



# EXPLORERS' EDGE

RTO12 Industry Status  
April 8, 2020



# Intro

- Weekly Status / Advocacy & Work-to-Date

# Action Items from April 1, 2020

- CFIB Webinar
  - Past Monday
  - Posted Tourism Seasonal Business Q&A – [www.rto12.ca](http://www.rto12.ca)
- Marketing Webinar – April 10, 2020
  - Friday 10.00 am Intro to Social Media Marketing
  - Friday 11.00 am Marketing During Covid19
- Business Webinar – April 13, 2020
  - Morley Consulting 10.00 am – Noon
  - Ask as many questions as necessary

# Action Items con't

- Member to Member Forum
  - [www.rto12.ca](http://www.rto12.ca)
- Business Operator Gated Forum
  - Facebook – setting up, notice to be sent out
- Rural Seasonal Tourism Business Implications
  - Business concerns are not being met
  - Social Media
  - Minister Meeting

# Development of RTO12 Specific programs, addressing;

- Strategy Review for RTO12 for Covid-19
  - Deposits – incentivizing
  - Business pivoting - E-commerce
  - Stimulating the economy – voucher programs i.e. Longer term/extended season & sales
- Funding and Budget Enhancement
  - FedNor
  - MNDM
  - Ontario Trillium Foundation

# RTO12 / Explorers' Edge - Organization

- Board of Director Communication Recommendations
  - Board Statement - Municipalities Regarding Tax Deferrals - COMPLETED
  - Elected Officials – Support of Rural Tourism Operators
- Economic Developers
  - Enquiries on the Community Improvement Plan (CIP)
  - Can budgets like this support small business more e-commerce
- Organization
  - Year End Audit
  - Governance
  - Monitoring of Rail Developments
  - Budgeting & Prioritizing

# Contact Info

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- Wednesday Webinars