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## **Expression of Interest: Group of Seven Outdoor Gallery Mobile Trail & Content Development**

The Ontario Ministry of Tourism, Culture and Sport established 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, in an effort to foster more strategic marketing of Ontario's tourism regions.

RTO12, also known by its consumer-facing name “Explorers’ Edge,” is a not-for-profit agency that is governed by a volunteer Board of Directors. The RTO12 geographic area includes Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound. The mandate for RTO12 is to provide regional leadership and strategic planning, to develop strong marketing and collaborative partnerships, and to contribute to workforce development and skills training.

**RTO12 is seeking to hire a consultant to develop mobile content for the Group of Seven Outdoor Gallery, which showcases 100 incredible outdoor mural replicas across Huntsville and Lake of Bays, Muskoka and in Algonquin Park.** The intention is to allow visitors to conduct their own self-guided tours of the murals, and to further enhance their experience of the tour and region by suggesting additional spots to visit while on the tour, such as other attractions, restaurants or accommodations.

### **The expected outcomes of this initiative are:**

- The creation of self-guided tour content for use on mobile devices including location of the various instalments (mapping), history of the original paintings and the outdoor gallery, insight by the gallery’s artistic director Gerry Lantaigne, other interesting trivia about the vicinity, and suggested driving routes to get to the paintings.
- Functionality for offering users of the self-guided tour suggestions for additional visitation in the vicinity of each individual mural, including attractions, dining, shops, accommodations etc.
- Functionality for tourism operators to promote legitimate packages or special offers that are available in the vicinity of the individual murals (potential revenue generation mechanism for the not-for-profit gallery) and for the tour participant to take advantage of.

### **Explorers’ Edge invites interested parties to provide an Expression of Interest (EOI) to oversee the delivery of a Media List & Suggested Travel Stories Development.**

The EOI also requires the applicant to articulate and demonstrate:

- Your knowledge of the Explorers’ Edge region and the Group of Seven Outdoor Gallery
- Your enthusiasm for the uniqueness of this project and why you believe you can make it successful.
- Your successful delivery (including measurable results) of similar mobile content development.
- Your proposed budget based on the development for each of the individual components of this initiative (the 3 stated above).

**Please forward all documents and request for further information to James Murphy at [james@explorersedge.ca](mailto:james@explorersedge.ca) (705) 706-1649 on or before Tuesday, January 20, 2015.**

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