



# EXPLORERS' EDGE

RTO12 Industry Status  
April 15, 2020



# Intro

- Weekly Status / Advocacy & Work-to-Date

# Action Items from April 8, 2020

- Marketing Webinar – April 10, 2020
  - Past Friday Intro to Social Media Marketing
  - Past Friday Marketing During Covid19
- Business Webinar – April 13, 2020
  - Past Monday Morley Consulting 10.00 am – Noon
  - Ask as many questions as necessary
- RTO & TIAO Webinar
- RTO & Minister Webinar

# Action Items con't

- Launched & Monitor
- Member to Member Forum
  - [www.rto12.ca](http://www.rto12.ca)
- Business Operator Gated Forum
  - Facebook – setting up, notice to be sent out

# Action Items con't

- FedNor Outreach
  - Shared Results of Initial Survey
  - Pressed for changes to BTIF Funding - E-business projects are eligible for support of up to 50 percent of project costs to a maximum of \$5,000
- FedNor Initial Program Funding / Enhancement Dialogue
  - Campaigns (Deposit Incentive, Gift Certificate, Voucher)
  - SME Business Development Support
  - Research & Product Component

# Intelligence Gathering

- CFIB
  - Hardship Grants – Other Provinces
  - TIAO, Eco Dev, Ontario BIA
  - BDC Loans

# Operator Programs – Expedite the Process

- Board of Director Communication Meeting Webinar
- Campaign Recommendations
  - Deposit Programs – Incentivize (cash / liquidity)
  - Gift Certificate – Communication (cash / liquidity)
  - Voucher Program
- Business Development – Pivoting
  - Spatial Planning, Winterization, E-commerce
  - Mix of Webinar and On site – business development
  - Assist SME's in the articulation & first steps
  - Consultant / Industry Expert / Student (Graduate)

# RTO12 / Explorers' Edge

- Survey
- Assess regional efforts with agencies
  - Avoid duplication
  - Avoid muck and mire
- Additional Webinars / Q&A
  - Marketing
  - Business Consulting
- Organization
  - Year End Audit
  - Governance
  - Monitoring of Rail Developments
  - Budgeting & Prioritizing



# Contact Info

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- Wednesday Webinars