

Partnership Funding Summary Chart

Regional Tourism Orgar RTO12 / Explorers' Edge
 Maximum 2013-14 Partnership Funding Allocation: 166000

Definition of "Partnership"

In the context of the Partnership Funding model, "partnership" is defined as the agreement of the RTO to work with one or more entities on a specific project in support of the RTO's business plan. The RTO is the project lead and the partner contributions "flow into" the RTO. Funds do not "flow through" to the partner(s).

<i>Partner(s)</i>	<i>Project description: activity, role of the RTO, use of RTO funds and expected outcomes</i>	<i>Link to the RTO's business plan and destination management priority (marketing, product development, workforce development or investment attraction)</i>	<i>RTO Partnership Contribution Requested (cash)</i>	<i>Partners' Contributions (cash)</i>	<i>Partners' Contributions (in kind)</i>
Tri Muskoka	<p>Product Development and marketing: The RTO will participate in a 3-day summit to attract elite athletes to Muskoka, to encourage their return to the region for year-round training, and to commence establishing Huntsville & Muskoka as a year-round sports training destination for endurance athletes (much like Colorado is for cyclists). Post weekend summit a attendee survey will be circulated in order to better understand how effective the summit was in changing the perception of the area to a sport training destination.</p> <p>The initial partnership included the summit taking place at one operator property (for which all the athletes would stay), this did not align with our strategy of engaging multiple operators. As a result of the RTO engagement the project was moved to a municipal structure for which multiple operators could benefit from overnight accommodation. RTO was also engaged to ensure the multiple operators and the opportunity to be involved in the partnership.</p> <p>The funds were used to secure venue space, cover expenses associated with guest speaker and included a marketing component.</p> <p>Procurement was needed for a third party to deliver the project in its entirety in which a competitive process was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to vito the contract at any time it deems necessary.</p>	<p>This is in line with RTO's objectives of engaging multiple operators, originally the program was set to take place at Deerhurst Resort, as a result of having the RTO involved the summit, it will take place at a public setting so that multiple accommodations can house athletes and benefit from the program. The summit also supports changing the perception that the region is cottage country by communicating to new audiences the breadth of year round training and event opportunities that exist in the region (creating new audiences and changing perceptions).</p>	\$7,500	\$7,500	<p>The volunteer board of directors at Tri Muskoka are allocating time and resources to the execution of the 3-day summit.</p>
Santa's Village & Real Muskoka	<p>Marketing: The RTO will create a travel information micro-site to promote tourism businesses throughout the region, including attractions, accommodations, dining, retail, etc., year-round. Google analytics will be use to track website traffic. This will show the number of visitors to each website, portal pages within the site, as well as the clicks to outbound links to the partner sites. A partner survey will be circulated to better understand how effective the micro-site was in generating additional traffic and transactions with partners.</p> <p>The role of the RTO in this project and to ensure its success will be to communicate the project before launch out to our mailing list of tourism operators as the project is based on the inclusion of multiple operators and experience (strategic alignment - engage multiple operators). RTO will provide a gatekeeper service and communication service as no other entity has developed a reliable, credible and engaged stakeholder audience. The RTO is also engaged in the partnership offering expertise at the procurement level, strategic development level, project management level, and outcome tracking level - engaged throughout the entire partnership.</p> <p>The funds are being used for portal development and marketing (blogger/influencers, Google Ad words, Facebook Ads and Banner Ads).</p> <p>Procurement was needed for a third party to deliver the project in its entirety in which a competitive process was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to vito the contract at any time it deems necessary.</p>	<p>This is in line with RTO's objectives of engaging multiple operators, changing perceptions, and creating new audiences.</p>	\$28,000	\$28,000	<p>Santa's Village & the Real Muskoka are allocating time and resources for the facilitation and management of the program. They will also be providing in-kind content and specials.</p>

Resorts of North Muskoka	<p>Marketing: The RTO will develop online tools & tactics to promote the resorts found in North Muskoka, and North Muskoka as unique travel destination within the region. A partner survey will reveal how much traffic, referrals and bookings took place as a result of the online tool and tactic (s).</p> <p>The role of the RTO in this project is to help a group of resorts in North Muskoka position itself in the market place will at the same time creating alignment with the Brand positioning of the RTO. The role of the RTO is to help the group of resorts navigate strategic development, procurement, project management and tracking successes.</p> <p>The RTO funds are used to develop a website and tactics to drive consumers to the site.</p> <p>Procurement was needed for a third party to deliver the project in its entirety in which a competitive process was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to veto the contract at any time it deems necessary.</p>	This is in line with RTO's objectives of engaging multiple operators. By communicating North Muskoka as a unique destination within EE with a unique product offering RTO12 is able to mobilize multiple operators and change the perception of our region as a cottage destination for the rich and wealthy.	\$12,700	\$12,700	Beauview Cottage Resort, Blue Spruce Resort, Bondi Village Resort, Cedar Grove Lodge, Clyff House Cottage Resort, Colonial Bay Resort, Foxwood Resort, Loggin Chain Resort, Lumina Resort, Noresemen - Walker Lake Resort, Port Cunnington Lodge, Pow Wow Point Lodge, Tally-Ho Inn & The Pines Cottage Resort have applied internal resources such as time reviewing the program (offering feedback) and content.
Township of Georgian Bay	<p>Product Development: The RTO will create way-finding signage for tourism businesses in Southern Georgian Bay. The expected outcome will be better navigation for travellers to tourism operators in the sub-region. A tourism operator survey will reveal how effective the way-finding signage was in encouraging multiple tourism experiences in a visit.</p> <p>The role of the RTO is to ensure that multiple operators are engaged in the use of the way finding signage (strategic alignment - multiple operators).</p> <p>The funds are being used to develop way finding signage.</p> <p>Procurement was needed for a third party to develop the signage in its entirety in which a competitive process was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to veto the contract at any time it deems necessary.</p>	This is in line with RTO 12's objectives of engaging multiple operators.	\$5,197	\$5,197	The Township of Georgian and Bay combined with sub-regional stakeholders will contribute time in the facilitation and communication of the program.
Muskoka Chautauqua	The RTO will develop a "Improved Digital Presence" to help build Muskoka as a cultural destination. The development of a cultural digital presence will allow RTO12 to communicate the breadth of cultural activities in the region. The program will include the collaboration of multiple cultural activities under one micro site. A partner participant survey will reveal how effective the digital presence in driving visitation and business.	This is in line with RTO12's objectives to better communicate the breadth of cultural offerings the region has to offer (changing perceptions). It also brings together multiple cultural stakeholders under a niche banner, Muskoka Chautauqua (engaging multiple operators).	\$20,000	\$20,000	TBD
Golf Muskoka	<p>Marketing: The RTO will develop a marketing campaign with an online presence, tools and tactics that will promote the regional golf industry. Google analytics will be used to track number of visitors to the website. A partner survey will be circulated to better understand how the micro site impacted rounds of golf while a consumer survey will reveal how effective the program was in influencing booking decisions.</p> <p>The role of the RTO includes the identification and inclusion of multiple golf courses in the program. The RTO was engaged in the partnership by coordinating and establishing the Golf Muskoka group. The RTO brought multiple operators under one roof and developed a unifying strategy that was applicable to the expensive 36 hole courses and the nine hole owner/operators courses.</p> <p>The RTO funds are being used to develop a website and tactics to drive consumers to that site.</p> <p>Procurement was needed for a third party to deliver the project in its entirety in which a competitive process was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to veto the contract at any time it deems necessary.</p>	This is in line with RTO's objectives to change perceptions of the region being a cottage destination by pushing out content related to golf and the experiences that a traveller can have while golfing in the region (changing perceptions & creating new audiences). At the same time the program builds capacity (empowering) among golf course partners to better work together, share resources and work under a common, unified message (engaging multiple operators).	\$12,500	\$12,500	Bigwin Island Golf Course, Deerhurst Resort, Grandview Golf Club, Muskoka Bay Club, Muskoka Highlands Golf Links, Rocky Crest Golf Club, South Muskoka Curling and Golf Club, Taboo Resort Golf and Spa, The Lake Joseph Club, The Ridge at Manitou Golf Club, The Rock Golf Course, & Windermere Golf and Country Club will all be supporting the program by providing in-kind resources of staff, content and packages.

Lake of Bays Brewing Company	<p>Marketing: The RTO will create "Around Lake of Bays" destination micro-site to promote the Lake of Bays area, including accommodations, attractions, dining, etc. and to encourage year round visits. A participant, feedback survey will include information on traffic/receipt increases among participating operators.</p> <p>The funds are being specifically used for a) website development b) google ad words & Facebook Ads and c) consultant that will forge partnerships with individuals, businesses, associations, in the Lake of Bays area.</p> <p>Procurement was needed for the Web developer and Consultant in which a competitive process for each was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to vito the contract at any time it deems necessary.</p>	This is in line with RTO12's objectives to change perceptions, engage multiple operators and create new audiences.	\$5,000	\$5,000	Lake of Bays Brewing Company is allocating time in the facilitation and management of the program. Other stakeholders in-kind contribution will be determined over the course of the program.
Huntsville Festival of the Arts	<p>Marketing / Product Development: The RTO will participate in the communication of Nuit Blanch North via an interactive social media program.</p> <p>The role of the RTO will be to communicate the event and PR program to regional stakeholders while overseeing the logistics of the program. The RTO funds will be spent on transportation and logistics of the program.</p> <p>The expected outcomes are inter-regional collaboration and understanding of the breadth of tourism stakeholders in the region.</p>	This is in line with RTO's objective of changing perceptions (there is a cultural presence in RTO12 and also a version of Nuit Blanch in Northern Ontario) while at the same time supporting the development of cultural tourism in Northern Ontario.	\$5,000	\$5,000	The Huntsville Festival of the Arts will provide in know support in the way of communication and facilitation of the program.
Stocky Centre	<p>Marketing (Meetings/conventions): The RTO will participate in a communication program that positions Parry Sound as a conference & events destination. The program includes that ability for planner to customized options with multiple accommodations and experience providers. The target is three conference bookings at the centre 12 months post program. A stakeholder survey will reveal how operators benefited or would like to benefit from the centre becoming a conference destination.</p> <p>The role of the RTO is to indentify operators that will benefit from increase conference and events in this sub region of the region. Furthermore with the RTO's communication the partners can access more experiences to share with planner (we provide options for the Stocky Centre to communicate)</p> <p>The contribution of funds are being used to secure conference space, website upgrades and the delivery of tactical promotional material.</p> <p>Procurement was needed for a third party to deliver the project in its entirety in which a competitive process was carried out that was in agreement with section 7 of the TPA "Tendering for Goods and Services and Disposal of Assets"</p> <p>RTO is the holder of the contract with the third party and has the legal right to vito the contract at any time it deems necessary.</p>	This is in line with RTO's objectives in creating new audiences and building the shoulder season i.e. by position the stocky centre (a summer music experience) as a viable destination for conference planners in the fall, winter and spring. The conference packages will include opportunities for attendees to participate with regional operators thus aligning with the our objective to engaging multiple operators.	\$6,033	\$6,033	Town of Parry Sound and the Stocky Centre are allocating staff resources to support the execution of the project.
Town of Bracebridge - 2014 Ontario Winter Games	<p>Marketing: The RTO will encourage 3000+ visitors that will come to the area for the 2014 Ontario Winter Games to extend their stay or return to the area for March Break 2014. The marketing campaign will include the development of packages and experiences to push out to 2014 Ontario Winter Game audiences to encourage return visitation.</p> <p>The role of the RTO includes operator communication, development of packages, identification or regional experiences. RTO is engaged in the partnership by ensuring the experiences are relevant to the Brand Positioning and align with OTMPC segments.</p> <p>The RTO contribution of funds will be used for the development of the packages and tactics to meet the objective of encouraging return visitation.</p>	This is in line with RTO 12's objectives to engage multiple operators by communicating the breadth of experiences/product offering to a captive audience currently in the region.	\$5,000	\$5,000	The Town of Bracebridge and Ontario Winter Game staff combined with regional stakeholders will work together in the development and communication of packages.

<p>JW Marriott Resort and Spa</p>	<p>Marketing: The RTO will participate in a live broadcasting by Breakfast Television to promote region and garner provincial wide media exposure (multiple operators featured and EE highlighted). As a result RTO 12's consumer brand 'Explorers' Edge' will see a increase (target of 10% year over year) of website traffic during and one week post event.</p> <p>The role of the RTO will be to ensure that the program aligns with outlined strategies i.e. engage multiple operators. For instance that broadcast is not about one operator, the broadcast will include the identification of several operators (RTO engagement and communication) from all the sub-regions which align with the organizations brand positioning. RTO is engaged in the partnership to ensure the broadcasters has a wealth of operators included and with the host property to ensure that operators are involved.</p> <p>The promotion will take place in the shoulder season of the fiscal year 2013-2014 - again aligning with our strategy of building the shoulder season.</p> <p>The Regional Tourism Organization is directly involved with the broadcaster and the host property to ensure that that the partnership reflects the RTO's brand "A quintessential Canadian wilderness experience just two hours north of Toronto".</p> <p>The RTO funds will be paid directly to the broadcaster for there expenses incurred in the production of the broadcast.</p> <p>Procurement for this project was not carried out with an RFP as the "supplies, equipment or services the Recipient is purchasing is specialised and is not readily available" - The broadcaster, Breakfast Television has a unique audience, provides a unique service which is not readily available from other broadcasters.</p> <p>RTO is the holder of the contract with the third party and has the legal right to vito the contract at any time it deems necessary.</p>	<p>This is in line with the RTO 12's objective (s) to build the shoulder season and engage multiple operators.</p>	<p>\$5,000</p>	<p>\$5,000</p>	<p>Bearclaw Tours, Georgian Bay Airways, RMS Segwun, Harbour Queen in Parry Sound, Wabora Japanese Steak House, Bo's Authentic Cuisine, White Water Rafting on the Magnetewan River will all donate time, product and staff during the taping of the show.</p>
<p>JW Marriott Resort and Spa</p>	<p>Marketing / Product Development: The RTO will participate in a communication program in partnership with the JW Marriott to educate attendees of the LGBT Matrimony in Muskoka weekend regarding the tourism operators in the region while providing stakeholders resources as a value add to the attendees.</p>	<p>This is in line in supporting product development as it is related to the development of the LGBT market (an excellent extension of work done in 2012/2013 on LGBT readiness workshops) and also marketing (changing perceptions and creating new audiences).</p>	<p>\$5,000</p>	<p>\$5,000</p>	<p>The JW Marriot and regional stakeholders will provide in-kind contribution of communication to stakeholders of event details and outcomes related to the LGBT product.</p>
<p>Muskoka Tourism</p>	<p>Marketing / Product Development: RTO will support the development and communication of a meeting and convention destination by a) develop positioning, taglines, and communication related to business travel in Explorers' Edge while at the same time b) market the developed differentiated positioning to corporate meeting planners.</p> <p>The roll of the RTO is to help the Destination Marketing Organization, Muskoka Tourism, differentiate itself in the marketing place by providing sound strategy, positioning, communication and marketing expertise. The use of RTO funds will be used to support the development of a micro site, strategic development (i.e. positioning) and marketing tactic(s).</p> <p>The expected out comes will include traffic to the microsite and referrals for conference/meeting locations.</p>	<p>This is in line with our objective of engaging multiple stakeholders and marketing to change perceptions and build new audiences.</p>	<p>\$6,000</p>	<p>\$6,000</p>	<p>In kind support from the Destination Marketing Organization, Muskoka Tourism, in the form of oversight and content development along with various stakeholders involved in the meeting and convention product offering in Explorers' Edge</p>
<p>Huntsville Chamber of Commerce</p>	<p>Marketing / Product Development: The RTO will create way-finding signage for tourism business and facilitate the transportation to ensure multiple operators have an opportunity to benefit from the annual Girlfriends Getaway Weekend (GGW) in Huntsville, Ontario.</p> <p>The RTO funds will be used for way finding signage, communication material and transportation costs to various stakeholders. The expected out comes include additional stakeholders taking part over previous years in the GGW festivities.</p>	<p>This is in line with our objective of engaging multiple stakeholders. With our involvement multiple stakeholders have the opportunity to participate in the annual event.</p>	<p>\$10,201</p>	<p>\$10,201</p>	<p>In kind support from the Huntsville Lake of Bays Chamber of Commerce in the administration of the program.</p>
<p>Loring / Restoule Business Association</p>	<p>Marketing / Product Development: The RTO will create a Digital Presence for the sub-region of Explorers' Edge "Port Loring & Restoule" that differentiates from Muskoka, Parry Sound and Algonquin park while at the same time providing tourism stakeholders with skills and resources in order to support the efforts of the RTO on-going.</p>	<p>This is in line with changing perceptions and building new audiences by communication (offering) a unique product/experience under the Explorers' Edge umbrella.</p>	<p>\$13,000</p>	<p>\$40,000</p>	<p>In kind support from the Loring & Restoule Business Association in the communication and facilitation of regional stakeholders.</p>

Georgian Bay Market Development Plan	Georgian Bay Development Plan		\$3,750	\$3,750	
Town of Gravenhurst	Marketing: The RTO in partnership with the Town of Gravenhurst will develop tools and tactics to push out information related to the . The role of the RTO is to provide the Town of Gravenhurst with expertise related to marketing and tourism communication. RTO funds will be used for Marketing tactic(s) to push out information related to the Winter Carnival.	This is in line with changing perceptions that our region is a summer only destination.	\$3,000	\$3,000	In kind support from the Town of Gravenhurst and winter carnival event committee.
Muskoka Tourism	The RTO in partnership with the Destination Marketing Organization, Muskoka Tourism, will program to build a viral marketing campaign to change the perception of Muskoka as a summer cottage only destination. The marketing campaign and use of RTO funds will include the development of a program specific microsite, ad words campaign, media buy campaign and PR event in the target market, the GTA.	This is in line with changing perceptions that our region is a summer only destination.	\$13,119	\$13,119	In kind support from the Destination Marketing Organization, Muskoka Tourism, in the form of oversight and content development along with various stakeholders involved in winter product offering in Explorers` Edge
Totals:			\$166,000	\$193,000	

RTO Partnership Funding	\$166,000
Funds Leveraged to Date	\$193,000

Authorized Signing Officer: James D. Murphy
Signature:
Date: 15-Jul-13

Total Budget

\$15,000

\$56,000

\$25,400
\$10,394
\$40,000
\$25,000

\$10,000
\$10,000
\$12,066
\$10,000

\$10,000
\$10,000
\$12,000
\$20,402
\$53,000

\$7,500
\$6,000
\$26,238
\$359,000