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Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,  
Parry Sound & South Algonquin  
[www.explorersedge.ca](http://www.explorersedge.ca)



# Explorers' Edge Onboarding

Stakeholder Relations & Strategic Collaboration

Session Five

- Industry Newsletter(s)
- Town Halls
- Municipal Deputations
- Community Relations Round Table (Chambers, Eco Dev, DMOs)
- Webinars/in-person presentation by experts (e.g. content marketing, governance)
- Pandemic: over 60 webinars / Zooms



# Committees

- **Tourism Operator Relations Committee**
- Governance
- Nomination
- Partnership
- Transacting
- Research, Tracking and Measurement Committee
- Marketing Committee
- Community Relations Committee

# Shift in Governance

- Hidden Agendas
- No expertise in a particular field
- Muck and Mire
  
- Updated Bylaws
- Updated Policies
- Purview of Committees with Executive Director

# The Partnership Process

- Exchange of Business & Operational Plans with Budgets
  - Objective alignment, Tracking ROI & outcomes
- Process
  - Communication
  - Business and Operational Planning
  - Online Submission
  - Interview / Meeting
  - MOU Development
  - Contract Development with third party or Agency of Record (AOR)
  - Competitive Process
- Wrap Report - Reconciliation

**PARTNERSHIP**  
Mutually Beneficial Outcomes

# Partnership Programs



HOME HISTORY GALLERY CONTACT / DIRECTIONS MOBILE SITE

## RESORTS OF NORTH MUSKOKA

Welcome To Our Parking Lot

OUR RESORTS WEDDINGS / GROUPS SEASONS PACKAGES THINGS TO DO

### Welcome to North Muskoka

**Gateway to Algonquin Park!**

- Muskoka vacation accommodation properties in Lake of Bays
- Accommodations only minutes from Algonquin Provincial Park
- Muskoka Ontario cottage rentals
- North Muskoka lodge and resort directory featuring family vacation packages and couples getaways
- Muskoka wedding and conference locations
- Detailed attribute chart of Muskoka Ontario participating resorts & lodges

Muskoka is widely recognized as one of Canada's most popular vacation spots. The

Click to play video

RESORTS

1-855-635-2330

Book Now

Home - history - our resorts - weddings / groups - seasons - fall - winter - spring - packages - things to do - gallery - contact us - mobile site - site map

Canada's Greatest Golf Destination

## GolfMuskoka

MUSKOKA VALUE BOOK A TEETIME

HOME MEMBER COURSES FORUM STAY N PLAY & PACKAGES ONLINE OUTLET GOLF SHOP DISCOVER MUSKOKA CONTACT

### DEERHURST RESORT

Not just another Golf Trail, truly a great performance among you Golf Muskoka

When it comes to Ontario golf, Deerhurst Resort has had two Ontario Honourable Golf courses, the picturesque Deerhurst Lakeside, once named Deerhurst Highlands, and a complete Golf Academy for players of all ages, Lake Muskoka.

BOOK A TEETIME

### MUSKOKA - A TRUE GOLF DESTINATION - YOU HAVE APPROVED

Welcome to the true Golf Muskoka, Ontario. The golfMuskoka.com website is here as a resource for you so that together, we can provide ongoing and consistent and current information with you regarding all of the amazing opportunities and events available at Canada's Greatest Golf Destination. We truly have something special to offer everyone, regardless of whether you play Golf or not. We invite you to experience for yourself all that Muskoka has to offer by leaving your car behind and getting on the water to our Muskoka. More importantly... [CLICK TO APPROVE!](#)

### SIX TOP-100 GOLF COURSES, AMAZING NATURAL BEAUTY, AWARD-WINNING RESORT ACCOMMODATIONS!

**Muskoka Has Emerged as Canada's Top Golf Destination!**

The Muskoka area is renowned for its beauty and natural setting. Located in the unique terrain provided by the Canadian Shield, you can be sure it is a destination you truly want to visit, enjoy and then visit again and again. Muskoka has been recognized by National Geographic Traveler Magazine as one of their Top 20 Best of the World - Must See Places and the #1 Pick for the Best Trips of Summer.

Once you have passed the "Welcome to Muskoka" sign on either Hwy 11 or Hwy 403, announcing your arrival to this spectacular area, you will begin to understand the true meaning of relaxation, enjoyment and fun. A certain feeling comes over you, causing you to smile excessively - and then you realize: you have just entered a small section of paradise known as Muskoka.

**Muskoka Truly is Canada's Greatest Golf Destination.**

With a wide variety of facilities designed to meet the needs of every golfer, regardless of age, ability, experience or level of challenge desired, you will certainly find a course suited to you and your group. With all of these amazing golf courses located within easy driving distance from any location within Muskoka, it is easy to see why this area is considered one of the greatest keep golf destination spots in our country - if not the world. With 6 of the top 100 courses in Canada according to Score Golf and 8 of the top 50 courses in Ontario as voted by Ontario Golf Professionals in Canadian Golfer Magazine, this is truly a fact that will be

See the fun you can have at Santa's Village with the SUGOZ, and don't forget to get on Santa's SUGOZ List for exclusive savings all summer long!

## Santa's Village

SANTA'S VILLAGE SPORTLAND CAMPING GROUPS NEWS & OFFERS CONTACT

# BEYOND

Find local places to Eat, Sleep, Shop & Play!

Welcome to **BEYOND!** Here you will find information on other local places to visit while you are in the area.

Check out the listings for more details, directions, and even exclusive coupons!

Click on the category buttons below to start your search...

ATTRACTIONS ACCOMMODATIONS RESTAURANTS SHOPS

Example of our partner listings:

THE MOON RIVER LOOKOUT  
Cottage from \$200/week

MUSKOKA BREWERY  
Hours: 10:00am - 10:00pm

MUSKOKA RIVER SIDE INN  
Rooms from \$110/night

SKYWAY'S MOTEL  
Hours: 24/7

Want to have your local business listed with us? [Click HERE!](#)

LIKE US! COUNTDOWN TO CHRISTMAS! LATEST NEWS

## AROUND Lake of Bays .CA

Promoting tourism, attractions, services and events in the Township of Lake of Bays, Ontario.

HOME BAYSVILLE BIGWIG DORSET DWIGHT SEARCH

Accommodations Attractions Dining

Events Calendar Services Shopping

CATEGORY PAINTINGS COURTESY OF JOHN MURDEN ART GALLERY AND STUDIO.

Around Lake of Bays is a not-for-profit community initiative whose mission is to promote tourism, attractions, services and events in the Township of Lake of Bays, Ontario.

Contact us at [aroundlakesofbays@gmail.com](mailto:aroundlakesofbays@gmail.com) for your FREE listing.

Jointly funded by Bayshore, Shore and Lake of Bays, Ontario Community.



# First adopters of regional partnerships in the RTO model

## Product Development 2012/2013

- Park 2 Park
- Arrowhead Ice Trail
- Canadore College
- Algonquin Park Video
- Georgian Bay Biosphere

## Partnership 2012 - 2013

- Santas Village and Muskoka Fleet
- Resorts of North Muskoka
- Stocky Centre
- Lake of Bays Brewery
- Tri-Muskoka
- Town of Bracebridge
- Golf Muskoka
- JW Marriot Resort and Spa
- Muskoka Festival of the Arts

1. Tri-Muskoka
2. Santas Village and Muskoka Fleet
3. Resorts of North Muskoka
4. Township of Georgian Bay
5. Muskoka Chautauqua
6. Golf Muskoka
7. Lake of Bays Brewing Company
8. Huntsville Festival of the Arts
9. Stockey Centre
10. Town of Bracebridge, Ontario Winter Games
11. JW Marriot Resort and Spa, Breakfast Television
12. JW Marriott Resort and Spa, LGBT Matrimony in Muskoka
13. Muskoka Tourism, Building Business Travel to Muskoka
14. Huntsville Lake of Bays Chamber, Girlfriends Getaway Weekend
15. Loring / Restoule Business Association
16. Georgian Bay Market Development Plan
17. Town of Gravenhurst, Winter Carnival
18. Muskoka Tourism, Winter Marketing Campaign

2013 - 2014



# Partnerships Continued

1. Muskoka Tourism, Marketing Directions
2. Park 2 Park Trail - Video
3. Group of Seven – Strategic Trail Development
4. Ride the Edge – Snowmobile
5. Arrowhead Provincial Park - Video
6. Kearney Dog Sled Race - Communication
7. Ride the Edge - ATV

# Additional Marketing Through Partnerships



**Bala Cranberry Festival**

5 Facebook promoted posts, content distribution engine placement and Google AdWords. Program delivered 144% of projected site visits, for 16,870 sessions



**Loring-Restoule**

Executed in May, 2014 to build the audience for the association's Facebook Page. Page likes increased by 4,800 and drove almost 9,000 visits to the LRBA's new website.



**Discover Muskoka**

Promotion of video and blog content on social media. Reach to date of 1,227,174 with 26,274 site visits and 57,868 video views



**Kearney Dog Sled Race**

Partnership focused on branding and delivery of more engaging online content. Attendance was up by about 20%, with increases in both musher and spectator counts.

# Content Marketing – 2015 - 2016

- Loring Restoule
- Kee to Bala
- SantaFest
- ClubLink Properties
- Lady Muskoka
- Muskoka Foundry
- Soul Sistas
- Georgian Bay Airways
- Resorts of North Muskoka 00
- Oar and Paddle
- Huntsville Chamber of Commerce
- Deerhurst Resort
- Pine Grove Resort
- Severn Lodge

Name of Project	Funding Partner	Status	Partner Amount	RTO Amount	Type of Project
Resorts of Ontario	Various	Approved	6,000.00	6,000.00	Marketing
Live Entertainment	Muskoka Tourism Marketing Agency	Approved	5,000.00	5,000.00	Marketing
Corporate Travel	Muskoka Tourism Marketing Agency	Approved	2,741.00	2,741.00	Marketing
More Rugged, More Refined Parry Sound FAM Trip	Seguin Valley Golf Club	Approved	4,000.00	4,000.00	Marketing
Loring Restoule Destination Evolution and Alignment	Loring Restoule Business Association	Approved	4,000.00	4,000.00	Marketing
Parry Sound Tourism Summit	Town of Parry Sound .	Approved	5,000.00	5,000.00	Workforce Development
Muskoka Beer Festival	Muskoka Beer Festival	Approved	2,500.00	2,500.00	Marketing
Signage for Arrowhead Provincial Park	Arrowhead Nordic Ski Club	Approved	1,250.00	1,250.00	Product Development
Muskoka Boat and Heritage Centre - Family Marketing	Muskoka Boat and Heritage Centre	Approved	10,000.00	10,000.00	Marketing
Iron Man Canada	Town of Huntsville	Approved	3,000.00	3,000.00	Marketing
What's Cooking Bracebridge, The Great Muskoka Cookbook Adventure	Town of Bracebridge	Approved	8,100.00	8,100.00	Marketing
Beyond	Santas Village	Approved	10,000.00	10,000.00	Marketing
International	FedNor	Pending	49,000.00	49,000.00	Marketing
Tourism Excellence North	FedNor / RTO13	Pending	-	30,000.00	Workforce Development
Winter Experience Campaign	Muskoka Tourism Marketing Agency	Pending	15,200.00	15,200.00	Marketing
Business Accreditation	Muskoka Community Futures	Pending	10,000.00	10,000.00	Workforce Development
Amazing Places Signage	Georgian Bay Biosphere	Pending	7,500.00	7,500.00	Product Development
Regional Air Service	District of Muskoka	Pending	20,000.00	20,000.00	Investment Attraction
Kearney Dog Sled Races	Town of Kearney	Pending	4,000.00	4,000.00	Marketing
Wellness Getaways	JW Marriott	Pending	10,000.00	10,000.00	Marketing

**2016 - 2017**

Partnership Project	Partnership Allocation (RTO Expense)	Partnership Project	Partnership Allocation (RTO Expense)
Workforce Development (TEN)	42,000.00	Event and Festival Marketing	
CONTENT MARKETING		Fire and Ice	5,000.00
Loring / Restoule - Deer Yard	5,725.00	What's Cooking Bracebridge	5,000.00
75th Anniversary Kee to Bala Entertainment Event	1,000.00	Muskoka Autumn Studio Tour	5,000.00
Great Muskoka Paddling Experience	1,000.00	Muskoka Beer Festival & Toronto Session	8,500.00
Santa Fest	750.00	Muskoka Maply Festival	5,000.00
Clublink	10,000.00	Girlfriends Getaway Weekend	5,000.00
Lady Muskoka	5,000.00	Product Development - ***NEW***	
Georgian Bay Airways	5,000.00	Georgian Bay Biosphere Way Finding Signage	6,197.05
Resorts of North Muskoka	5,000.00	Loring / Restoule Way Finding Signage	2,500.00
Oar and Paddle	5,000.00	Craft Beer Strategy	2,818.50
Deerhurst Resort	5,000.00		
Pine Grove Resort	5,000.00		
Huntsville Lake of Bays Chamber	15,000.00		

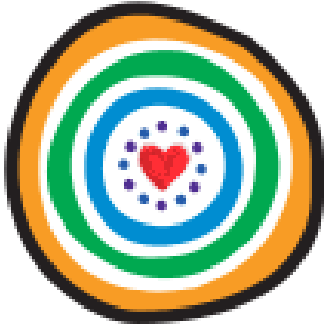
**2017 - 2018**



# Partnership Program



EXPLORE  
SOUTH  
RIVER



# Challenges with Partner Operator Outreach

- Transacting Programs
  - Fall Fuel and Fun
  - Spring Fuel and Fun
- Reciprocated Communication
  - Shuttle Service in Parry Sound
- Communication of RTO model





# EXPLORERS' EDGE



## Tourism Co-Creation Lab

Building communities through “the business of tourism.”

- the collective development of innovative tourism initiatives for our region
- an end goal is always defined by EE’s senior management team for each project
- allows for direct and indirect stakeholders, as well as specialists, to provide insight, critical feedback and expertise
- different participants depending on the project, and extra-sector experts invited to participate
- end-user is consulted when possible
- more likelihood of success for creative & strategic collaborations – and resiliency
- Terms of Reference to ensure positive participation
- not bound to outcomes

# Questions?

Email [James@explorersedge.ca](mailto:James@explorersedge.ca)