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Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound
www.explorersedge.ca

Expression of Interest: Out in Muskoka, LGBT World Pride Program

The Ontario Ministry of Tourism and Culture created 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, allowing for more consistent marketing of Ontario's tourism regions. The RTO12 area includes Algonquin Park, Almaguin Highlands, Georgian Bay Country and Muskoka.

RTO12 is a not-for-profit agency that is governed by a volunteer Board of Directors. The mandate for RTO12 includes: providing industry leadership and strategic planning, developing strong, collaborative partnerships and packages, marketing, developing the workforce and skills training. RTO12 is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge www.explorersedge.ca.

Through the Partnership Fund program the Gravenhurst Chamber has partnered with Explorers' Edge to deliver a digital marketing program, consumer presence at World Pride and World Pride Affiliate program with OTMPC in order to drive qualified traffic the website Muskokapride.com.

Gravenhurst Chamber of Commerce along with affiliate Muskoka Chambers strives to continuously co-operate, communicate and collaborate with the stakeholders in Muskoka, surrounding Townships, local clubs and associations as well as operators throughout the region. The Chambers simultaneously work to prepare stakeholders for the LGBT niche travel segment by training and introducing and promoting new events, trends and activities. Using the muskokapride.com platform the Chambers will utilize maps, photos, content, experiences activities and video to promote the area to a niche audience.

The project goal is to drive increased sales to business operators via promoting activities, experiences and stakeholders. The project objective is to increase awareness of the sub region of Explorers' Edge, specifically Muskoka to the LGBT market.

The expected outcome of the program:

- Increase referrals (web analytics) to muskokapride.com
- Increase Social Analytics
- Growth of e-mail mailing list
- Stakeholder feedback highlighting an increase in tourism receipts from the LGBT segment.

Explorers' Edge invites interested parties to provide an Expression of Interest to oversee the delivery of an onsite World Pride presence and a 6 month digital marketing program.

The program will require:

- Facilitating a marketing program with Travel Gay Canada & OTMPC (world pride affiliate program)
- Development and oversight of a World Pride Week Participation and Promotion – includes but not limited to the development of signage & rack cards, facilitating personal attendance etc (draft budget 11k)
- Delivery of agreed upon marketing tactics for both search and discovery that align with the expected outcomes to be run to March 31, 2015 (draft budget 11k)

The expression would also require the applicant to articulate execution of the following program against a 22k budget.

Please forward all documents and request for further information to James Murphy at james@explorersedge.ca (705) 706-1649 on or before Friday June 13 at 4.00pm.

Note: Submitting a reply to Explorers' Edge does not automatically guarantee that your company will be receiving future correspondence during the process.