



EXPLORERS' EDGE

RTO12 Industry Status
April 29, 2020



Intro

- Weekly Status / Advocacy & Work-to-Date

Action Items – April 15, 2020

- Second Survey
 - 103 responses to date
- Board of Director Meeting
 - Audit
 - AGM / Governance
- Continued Dialogue
 - Ministry of Heritage, Sport, Tourism and Culture Industries
 - FedNor
 - TIAO

Tourism Operator Survey for Funding Opportunities

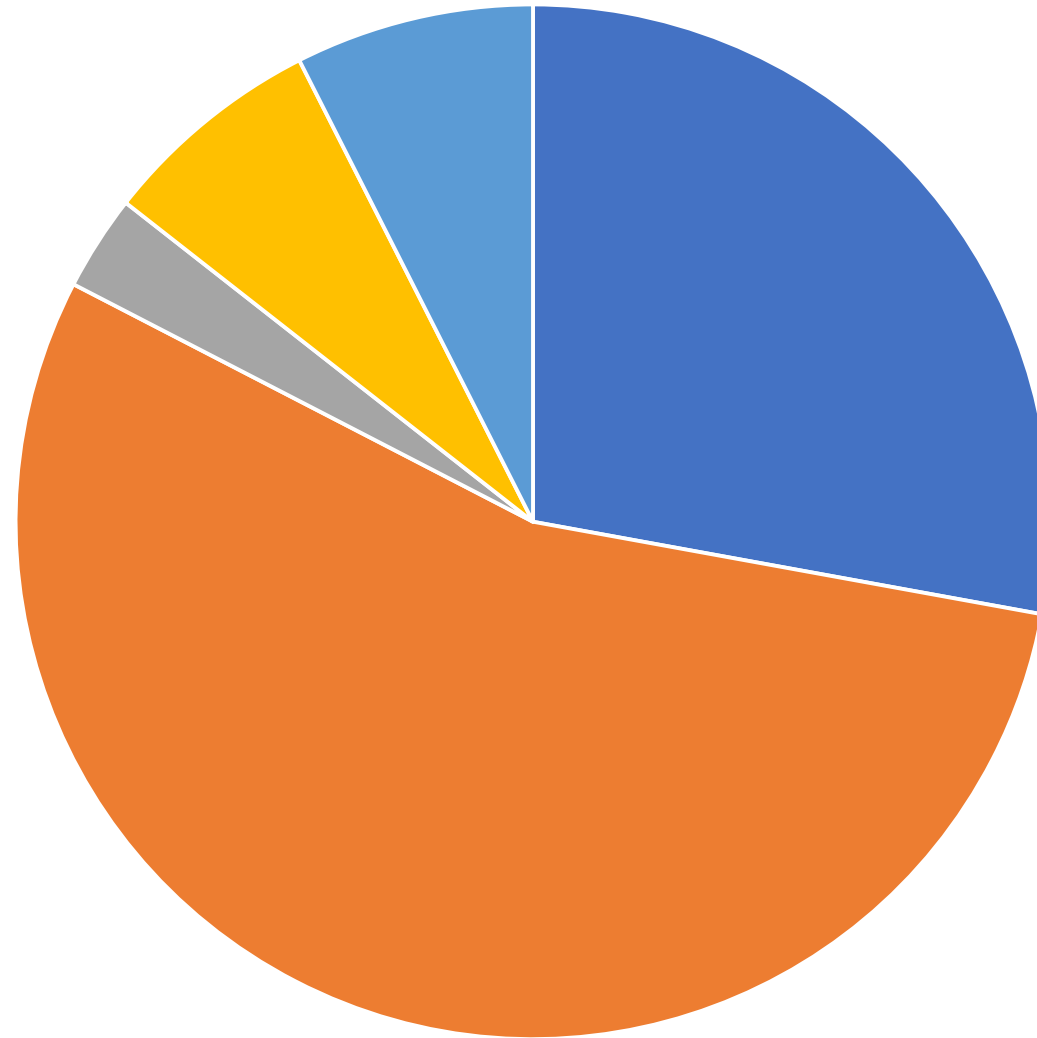
28.5% SCENARIO 1: I need immediate assistance/programs to survive the next 30-60 days

56.1% SCENARIO 2: I will require assistance/programs to get through Summer 2020

3.0% SCENARIO 3 I am a winter operator and currently waiting to see what happens

7.1 % SCENARIO 4: I will require assistance/programs to launch for the 2021 Spring & Summer seasons

7.6% SCENARIO 5: I do not anticipate requiring any assistance/programs at all



■ Scenerio 1 ■ Scenerio 2 ■ Scenerio 3 ■ Scenerio 4 ■ Scenerio 5

April Business Barometer April 20, 2020

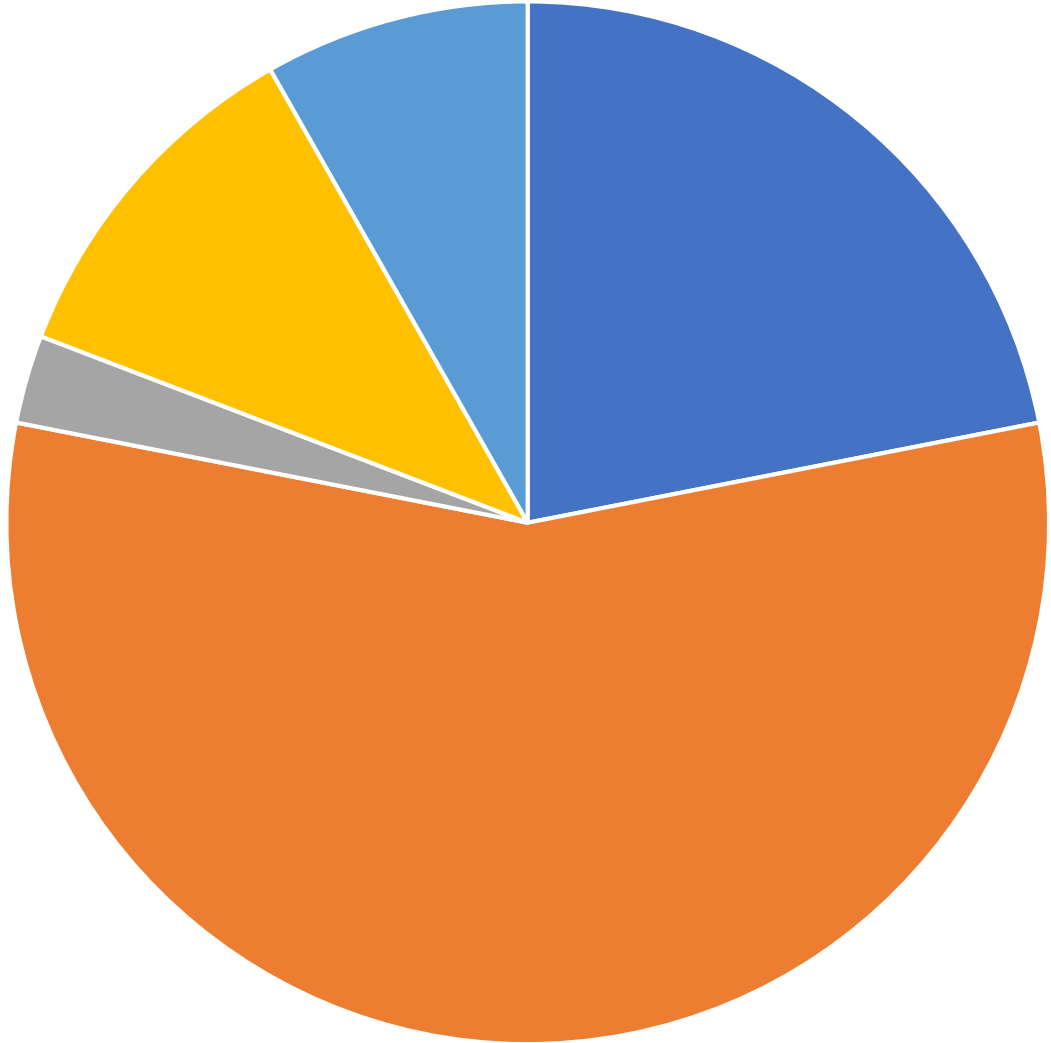
21.9% SCENARIO 1: I need immediate assistance/programs to survive the next 30-60 days

56.1% SCENARIO 2: I will require assistance/programs to get through Summer 2020

2.7% SCENARIO 3 I am a winter operator and currently waiting to see what happens

10.9 % SCENARIO 4: I will require assistance/programs to launch for the 2021 Spring & Summer seasons

8.2% SCENARIO 5: I do not anticipate requiring any assistance/programs at all



■ Scenerio 1 ■ Scenerio 2 ■ Scenerio 3 ■ Scenerio 4 ■ Scenerio 5

Action Items – April 15, 2020

- Second Survey
 - 103 responses to date
- Board of Director Meeting
 - Audit
 - AGM / Governance
- Continued Dialogue
 - Ministry of Heritage, Sport, Tourism and Culture Industries
 - FedNor
 - TIAO

Upcoming Webinars/ Speakers / AGM

- June 1, 2020 – John Stackhouse 11.00 am - 12.00 pm
- June 1, 2020 - Frederic Dimanche 1.00 pm – 2.00 pm



Upcoming Webinars/ Speakers / AGM

- Ron Armstrong (CBRE) May 13, 2020 1.00 pm – 2.00 pm
- Scott Adams, Birchbark Media May 1, 2020 11.00 am – 12.00 pm



Federal Programs

- CEWS launched this week
- CECRA – commercial rent relief program
- Waiting on details for FedNor infusion to the Community Futures Development Corporations

Framework for Opening The Economy

Stage 1

Initially, consider:



For businesses that were ordered to close or restrict operations, opening select workplaces that can immediately meet or modify operations to meet public health guidance and occupational health and safety requirements (e.g., curbside pick-up or delivery).



Opening some outdoor spaces like parks and allow for a greater number of individuals to attend some events, such as funerals.



Continued protections for vulnerable populations and the continued practice of physical distancing, hand washing and respiratory hygiene, and significant mitigation plans to limit health risks. Hospitals beginning to offer some non-urgent and scheduled surgeries and other health care services.

Stage 2

If the initial loosening of public health measures is successful, consider:



Opening more workplaces, based on risk assessments, which may include some service industries, and additional office and retail workplaces.



Opening more outdoor spaces and allowing some larger public gatherings.



Continued protections for vulnerable populations and the continued practice of physical distancing, hand washing and respiratory hygiene, and significant mitigation plans to limit health risks.

Stage 3

If the loosening of public health measures continues to be successful, consider:



Opening all workplaces responsibly



Further relaxing the restrictions on public gatherings. Large public gatherings such as concerts and sporting events will continue to be restricted for the foreseeable future.



Continued protections for vulnerable populations and the continued practice of physical distancing, hand washing and respiratory hygiene, and significant mitigation plans to limit health risks.



Virus spread and containment

Ensures loosening of measures is appropriately timed with the progression of the epidemic in Ontario.

- A consistent two-to-four week decrease in the number of new daily COVID-19 cases.
- A decrease in the rate of cases that cannot be traced to a source.
- A decrease in the number of new COVID-19 cases in hospitals.



Health system capacity

Ensures there is an effective response to any potential case resurgence.

- Sufficient acute and critical care capacity, including access to ventilators, to effectively respond to potential surges.
- Ongoing availability of personal protective equipment (PPE) based on provincial directives and guidelines.



Public health system capacity

Ensures there is an effective public health response to any potential case resurgence.

- Approximately 90 per cent of new COVID-19 contacts are being reached by local public health officials within one day, with guidance and direction to contain community spread.



Incidence tracking capacity

Ensures that any potential resurgence in cases can be identified promptly.

- Ongoing testing of suspected COVID-19 cases, especially of vulnerable populations, to detect new outbreaks quickly.
- A shift to new and other ways of testing and contact tracing to promote widespread tracking of cases.

As the province eases public health measures, these criteria will also serve as the framework for ongoing monitoring of progress and identifying when a change in direction is required. For example, the Chief Medical Officer of Health may also advise reapplying certain public health measures to manage the risk of recurring surges, outbreaks or future waves.

RTO12 Unchartered Waters Strategies Business (Re)Development & Marketing

2020 Project Timeline May-October

	May				June				July				August				Sept				October			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
X = actual launch C = continues																								
BUSINESS RE(DEVELOPMENT)																								
E-commerce Pivot Training	X	X	X	X	X	X																		
Social Media Training & SME Platform Audits	X	X	X	X	X	X																		
Spatial Distancing & Property Modifications (planner visits/consults)					X	X	X	X	X	X	X	X												
Winter Retrofitting Consults & Planning							X	X	X	X	X	X	X	X	X	X								
Revenue Management ("scenario planning" consults)	X	X	X	X	X	X	X	X																
Workforce Development & Retention					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MARKETING																								
Desk Research	X	X	X																					
Consumer Research		X	X	X	X	X	X	X																
Content Marketing/Email Marketing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lead Nurturing / Loyalty Program (Group of Seven Weeks)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Anniversary Year Celebrations Contests	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Transaction (e.g. Fuel & Fun)													X	X	X	X	X	X	X	X	X	X	X	C
Media Campaign														X	X	X	X	X	X	X				
Website re-development													X	X	X	X	X	X	X	X	X	X	X	X

Business (Re)Development

- E-commerce / Online Enhancements Training
- Social Media Marketing Training & SME Platform Audits
- Retrofitting for Sustainable Revenue
 - Spatial Distancing & Property Modifications (Planning)
- Retrofitting for Winter
 - Pivot from Seasonal to Year-Round
- Revenue Management
 - Scenario Planning

Additional Measure

- Workforce Development & Retention
 - Workforce Thrusters Strategy
- Potential Partners
 - AECD (social media and e-commerce training in the Almaguin Highlands: staff resource)
 - OBIAA Digital Main Street grants (if opened by the provincial government)
 - Town of Gravenhurst with updated CIP (online façade improvement and BTIF trigger)

Marketing

- Desk Research
- Consumer Research

- Build Loyalty & Yearning (lead nurturing / competitive positioning)
 - Social Mobile Content Marketing for Domestic Leads
 - Anniversaries Year Contest
 - Incentivise Deposits and Gift Certificates

- Transacting Program (e.g. Fuel and Fun)
- Media Campaign & Website Re-development

2020 Project Timeline May-October

	May				June				July				August				Sept				October			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
X = actual launch C = continues																								
BUSINESS RE(DEVELOPMENT)																								
E-commerce Pivot Training	X	X	X	X	X	X																		
Social Media Training & SME Platform Audits	X	X	X	X	X	X																		
Spatial Distancing & Property Modifications (planner visits/consults)					X	X	X	X	X	X	X	X												
Winter Retrofitting Consults & Planning							X	X	X	X	X	X	X	X	X	X								
Revenue Management ("scenario planning" consults)	X	X	X	X	X	X	X	X																
Workforce Development & Retention					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MARKETING																								
Desk Research	X	X	X																					
Consumer Research		X	X	X	X	X	X	X																
Content Marketing/Email Marketing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lead Nurturing / Loyalty Program (Group of Seven Weeks)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Anniversary Year Celebrations Contests	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Transaction (e.g. Fuel & Fun)													X	X	X	X	X	X	X	X	X	X	X	C
Media Campaign														X	X	X	X	X	X	X				
Website re-development													X	X	X	X	X	X	X	X	X	X	X	X

Contact Info

- James Murphy 705-706-1649
- james@explorersedge.ca

- Kate Monk 705-706-4353
- kate@explorersedge.ca

- Twitter - rto12kate

- Wednesday Webinars