



EXPLORERS' EDGE

RTO12 Industry Status
May 6, 2020



Intro

- Weekly Status / Advocacy & Work-to-Date

Action Items – April 29, 2020


- Business Re-development Poll
 - 22 responses to date
 - Social Media, Marketing Training and SME Platform Audits
 - Retrofitting for Sustainable Revenue: Spatial Distancing & Property Modifications (Planning)
 - Retrofitting for Winter (Pivoting from Seasonal to Year-Round)
- Small Business Dialogue
 - Making Sense of Information – Provincial Announcements
- Continued Dialogue
 - Ministry of Heritage, Sport, Tourism and Culture Industries
 - FedNor
 - TIAO

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

Marketing Reboot

#DigitalCampfire and hear the tale of "The Eye Glasses Lo... See More



811 38 Comments 92 Shares

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61,207 people reached > **Boost Post**

20,101 Organic Reach	41,798 Paid Reach	5,508 Post Clicks
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Tourism HR Canada

Tourism **HR**
Canada



RH Tourisme
Canada

- Worker / Student Retention
 - Designed for training frontline tourism and hospitality employees, the online learning course Providing Quality Service is perfect training for new hires and is a great refresher for experienced frontline staff.
 - The course covers 18 customer service related skills, including communicating clearly, responding to customer concerns, dealing with difficult situations, and working with others.

Government Programs

- Difficulties in program access
- TIAO – lobbying for insurance relief
- OMAFRA \$2.5 million to help the agri-food sector expand online
- FedNor – Continuous Dialogue
- Business owners continue to pivot update business model

Discussion: 'Get Ready'

- Provincial Approach to Re-opening
- Worker protection
- Consumer Protection
- Property Planning
- The next “waves” and “hot spots”

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.

Upcoming Webinars

- May 13, 2020 Ron Armstrong (CBRE) 1.00 pm – 2.00 pm
- June 1, 2020 – John Stackhouse 11.00 am - 12.00 pm
- June 1, 2020 - Frederic Dimanche 1.00 pm – 2.00 pm



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- Wednesday Webinars