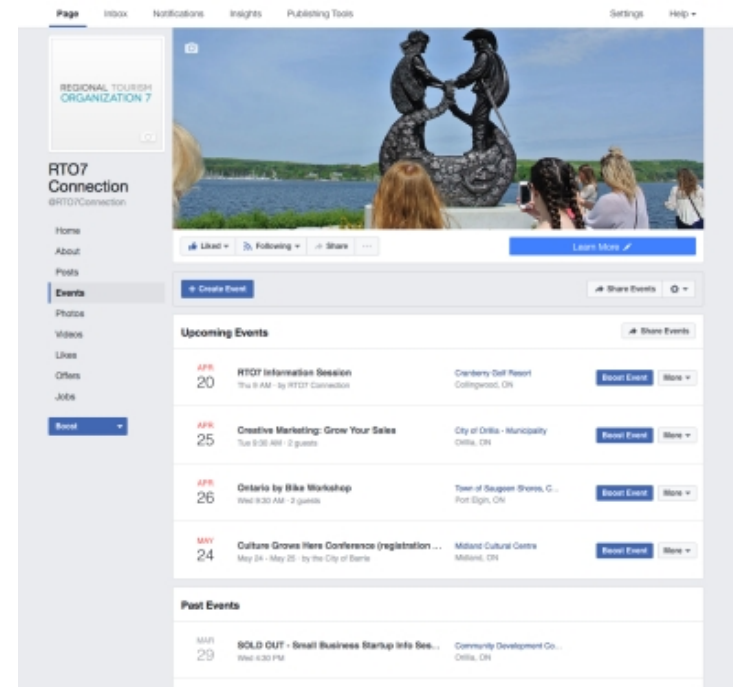
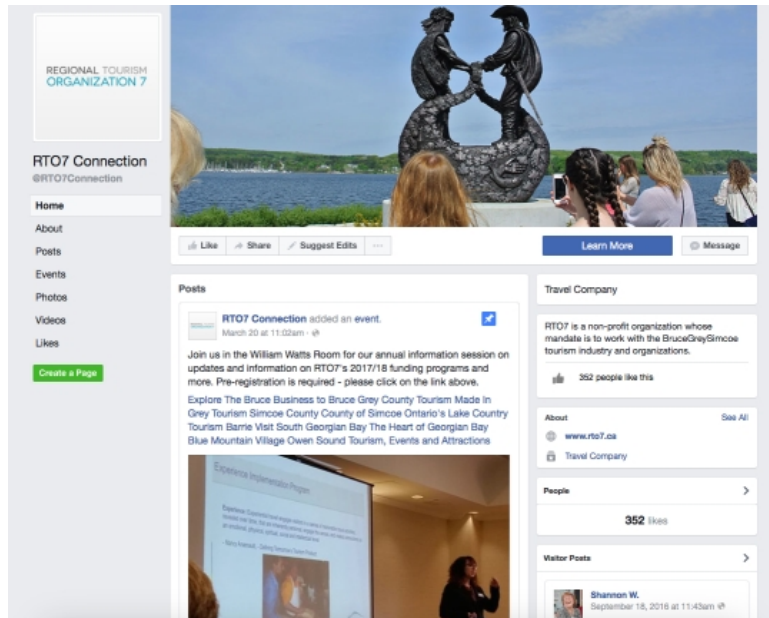
At the bottom right of the page is the BruceGreySimcoe logo.

Social Media – BruceGreySimcoe / RT07 continued

- Two Streams of Social Media
 - RT07 (industry)
 - Facebook - <https://www.facebook.com/RT07Connection/>
 - Twitter - <https://twitter.com/RT07Connection>
 - RT07 Connection (blog) - <http://www.rto7.ca/Public/RT07-connection>
 - RT07 Industry Calendar - <http://www.rto7.ca/Public/RT07-connection>
 - Eblasts
 - Sent out at least once a month
 - Regular eblast
 - Industry events

Social Media – BruceGreySimcoe / RTO7 continued

- RT07



Social Media – BruceGreySimcoe / RT07 continued

- RT07

The screenshot shows the Twitter profile for RT07 Connection (@RT07Connection). The profile banner features a statue of two figures shaking hands. The bio states: "RT07 is a non-profit organization whose mandate is to work with the BruceGreySimcoe tourism industry and organizations." The profile statistics are: 2,282 tweets, 1,411 following, 1,273 followers, 1,839 likes, and 0 moments. The main content area shows a tweet from the County of Simcoe EDO (@simcoecountyEDO) about 2017-18 funding, which was retweeted by RT07 Connection. Below that is a tweet from RT07 Connection about an info session on April 20th. The bottom of the screenshot shows a tweet from David FIT (@techie168) about a tech competition, which includes a photo of students working at tables in a workshop.



Social Media – BruceGreySimcoe / RT07 continued

RT07

RTO7 CONNECTION

REGIONAL TOURISM ORGANIZATION 7

TRANS CANADA TRAIL GRANT APPLICATIONS NOW BEING ACCEPTED



Posted by Ginny Henry | April 04, 2017 | 2017, 250, celebration, funding, grant, The Great Trail, TCT, trails, Trans Canada Trail

Its celebration time for Trans Canada Trail (TCT) as it marks its 25th year - grants are available to celebrate this big event.

[READ MORE](#)

BRUCE COUNTY ECONOMIC DEVELOPMENT GRANTS

Posted by Ginny Henry | March 23, 2017 | applications, Bruce County, business, community, economic development, grants, marketing, Support the Area

Bruce County is now offering Economic Development Grants within its three programs, and applications are now being accepted.

[READ MORE](#)

INVESTING IN FESTIVALS AND EVENTS TO BOOST TOURISM ACROSS ONTARIO

Posted by Ginny Henry | March 22, 2017 | 2017, BruceGreySimcoe, Celebrate Ontario, County, festivals, festival events, Great Festivals, Ontario

The province's support for 364 events will create jobs and grow local economies includes 2017 events in BruceGreySimcoe.

[READ MORE](#)

FEO ANNOUNCES 2017 AWARD WINNERS

Posted by Ginny Henry | March 22, 2017 | 2017, awards, BruceGreySimcoe, FEO, festivals & events, Ontario, Top 100, winners

BruceGreySimcoe festivals and individuals were among those honoured with awards recently bestowed by

BGS Tourism Service Excellence Training

ABOUT THIS BLOG

Welcome to RT07 Connection, RT07's communication platform for tourism professionals and operators in BruceGreySimcoe.

Information and events relevant to this industry are posted here so the most recent and up-to-date news reaches our stakeholders as quickly as possible, and to promote ongoing dialogue.

Please "follow" this page through channels convenient to you. In addition to a RSS feed, items that we post to RT07 Connection will automatically be posted on our tourism industry dedicated social media pages.

Comments and posts from all stakeholders are more than welcome. We're interested in what you have to say and are looking forward to hearing from you!

SHARE THIS PAGE

[f](#) [t](#) [in](#) [p](#) [g+](#)

TAGS

#BruceGreySimcoe2014 \$1 \$1 million \$43 \$45 million \$500 \$90 (HAT\$) 000 10 commandments 100 100 Year Anniversary 100,000 guest visits 1900 Island Region 1912 2008 200th anniversary 2013 2013 awards of excellence 2013 Ontario Fair Family Award 2014 2014 awards 2014 key trends 2014 mandate letter 2014 Spring Conference 2014 Travel Information Services Conference 2014/15 2015 2015 award winners 2015 BruceGreySimcoe Conference

[RSS FEED](#)

REGIONAL TOURISM ORGANIZATION 7

INDUSTRY EVENTS



Welcome to RT07's industry events calendar where events of interest to tourism operators, businesses and organizations in BruceGreySimcoe are posted. If you have a conference, workshop, brochure swap or other tourism industry event you'd like to share, please contact us.

Please note that all events submitted are subject to review before posting.

[Subscribe to our Event RSS feed](#)

| April 2017 | | | | | | |
|------------|-----|--|--|--------------------------------|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| | | 26 Retaining Top Talent: The Power of Culture &... | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 Are We There? Measuring Success in the Tourism... | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 Get Found Online: Simple Strategies You Can Do... Getting There... Measuring Your Marketing Results... | 19 | 20 RTO7 Information Session | 21 | 22 |
| 23 | 24 | 25 | 26 Ontario By Bike Workshop - Support Shows | 27 | 28 | 29 |
| 30 | 1 | 2 | 3 | 4 | 5 | 6 |

Social Media – BruceGreySimcoe / RT07 continued

- Hints & Tips
 - Good manners – like/share /comment when mentioned/tagged
 - Mentions, tag photos and hashtags
 - Examples of consistency in hashtags in BruceGreySimcoe:
 - Ontario's Lake Country - #TapintoMaple, #LetsGoMaple, #FlavoursOLC
 - Blue Mountain Village - #Springlicious, #VillageVibe
 - Scandinave Spa Blue Mountain - #Shhhrelax
 - Horseshoe Resort - #dotheshoe
 - Saugeen Shores - #SSTrolley



Social Media – BruceGreySimcoe / RT07 continued

- Hints & Tips (cont'd)
 - Enable notifications
 - Retweet/share/like info
 - Subscribe to our newsletter – share with members/staff/co-workers
 - Subscribe to our blog

Social Media – BruceGreySimcoe / RT07 continued

- Festivals & Events Microsite
 - BruceGreySimcoe Digital Campaigns
 - Directed to F&E home page
 - Received almost **324,000 visits** in the last year (more than double from the year before)



Operator-submitted events appear on the same page as operator listing

Website - <http://brucegreysimcoe.com/festivals-events/home>



Social Media – BruceGreySimcoe / RT07 continued

The screenshot displays the website for Downtown Orillia. At the top, a navigation bar includes links for EXPLORE, EXPERIENCE, THINGS TO DO, STAY, DINE, and INTERACTIVE MAP. The Bruce Grey Simcoe logo is centered above the navigation. The main content area features a large graphic of a town with a sun and the text "Downtown Orillia where life happens". To the right, a section titled "Downtown Orillia" provides a description of the management board's purpose, followed by links for packages, events, an inspiration book, and a map. Below this is contact information including address, phone, town, postal code, email, and website. A "Our Social Media Links" section contains icons for Facebook and Twitter. The "Our Events" section is organized by month: April (Friday 21) features the Roots North Music Festival; June (Monday 05) features Streets Alive!; and July (Friday 07) features the Mariposa Folk Festival Downtown Stage. Each event entry includes a brief description and a small Bruce Grey Simcoe logo.

Social Media – BruceGreySimcoe / RT07

Contact Info:

Ginny Henry, Communication Coordinator
ghenry@brucegreysimcoe.com

Allison Davies, Communication Assistant
adavies@rto7.ca



Partnership Program

2017/18 Partnership Program Overview

- Matching \$ (ratios vary by category)
- Must align with RTO7 Business Plan, target market, themes, etc.
- RTO7 must do procurement (for third party) except in case of signage and has to manage/lead 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 BGS Service Excellence Online Training Program
- RTO7 and Provincial assistance must be acknowledged (logos on website, collateral and acknowledgement in communications)

Changes from 2016/17

- Addition of Video Advertising
- Addition of enhanced features to web portals
- **(Possible) Addition** of other translation languages (e.g. languages to be confirmed)
- The temporary removal of the restriction to the number of times a partner can participate in the Digital Advertising partnership
- The temporary removal of the number of partnerships partners may enter into within any category and overall (with the exception of video advertising which has a maximum of four projects/partner)

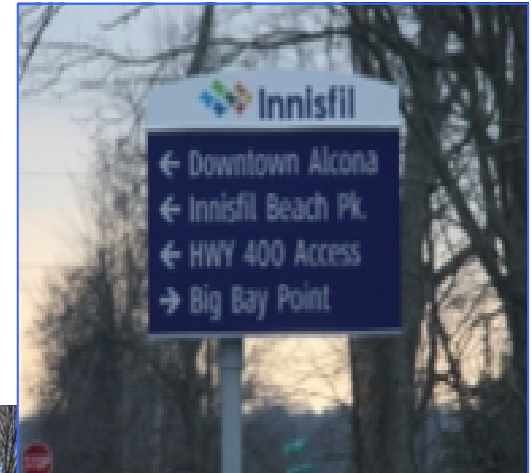
2017/18 Partnership Program Details

- Opened February 14, 2017
- Guidelines and application forms on the RTO7 website (rto7.ca) under Programs
- Categories
 - Signage
 - Digital Advertising
 - Image Development (video and image)
 - Video Advertising
 - Web Portal Development
 - French Translation
 - Experience Development, including research and workforce

Signage

- Wayfinding and cycling signage (\$1:\$1)
- Must be to RTO7 Wayfinding Standards & Specifications
- Most often undertaken by Counties, municipalities
- Also interpretive signage/kiosks e.g. paddling, trails
- Minimum \$10,000 partner contribution
- Deadline for applications September 30, 2017

Signage – Sample Projects



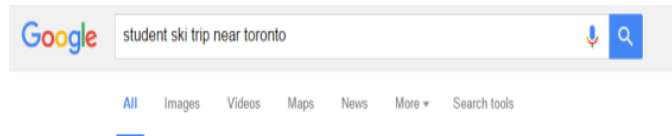
Digital Advertising

- Done through agency - The Aber Group
- \$1 partner : \$1 Partnership Program : \$1 RT07
- Minimum partner contribution \$10,000
- Deadline for applications August 31, 2017

Digital Advertising – Sample Collateral



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



About 553,000 results (0.59 seconds)

Book A Student Ski Trip - Winter Fun In Barrie & Area - winterfun.ca

Ad www.winterfun.ca/ski-trips
 Great Deals & Package For Students. 1 Hour From Toronto. Learn More!
[Lessons & Rentals Info](#) [How to Get Here](#)
[Fun Things to Do](#) [Stay & Play Packages](#)

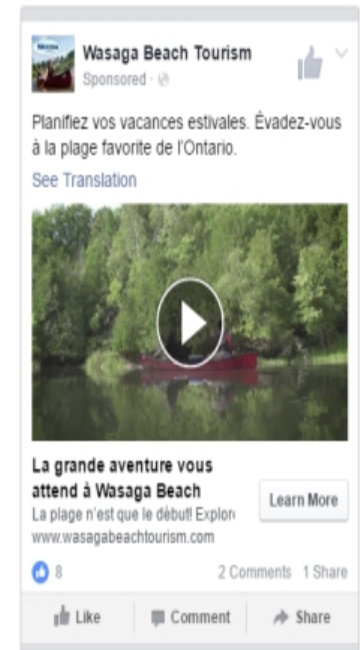


Image Development (Video)

- \$1:\$1:\$1
- Development of video partners can use in their own advertising (YouTube, website, paid, etc.)
- 3 levels of video buy-in (\$750, \$1,400 & \$2,000)
- Include a strong call to action
- Done through agency – Hunt Productions
- Check them out at www.brucegreysimcoe.com/experience/video-gallery
- Deadline October 31, 2017

Video Advertising

- \$1:\$1:\$1
- Partner investment of \$500
- Social media (Facebook) advertising using your <60 second video developed in partnership with RTO7 or your own video (that meets criteria)
- Campaign runs 4 weeks; media buy managed by Agency of Record, The Aber Group
- Requires a landing page consistent with video theme and a mobile-friendly website is a MUST
- Limit of 4 video advertising projects per partner (1 video/project)



Image Development (Images)

- \$1:\$1:\$1
- Development of imagery partners can use in their own collateral (website, print, etc.)
- Minimum of 1 day shoot (\$466 partner contribution)
- Done through agency – Andrea Hamlin Photography
- Deadline October 31, 2017

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
- Minimum \$5,000 partner investment
- \$1:\$1:\$1
- Applications not in by the end of May (to enable a consultant enough time to start work by the end August) risk only receiving \$1:\$1 funding

Web Portal Development

- \$1:\$1
- \$4,300 partner contribution (\$4,850 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 site
- Ability to manage content, access to analytics, revenue generation features
- Operator data shared with RTO7/partners on the BGS.com platform



French Translation

- \$1:\$1
- French language translation for web and print media
- Minimum partner investment of \$750
- Deadline August 31, 2017

2017/18 Partnership Program

- Guidelines and application forms on the RTO7 website (rto7.ca) under Resources
- Alex Hogan, Project & Administration Manager
- Applications submitted to partnerships@rto7.ca

Contact Us

- Partnership Program – applications being accepted now - go to rto7.ca - (questions - Alex Hogan – partnerships@rto7.ca)
- Media Relations & Collaboration Program – applications being accepted now - go to rto7.ca - (questions - Bill Sullivan – bsullivan@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
- Register on RTO7.ca to receive updates – go to rto7.ca - (questions - Ginny Henry – ghenry@rto7.ca or Allison Davies – adavies@rto7.ca)
- Update your profile on BruceGreySimcoe.com - go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca, or Allison Davies - adavies@rto7.ca)

Contact Us continued

- 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 - go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca or Allison Davies - adaives@rto7.ca)
- Experience Development Projects, Implementation Programs – (questions – kclarke@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



Year End Wrap Up Meeting

Please hold the date

June 15, 2017

Afternoon

Location TBA

Wrap up of the 2016/17 Business Plan



Thank you

- For more program information please

Go online at
RT07.ca



Shut up and Dance compilation list

- 0:04 Silver Linings Playbook
- 0:06 Reality Bites
- 0:08 Something Borrowed
- 0:12 Love Actually
- 0:15 Charlie's Angels
- 0:17 Dirty Dancing
- 0:20 Big
- 0:23 Reservoir Dogs
- 0:25 American Beauty
- 0:27 Happy Feet 2
- 0:29 13 going on 30
- 0:31 Slumdog Millionaire
- 0:33 Save the Last Dance
- 0:37 Alice in Wonderland
- 0:40 Kick-Ass
- 0:42 Pulp Fiction
- 0:44 (500) Days of Summer
- 0:46 Flashdance
- 0:48 This Is the End
- 0:51 Grease
- 0:53 Intouchables (French movie)
- 0:57 Tangled
- 1:00 The Replacements
- 1:02 Pride (UK movie)
- 1:05 Blue Valentine
- 1:07 The Wolf of Wall Street
- 1:10 Grind
- 1:11 Ted
- 1:13 Beetlejuice
- 1:14 American Pie
- 1:16 Blast from the Past
- 1:17 King of New York
- 1:19 Clerks II
- 1:21 The Mask
- 1:23 Mamma Mia!
- 1:25 New Year's Eve
- 1:27 The Proposal
- 1:29 American Pie: The Wedding
- 1:30 Footloose
- 1:32 Magic Mike
- 1:34 Get Smart
- 1:36 West Side Story
- 1:38 Ferris Bueller's Day Off
- 1:39 Scary Movie
- 1:41 The 40 Year Old Virgin
- 1:44 Hitch
- 1:47 Risky Business
- 1:49 The Breakfast Club
- 1:53 Penguins of Madagascar
- 1:55 Mermaids
- 1:57 Nothing to Lose
- 2:01 Billy Elliot
- 2:04 Shall We Dance
- 2:06 Hairspray
- 2:08 Napoleon Dynamite
- 2:10 Puss in Boots
- 2:12 She's All That
- 2:14 The Heat
- 2:16 Rush Hour
- 2:19 West Side Story
- 2:21 A Night at the Roxbury
- 2:23 Burn after Reading
- 2:25 Step Up
- 2:27 Dirty Dancing
- 2:28 The Sound of Music
- 2:30 Silver Linings Playbook
- 2:32 The Ugly Truth
- 2:35 Scent of a Woman
- 2:38 Beauty and the Beast
- 2:40 Pretty in Pink
- 2:42 Grease
- 2:43 The Perks of Being a Wallflower
- 2:45 Along came Polly
- 2:47 White Nights
- 2:49 Cry Baby
- 2:51 Tropic Thunder
- 2:53 The Blues Brothers
- 2:55 Mary Poppins
- 2:57 Footloose (2011)
- 2:59 Friends with Benefits
- 3:00 The Sweetest Thing
- 3:02 Coyote Ugly
- 3:04 Saturday Night Fever
- 3:06 Center Stage
- 3:08 Rock of Ages
- 3:10 Little Miss Sunshine
- 3:12 Disaster Movie
- 3:14 Bring it on