

# Intro to Explorers' Edge Partnerships

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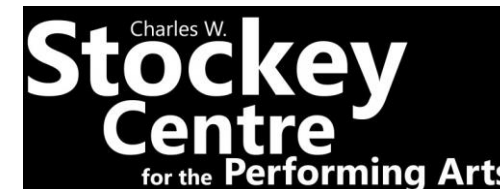
# A little history...

RTO12 developed Product Development Fund [show examples...group of seven strategy etc]

First among RTOs

Phased out with introduction of Partnership Program introduced by MTCS

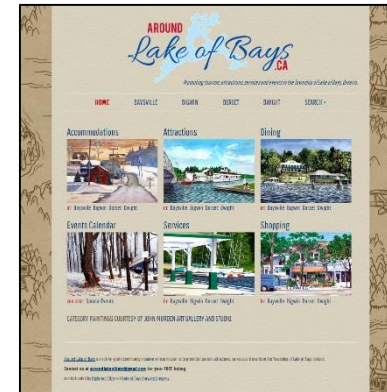
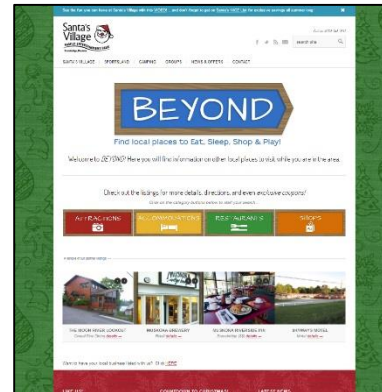
- Friends of Algonquin Park – Development of HD video and photography in order to develop their outdoor educational programming
- Canador College – Development of ecotourism packages in the Georgian Bay Biosphere – UNESCO World Heritage Site - that combines tourism partners and education i.e. Educational Ecotourism Packages
- Park 2 Park – Creation of an incentivized program with private-sector partner to explore the viability of increased trail use(outcomes will be applicable to trails across the region)
- Stockey Center – providing the Stockey centre with the tools to engage an audience at the Incentive Works Trade Show to position the Stockey Centre and Parry Sound as a viable conference and corporate event destination
- Huntsville/Lake of Bays Chamber of Commerce – Tom Thompson 100 Year Celebration Initiative, worldwide recognizable art figure – EE will support way-finding signs at the event – one portion of the submitted budget
- Town of Bracebridge – The Art of Muskoka Living – Showcase Weekend – EE will pay the videographer & photographer directly



# First Few Years

## Business Proposals:

- Business Plans
- Social Media
- Websites
- Regional Branding





# 2016-2017

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Attempt to streamline based on what was submitted over years and based on objectives of RTO12

- Festivals & Events
- Content Marketing
- Workforce Development

## Partnership

- Minimum 50 / 50 project cost sharing
- Partner remits payment to the RTO – the RTO then pays third part to execute a project

# Direct Response Advertising and the Long-Copy Writer

- Captivating headline
- Tell a story
- Strong call to action
- Convince and convert with content

**TRACKABLE  
BEST BET REACH**



## They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

### Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

### A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. . . "Jack! Why didn't you tell us you could play like that?!" . . . "Where did you learn?"—"How long have you studied?"—"Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story. "Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

### How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practicing. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson."

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course."

"When the course arrived I found it was just as the ad said—as easy as A.B.C! And, as

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

### Play Any Instrument

You too, can now track yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

### Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1631 Brunswick Bldg., New York City.

U. S. School of Music,  
1631 Brunswick Bldg., New York City.  
Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

Have you above instrument?.....

Name..... (Please write plainly)

Address.....

City..... State.....

### Pick Your Instrument

- Piano
- Organ
- Violin
- Drums and
- Traps
- Banjo
- Tenor
- Eupho
- Mandolin
- Clarinet
- Flute
- Saxophone
- Voices and Speech Culture
- Automatic Finger Control
- Piano Accordion
- 'Cello
- Harmony and
- Composition
- Sight Singing
- Ukulele
- Guitar
- Hawaiian
- Steel Guitar
- Harp
- Cornet
- Piccolo
- Trumpet
- Trombone

# The Return of Direct Response Advertising

*(and the rise of content marketing)*

- The rise of the long-copy blogs that get audience engagement
- Captivating headline
- Tell a story
- Strong call to action
- **Convince and convert with content**
- **NOW targeting is key and social media data allows for this**

**TRACKABLE - TARGETABLE**

Explorers' Edge  
January 30 · Edited [?] · [?]

Hit the fat bikes this winter in #ExplorersEdge and go where you never could before.

**Cycling On A Lake: Winter Fat Biking on Georgian Bay**  
Writer Dawn Huddleston finds out what's so special about winter fat biking &...  
EXPLORERSEEDGE.CA

436,736 people reached

Sponsored by Explorer's Edge

**Tis the Season for Fat Biking**

Slap super wide tires on a four season bike and you're ready to take on a Georgian Bay winter.

EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto

ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

BOOK A ROOM: All Lodging Check-in Check-out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

**Cycling On A Lake: Winter Fat Biking on Georgian Bay**  
by Kate in Attractions, Outdoor Adventures on January 29, 2015

**Plan Your Getaway! BOOK NOW >**

**e-Newsletter**

Please tell us  Family Fun Your vacations?

Which of the following interests you MOST as a traveler?

Email:  jimurphy14@hotmail.co

First Name:  james

Last Name:  murphy

**Subscribe**

On a crisp, blue-sky Monday, my friend Alex and I met Peter Ivanov, co-founder of **Pedaling for Parkissions**, at **Parry Sound Bikes** owner Alexia Mullen set us up with KH5 4 Season 1000 fatbikes. Their four-inch wide tires with heavy-duty tread looked like they could scale just about anything.

After a quick primer on gears (not much different than a mountain bike), making (rarely needed as snow provides a wonderful, natural brake system) and trail etiquette (the cautious, stay off track set cross-country ski trails and watch out for snowmobiles and skiers), we packed up the bikes for a short drive to the trail head.

We started on Parry Sound's **Fitness Trail** (officially the Rotary Algonquin Regiment Fitness Trail) adjacent to the **Stackey Centre**, Parry Sound's waterfront performance hall and home of the **Bobby Orr Hall of Fame**. The Fitness Trail is a 5-kilometre long, year-round route that winds its way along the shoreline of Georgian Bay and is favoured by locals for just about any type of outdoor activity, from walking and running in the summer, to hiking, snowmobiling and fatbiking in winter. The trail provided perfect conditions to get a feel for the bike's performance - as fat, wide, well-groomed surfaces made for easy pedaling even on the slight uphill grades. And along the way, we got to enjoy stunning vistas of Georgian Bay - so different from summer, yet equally as striking.

Then at the Old Town Beach we veered off the trail to head out on to the frozen expanse of Georgian Bay. What a rush! Conditions were ideal: the sun was shining, the temperature hovered around -10°C and the ice stretched invitingly ahead, seemingly forever. There was a light crust of sparkling snow on the ice that crunched under the tires as we rolled along.


We pedaled to Smelter Wharf, known locally as the Salt Docks, though I could have happily continued riding along the shoreline of Georgian Bay until we ran out of daylight. Being on the



# We Create Content Then Target Facebook Users

THE  
AD


**Learn to Snowmobile in Cottage Country this Winter**  
by Kate in Attractions, News, Outdoor Adventures on December 4, 2015.



Due to unseasonably warm temperatures this winter, we recommend always checking with the local OISC club of the trails you wish to travel to ensure that they are open and safe for use before heading out. Please do not venture out onto the ice without first contacting the local clubs; safety should always be the first priority.

The Explorers' Edge region of Ontario has thousands of kilometres of exceptional trails to delight snowmobilers, all within a half day's drive of Toronto and spots further south. It's also the perfect destination for first-time riders to give this quintessential Canadian winter activity a try.

Ride the Edge - Snowmobile Touring in Explorers' Edge



If you've never ridden a sled, there are plenty of operators and accommodations that can hook you up with everything you'll need to head out - just have your valid driver's license ready.

**GUIDED TOURS & RENTALS**

If this is truly your first time, a guided tour is the best place to start. (Remember - riding on trails on your own requires an Ontario Federation of Snowmobile Clubs permit, so don't just head out without being informed.)

Many local resorts and operators offer tours with experienced instructors who'll train and tour with you. Many tours can be customized for families, using machines designed for passengers, and with routes featuring more frequent stops at local attractions and spots to break.

If you already have some snowmobile experience but don't have your own sled, this may be the season to rent a machine and explore the trails yourself. Rentals generally include your trail permit, gas, and often helmets come with the package or can be rented; some operators even provide all the outdoor gear you will need to stay warm and dry.

Plan Your Getaway!  
BOOK NOW >

e-Newsletter

Please tell us  which of the following interests you MOST as a traveler \*

Email:


First Name:

Last Name:

THE  
MEDIUM

**Explorers' Edge**  
Published by Kate Edge [?] · December 4, 2015 ·

Don't own a snowmobile but always wanted to try one? Get the scoop on guides and rentals north of Toronto and hit the trails this winter.  
#GreatCanadianWinter #snowfun #snowmobile #familyfun #DiscoverON




**Learn to Snowmobile in Ontario's Cottage Country**  
Head to the trails north of Toronto to try one of Canada's quintessential winter activities on a guided tour or by booking your rental sleds from helpful outfitters.  
EXPLORERSEEDGE.CA

121,591 people reached

259 shares

Here's one of the pictures of the ice caves.





# Quick Tips for Content Marketing

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**Create stuff that people like to read or watch, and the sales will follow**

**DON'T use a hard sell, and don't put your sales pitch where it doesn't belong because it annoys people**

**Play the long game to get conversions**





# Quick Tips

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Figure out your target audience

Always use great photos

500-700 words

Include a call(s) to action

Captivating headline

Try to find a “hook” (...it’s very competitive in the social world and the consumer is in charge of changing the dial)

Choose which channel to promote content

#1 - be helpful and informative...don’t be advertiz-y

Find a storyteller at your business and have them write down their words/stories/pitches




# Partnership - Content

- Loring / Restoule
- Kee to Bala
- Santa Fest
- Deerhurst Resort
- Georgian Bay Airways
- Club link (Sherwood Inn & Rockey Crest)
- Resorts of North Muskoka
- Huntsville Chamber of Commerce
- Oar and Paddle
- Pine Grove Resort
- Georgian Bay Biosphere

**Explorers' Edge**  
Published by Kate Edge [?] · January 29 at 6:25pm · 🌐

Head to [north Muskoka](#) this winter for excellent adventures and exceptional accommodations.



**Resorts of North Muskoka In Winter**  
Plan your getaway to Ontario's cottage country for tons of fun at one of the region's traditional resorts.  
EXPLORERSEEDGE.CA

484,026 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👍 🗣️ 🗣️ Debbi Rawlins Sigouin, Natalie Gillespie and 11K others    Top Comments \*

1,078 shares

**EDGE** Write a comment... 📷 😊

**Louise Buckley** Oh yes...I need a tall dressed man to pick me up in a limo...I deserve it  
Unlike · Reply · Message · 22 · January 30 at 1:05pm


**Explorers' Edge** Hey [Resorts of North Muskoka](#) can you help a lady out!  
Like · Reply · 5 · Commented on by Kate Edge [?] · January 30 at 1:32pm  
View more replies

**Terry Christopher Taft** One of my most memorable holidays was one that our family took between Christmas and New Years many years ago, maybe 60 years ago, more-or-less I was not yet a teenager. We stayed at a place called the Tally Ho Inn. I think it was in Huntsville. Horse drawn sleigh rides, skiing among many other things to do. It was a wonderful holiday.  
Unlike · Reply · Message · 17 · January 30 at 4:01pm




# Partnership - Event

- What's Cooking Bracebridge
- Muskoka Autumn Studio Tour
- Muskoka Beer Festival
- Great Muskoka Paddling Experience
- Girlfriends Getaway Weekend
- Yoga Festival
- Active Women's Winter Weekend
- X-mus Event
- Maple Syrup Festival

 **Explorers' Edge**  
Published by Kate Edge [?] · January 5 · 🌐

Downtown Bracebridge's unique event will once again feature tubing on the main street. Winter just got even cooler.



**The Fire & Ice Festival: An Amazing Celebration of Winter in Muskoka**

Head to the 2nd Annual **Fire & Ice** Festival in downtown Bracebridge, Muskoka and experience the main street tubing luge as well as more spectacular fun.

EXPLORERSEGE.CA

1,599,853 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👍❤️😱 18K Top Comments\*

5,237 shares



# 2016-2017 Observations

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RTO12's objectives with Partnership Fund need to be more clearly defined so we don't end up just doing another org's marketing

Need to ensure there are partnerships from all 5 sub-regions when possible

Need to stage content marketing throughout year so it is most effective in winter and spring shoulder seasons

Expectation that once an event has partnered with us twice, new events should be given consideration instead to "prime the pump"

Need to earmark % of funds for small business partnerships, and for bigger spend with corporate sponsors and government agencies where possible

Need to manage editorial to avoid duplication in the marketplace



# What stays the same year over year

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- Partnerships must benefit multiple stakeholders,
- Build visitation especially in shoulder seasons
- Change perceptions of the region as summer-only destination for the rich
- Build new audiences



# Content: How It Works

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Draft Scenario:

1. meeting with EE staff to determine mutual objectives and strategy (if any are possible)
2. Consult with Director of Communications & Marketing Strategist
3. Content Development (content must live on EE website)
4. 2 pieces of content per project MAX
5. Targeting through EE FB page
6. Fixed timeline for promo
7. Report after results



# Recommendations - Moving Forward

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Review of the current framework to be created

- Meeting with stakeholders and reviewing best practices

Advance signing of the MOUs:

- 45 development period
- Allow the team to complete work on our end
- Ensure alignment & effective use of resources

Based on Interest of the Content Program:

- Develop a multi-level program to ensure all businesses have opportunity to participate



# Moving Forward: Timeline

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Review 2016 Outcomes

Meet with stakeholders, gauge interest in 2017

Product Development Strategy – Quarter 1 April – June

- Recommendation - Product identified will be priority for strategic partnerships

Content will be for fall, winter or spring seasons

Must finish by March 31, 2018





# Questions



A screenshot of a Twitter profile for James Murphy (@rto12news). The profile picture shows a man in a grey suit. The header image is a red hammock strung between two trees over a lake. The bio reads: "Get industry updates from Ontario's regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound." Below the bio is a link to "rto12.ca". The profile shows 377 following and 405 followers. The navigation bar at the bottom includes Home, Explore, Notifications, Messages, and Me. The "MEDIA" tab is selected, showing a video of James Murphy and a woman standing in front of a window.

   [Edit profile](#)

**James Murphy**  
@rto12news

Get industry updates from Ontario's regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound.

[rto12.ca](#)

377 FOLLOWING    405 FOLLOWERS

TWEETS    TWEETS & REPLIES    **MEDIA**    LIKES

Home    Explore    Notifications    Messages    Me