

2019-20-
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TOURISM IMPLEMENTATION PROGRAM

REGIONAL TOURISM ORGANIZATION 7
VERSION 2.0, FEBRUARY 2019

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Note: RTO7's offer of the Partnership Program for 2019/20 is contingent upon Ministry of Tourism, Culture & Sport approval of RTO7's business plan.

TOURISM IMPLEMENTATION PROGRAM

General Program Overview

The Tourism Implementation Program (TIP) is designed to **assist** Private Businesses, Destination Marketing Organizations, Municipalities, Not-for-Profit Organizations, other Tourism Organizations, Chambers of Commerce or Business Improvement Associations in BruceGreySimcoe with social media marketing to promote a new product or experience they've invested in. For example, purchase of a new canoe for guests or renovate an art studio to accommodate more artist's work. Partners must demonstrate how their investment will help to achieve at least one of the following:

- a. Increase sustainability
- b. Reduce seasonality
- c. Increase visitor spending and/or length of stay
- d. Expand to or develop a new target market

Partners must demonstrate how they will accomplish at least one of the items listed above by financially investing in their operation to achieve their goal(s). The Partner **must be able to match RTO7's contribution** through this investment (i.e. capital improvements or investments, marketing to support a new geographic target, etc.). Partners **must** be able to prove these expenditures by providing receipts for the purchases with the final report. Regional Tourism Organization 7 (RTO7) will support the partner by providing a minimum \$1,000 including HST to a maximum of \$2,500 including HST towards social media marketing.

Festival organizers interested in support should apply for the [Festival Implementation Program](#).

Stakeholders who wish to develop new products or experiences to their operation and are interested a variety of marketing tactics should apply through the [Experience Implementation Program](#).

DEFINITIONS

Advertising: The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Seasonality: The fluctuations in how busy an operation is based on the seasons of the year, days of the week or another time period. The objective of the activity to be to reduce the seasonal fluctuation.

DIGITAL MARKETING SUPPORT

Eligible partners will receive the following:

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- \$1,000 - \$2,500 incl. HST of social media advertising directed to the partner's home page through Facebook/Instagram sponsored posts

Facebook/Instagram Sponsored Posts

- Partner must have a Facebook **page** and/or Instagram account
- Maximum three (3) ad campaigns can be created
- Minimum ten (10) photos including logo must be provided and/or one (1) video
- Partner must add the RTO7's agency of record, the Aber Group, as advertisers on their Facebook page
- The partner is responsible for managing all comments from the posts daily
- A one-page report that details
 - Impressions
 - Reach
 - Click Through Rate (CTR)
 - Total Clicks
 - Cost Per Click (CPC)
 - Reactions/Comments/Shares
 - Total Spend
- This spend includes HST. RTO7 will cover the agency fees for them to set up the campaign and provide reporting.
- Partners will receive support to develop the demographic and geographical targeting as well as interests for each of the ad campaigns.
- Partners will receive one (1) interim report approximately halfway through the campaign highlighting performance to date.
- Stakeholders may increase the total campaign budget by adding cash for social media marketing.
- If Stakeholders have postal code data from previous 2-3 years, (min 500), RTO7 can provide a consumer segmentation report.

Please note: targeting will not change for the duration of the campaign unless results are far less than anticipated by the agency and/or RTO7.

STAKEHOLDER REQUIREMENTS

Stakeholders interested in the Tourism Implementation Program will be required to demonstrate how they will:

- Improve quality and sustainability
 - Does it attract support from other partners including the local DMO, Municipality or other businesses?
 - Does the business have a green policy or initiative to try and reduce waste?
- Reduce seasonality
 - Does this expand the operating season?
 - Does this attract people to come at a different time of day?
- Increase length of stay/increase return visits
 - Has the investment created more activity for people to do while they're here?
 - Does it encourage visitors to return more often?

- Increase attendance and/or geographic reach
 - Will it attract cottagers and visiting friend and relatives?

Partners who use third party agencies for social media marketing are NOT eligible for this program. This program is first and foremost an educational opportunity for partners who do not have a third-party agency, so they can learn about the social media marketing process. This program is not intended to be a grant.

ELIGIBILITY CRITERIA

WHO CAN APPLY

- Private tourism businesses
- Not-for-profit organizations who run tourism focused activities such as “Friends” groups
- Destination Marketing Organizations who offer tourism activities
- Tourism Organizations/Associations who coordinate tourism activities within BruceGreySimcoe
- Municipalities/Conservation Authorities who organize tourism activities
- Business Improvement Associations/Chambers of Commerce who organize tourism activities

All projects must take place within BruceGreySimcoe before **March 31, 2020**.

STAKEHOLDER REQUIREMENTS

- Businesses or organizations must be established and be able to demonstrate the capacity (financial and otherwise) to execute the activity.
- Organizations must be legally registered to operate in Ontario.
- All necessary permits must be in place (federal, provincial, municipal, etc.).
- Partner must carry liability insurance and name RTO7 as an additional insured party. Partner must supply RTO7 with a **Certificate of Insurance**.
- Have a website/social media page, phone number and email address that are regularly monitored and contain current information.
- The partner must have a Facebook **page** set up prior to applying.
- The partner must commit to monitoring the Facebook/Instagram posts daily for the duration of the campaign.
- Google Analytics are activated on the partner’s website prior to the start of the campaign.
- The partner’s website **must** be updated with the current content before the call with the Aber group is scheduled. This includes any point of sale portals.
- The Partners must supply a minimum ten (10) high-resolution images and/or one (1) video for use in the campaign.
- The partner will indicate who the key contact is and can appoint a **maximum** of two (2) people to join the call with the Aber Group.
- The partner will supply the names and email addresses of program contacts to add to Basecamp (RTO7’s project management program).
- One (1) call with the Aber Group will be scheduled to gather information about the campaign so the Aber Group can develop the copy for the Facebook/Instagram Ads. Additional calls will be with RTO7 staff OR at RTO7 staff’s discretion, one (1) additional call can be scheduled with the Aber Group. Additional communication outside of the call will be done through Basecamp.

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- Partner's home page must have the [BruceGreySimcoe Always in Season](#) and Ontario logos placed on it for one year and links back to [brucegreysimcoe.com](#) and [Ontariotravel.net](#). RTO7 will provide these logos.
- Social media posts must tag @BruceGreySimcoe (Facebook, Instagram, Twitter) and use #brucegreysimcoe. RTO7 will also provide a list of standard #hashtags that are used in partner's area.
- Identify BruceGreySimcoe and Ontario as partners on all printed collateral and media releases.
- Maintain a current and up-to-date operator listing on [BruceGreySimcoe.com](#) (for assistance, please contact info@brucegreysimcoe.com).
- Partner is listed on www.Ontariotravel.net (free listing).
- Complete the free BruceGreySimcoe Service Excellence online training program prior to submitting an application. Program information can be found [here](#).
- Must be signed up for the RTO7 E-Newsletter <http://rto7.ca/Public/Special-Pages/Mailing-List-Signup>.
- **All partners are required to complete a final report and supply copies of invoices demonstrating their \$1,000 - \$2,500 investment 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.**

TARGET MARKETS

The target market should fit within the existing targets of RTO7.

Geographic Targets

- Greater Toronto Area
- Southwestern Ontario
- BruceGreySimcoe (Visiting Friends and Relatives)
- Quebec
- USA Border States

[RTO7 Consumer Segmentation Targets*](#)

- Up & Coming Explorers
- Connected Explorers
- Nature Lovers
- Sports Lovers
- Pampered Relaxers
- Knowledge Seekers

Prizm5 Target Segments¹

- Kids & Careers (06)
- Urbane Villagers (02)
- Arts & Affluence (03)
- Suburban Success (04)
- Asian Sophisticates (05)

¹ Prizm5 segment descriptions are available in the FAQ

- Empty Nests (10)
- South Asian Achievers (20)
- Heartland Retirees (33)
- Our Time (39)
- Serenity Springs (54)

Targeted activities within BruceGreySimcoe have been identified through various studies and reports. Projects that are focused on these activities will be given priority.

Targeted Activities

- Water-based tourism
- Nature and outdoor recreation
- Culinary and agritourism
- Culture
- Cycling
- Resorting
- Touring

*Please note: you must be registered on www.rto7data.ca and login to view the segment reports.

DATA COLLECTION

RTO7 reserves the right to collect information from the partner to help determine visitation, audience, and spending. The data collected, including postal codes, from partners may then be aggregated with other data in the longer term to provide a clearer picture of the state of tourism within the region. The information will also help to determine how successful the program is.

Partners must be prepared to commit to and follow through on collection of data related to RTO7's and their own needs. Failure to do this may result in ineligibility to participate in RTO7 programs in the future.

INELIGIBLE CONTRIBUTIONS

The following contributions are **not** eligible contributions for partners' financial outlay:

- Grants and flow-through to partners or other organizations
- Charitable funding
- Political parties or lobby groups
- Recipients of funding from Ontario Government programs such as Celebrate Ontario, Tourism Event Marketing Program or Destination Ontario
- In-kind donations

Applications will be accepted on an ongoing basis until January 31, 2020 or until the program is fully subscribed.

Applicants should be aware that RTO7, through funding arrangements with the Province, is bound by the *Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c.f 31, as amended from time to time, and that any information provided to RTO7 in connection with their application, project or agreement may be subject to disclosure in accordance with the requirements of the Act.

Partners agree to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.