



Naturally Adventurous

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Expression of Interest: Muskoka's Tourism Marketing Summit

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 RTO 12 has proposed to work with Muskoka Futures to deliver a Tourism Marketing Summit in August of 2014. Please note, this project is subject to confirmed funding from both RTO 12 and Muskoka Futures. This Expression of Interest (EOI) is to identify a qualified consultant to manage the project.

In 2014, the District of Muskoka completed a service review focusing on several of their activities <https://muskoka.civicweb.net/Documents/DocumentDisplay.aspx?ID=23023> including Muskoka Tourism (MTMA). One of the recommendations from the service review for Muskoka Tourism was to convene a tourism marketing summit involving the District of Muskoka, Muskoka Chambers of Commerce, economic development departments, MTMA and other regional stakeholders with an interest in tourism to focus on the effectiveness and efficiency of tourism programs and services.

Project Deliverables

The consultant will work with 18 Muskoka tourism industry stakeholders (7 municipalities, 6 Chambers of Commerce, 3 Business Improvement Areas, RTO 12 and Muskoka Tourism) to deliver a report with 2 phases:

Phase 1

Review best in class delivery models for tourism programs and services from competitive destinations;
Review Muskoka's existing tourism programs and services (**this work has already been completed. See attachment**)
Identify potential service gaps;
Identify potential service overlaps;
Align tourism stakeholder priorities;
Improve collaboration and coordination of tourism programs and services;
Prepare a final report with recommendations.

Phase 2

Prepare a communication plan including public meetings to share the report findings/recommendations from Phase 1.

Corporate Information

- A description of previous planning projects for comparable tourism clients;
- Demonstrated knowledge and experience working with Muskoka's tourism industry stakeholders;
- A description of the respondent's company, bios for personnel assigned to the project and their relative person hours spent on the project.
- Project implementation schedule.

Note: Proponents shall identify, within their submission, all excluded items.

Assumptions: Funding for the project, if approved, will be available for a July 21, 2014 start date. The entire project should be completed by August 22, 2014.

The expression would also require the applicant to articulate execution of the following program against a budget not to exceed \$10,000. Price is an important consideration in this project.

Please forward all documents and request for further information to James Murphy at james@explorersedge.ca (705) 706-1649 on or before Friday July 18, 2014 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.