

# 2023-2024 Partnership Program

Welcome \* Boozhoo \* Shé:kon \* Bienvenue



**Algonquins of Ontario (Whitney area)**



**Moose Deer Point First Nation**



**Dokis First Nation**



**Shawanaga First Nation**



**Henvey Inlet First Nation**



**Wahta Mohawk First Nation**



**Magnetawan First Nation**



**Wasauksing First Nation**



**Moon River Métis Council**



We acknowledge that the region we call "the Great Canadian wilderness just north of Toronto" is founded on the traditional lands and waterways of the Anishinabek, Algonquin, Mohawk and Métis peoples, and is part of the Robinson Huron (1850) and Williams (1923) Treaties territory, and the unceded territory of the Algonquins of Ontario.

We further acknowledge that, as Canadians, we are all treaty people.

Explorers' Edge staff are committed to the ongoing truth and reconciliation process, including economic reconciliation through tourism development, and we will work diligently to listen, to learn, to take action, and to be respectful towards all First Nations, Métis and Inuit peoples.

Miigwech, Nia:wen



## Agenda:

- (Zoom housekeeping)
- Historical Program
- How it Works
- Previous Partnerships / Examples
- The Regenerative Strategy / Priority Projects & Alignment
- Questions



# Historical Program

- Explorers' Edge established in 2011
- Partnership program established by RTO12 in fiscal 2012 - 2013 prior to government pillar being established
- Originally overseen by the Tourism Operator Relations Committee made up of tourism operators
- Operators uncomfortable vetting fellow operators even with rubric
- Government establishes additional pillar/funding for strategic partnerships in the following fiscal year 2013 – 2014
  - \$166k in matching funds



# Early Partnerships (pre-government pillar)

- **2012 – 2013** Product Development
- Tourism Operator Relations Committee
- Leverage Industry plans and ideas via partnership
- 150k budget

## Canadore College Parry Sound

- *Experience the Biosphere*

## Charles W. Stockey Centre

- *Incentive Works Trade Show*

## Friends of Algonquin Park

- *Promotional Video Photography*

## Park 2 Park Trail Association

- *Stay and Explore*

## Town of Bracebridge

- *The Art of Muskoka Living*

## Gravenhurst Chamber

- *Attracting the Chinese Market to your Business & LGBT GBT Muskoka Travel Market Seminar*

## Georgian Bay Country

- *Georgian Bay Country Tourism 3 Year Strategic Plan*

## Almaguin Highlands Art Council

- *Art Showcase and Sale*

## Huntsville Lake of Bays Chamber of Commerce

- *Girlfriends Getaway Weekend & Tom Thompson 100 Year Celebration*

## Loring Restoule Business Association

- *Loring Restoule Brand Development*

## Muskoka Chautauqua

- *Muskoka Chautauqua Round Table*

## SAVOUR MUSKOKA

- *Savour Muskoka Culinary Trail Development*



## How it Works - Applicant

- Review the annual BOP
- Fill out online intake form
- Follow up from RTO staff
- Review and Sign Memo of Understanding (MOU)
- Deadline September 2023 or while funds available
- RFPs for third party supplier / RTO Agency of Record
- Execution & Tracking
- Report results to RTO12





## How it Works - RTO

- Intake
- Review of strategy alignment
- Communication with Board of Directors
- MOU development
- Administration with Partner and Agency
- Reporting on Outcomes (Board, Ministry, Partners, Stakeholders)
- Reconciliation





## Previous Partnerships / Examples 2013

- Santas Village and Muskoka Fleet
- Resorts of North Muskoka
- Stockey Centre – Town of Parry Sound
- Lake of Bays Brewery
- Tri-Muskoka
- Town of Bracebridge
- Golf Muskoka
- JW Marriott Resort and Spa
- Muskoka Festival of the Arts



## Previous Partnerships / Examples 2014

Township of Georgian Bay

Town of Parry Sound

Muskoka Tourism

Parry Sound Tourism

Resorts of North Muskoka

Bala Cranberry Festival

Gravenhurst Chamber of Commerce

Golf Muskoka

Beyond (Santa's Village & Muskoka  
Steamships)

JW Marriott

ParkBus – Algonquin Park

Parry Sound Chamber of Commerce

Loring / Restoule Business Association

Lake of Bays

Muskoka Steamship

Muskoka Chautauqua



# Previous Partnerships / Examples 2015

## Resorts of Ontario

- Couples Resort, Adventure Lodge, Lumina Resort, Foxwood Resort, Sunny Point Resort, Cottages & Inn, Rocky Crest Golf Resort, Sherwood Inn, Pow Wow Point Lodge, Killarney Lodge, Shamrock Lodge, Port Cunnington Lodge & Resort & Cedar Grove Lodge (12 resorts @ \$500.00 each)

Live Entertainment - Muskoka Tourism Marketing Agency

Corporate Travel - Muskoka Tourism Marketing Agency

More Rugged, More Refined Parry Sound FAM Trip - Seguin Valley Golf Club

Loring Restoule Destination Evolution and Alignment - Loring Restoule Business Association

Parry Sound Tourism Summit - Town of Parry Sound

Muskoka Beer Festival - Muskoka Beer Festival

Signage for Arrowhead Provincial Park - Arrowhead Nordic Ski Club

Muskoka Boat and Heritage Centre - Family Marketing

Iron Man Canada - Town of Huntsville

What's Cooking Bracebridge, The Great Muskoka Cookbook Adventure - Town of Bracebridge

Beyond - Santas Village

International - FedNor

Tourism Excellence North - FedNor / RTO13

Winter Experience Campaign - Muskoka Tourism Marketing Agency

Regional Air Service - District of Muskoka

Kearney Dog Sled Races - Town of Kearney



# Previous Partnerships / Examples 2016

Girl Friends Getaway Weekend

Great Muskoka Paddle Festival

Muskoka Autumn Studio Tour

Active Women's Weekend

What's Cooking Bracebridge

Georgian Bay Biosphere

Deerhurst

Club link

Active Women's Weekend

Georgian Bay Airways

Resorts of North Muskoka

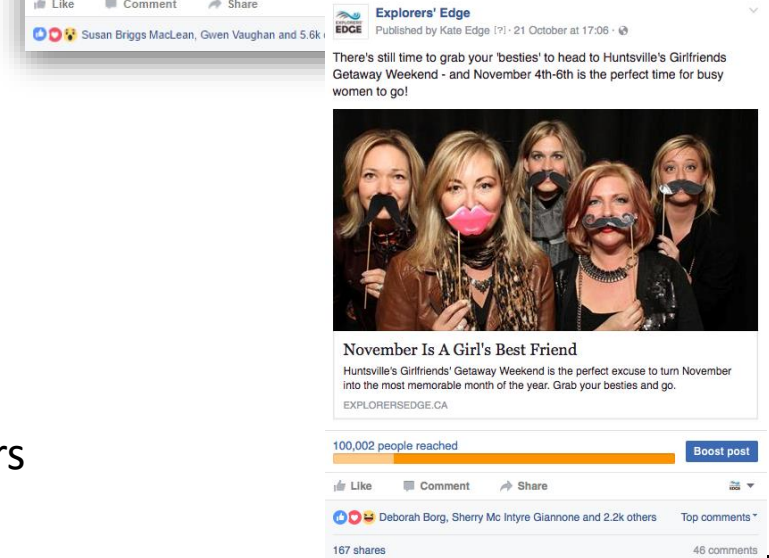
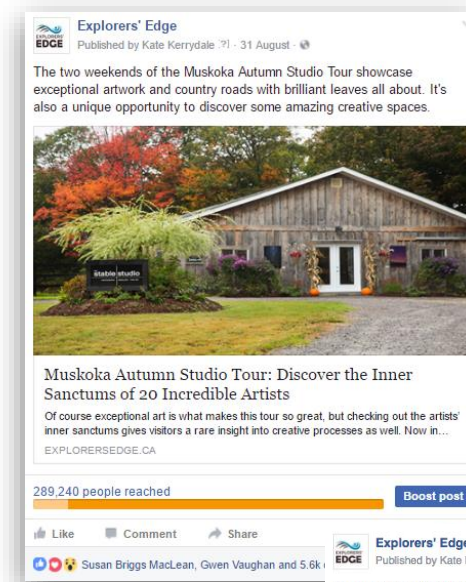
Yoga Festival

Loring Restoule Trails

Pine Grove Resort

UK Trade Show – Algonquin Outfitters

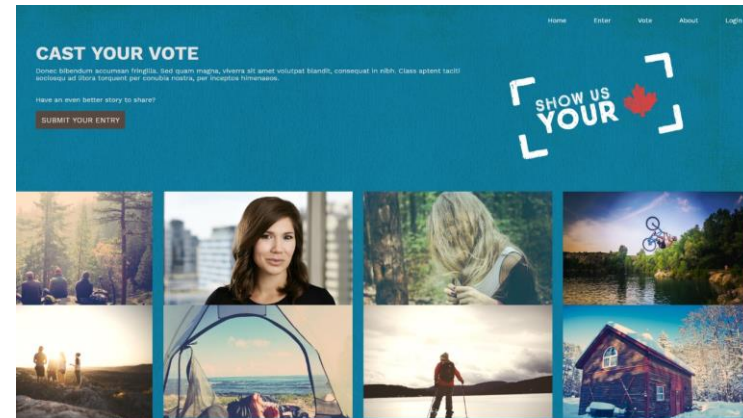
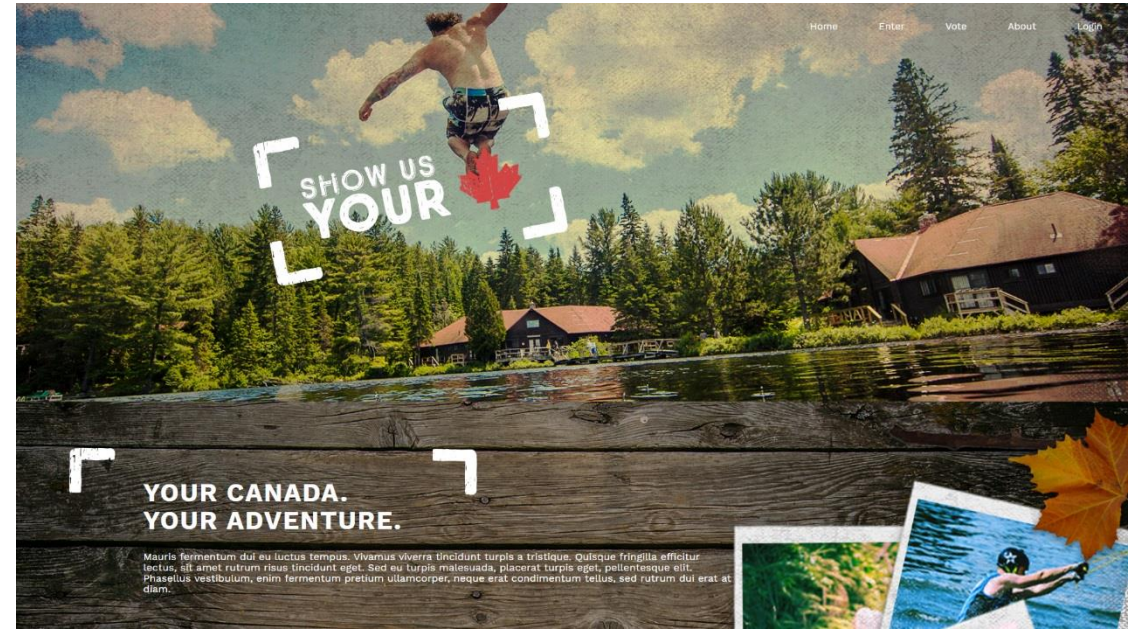
UK Sales Mission – Deerhurst Resort





# Previous Partnerships / Examples 2017

- Resorts of North Muskoka
- Oar and Paddle
- Huntsville Lake of Bays Chamber of Commerce
- Clublink
- Deerhurst
- Bracebirdge BIA
- Almaguin Highland
- Parry Sound – Cruise Ship Program
- Huntsville Lake of Bays Chamber of Commerce
- Breakfast Television
- FedNor – International Marketing



# Previous Partnerships / Examples 2018

Corporate and Culinary – Muskoka

Content and Web updates - Loring Restoule

Muskoka Community Futures- Strategy Launch

Craft Brewers

Ontario By Bike

Simcoe Muskoka Workforce Development Board

International Marketing – Commercial Air Service

Launch Watershed Wonders - Muskoka

Maple Syrup Trail - Muskoka

Girlfriends Getaway Weekend – Parry Sound

Islander Adventure Tours (and businesses on the bay) – Parry Sound

Almaguin (Villages & Algonquin) - Almaguin Highlands

FedNor International Program - Regional

Destination Ontario

Destination Ontario - Boston Road Scholars – South River, Golf FAM Tour – Parry Sound / Muskoka, Breakfast Television – Parry Sound, DC China - Laywah Ang, Media Relations Coordinator Asia



## Partnerships-To-Date (2022 – 2023 Fiscal Year)

1. FedNor - Marketing & Communication
2. Festival of the Sound - Marketing
3. Bracebridge BIA - Signage and Marketing
4. Huntsville Municipal Accommodation Tax Association - Marketing
5. Muskoka Arts and Crafts – Marketing
6. South Algonquin Business Association – Marketing
7. Destination Ontario – Media Tour
8. Parry Sound Tourism – Signage
9. Muskoka Chautauqua – Marketing
10. Georgian College – Workforce
11. Toronto Metropolitan University – Workforce
12. Muskoka Tourism Marketing Agency – Marketing
13. Muskoka Tourism Marketing Agency & Huntsville Chamber of Commerce – Communication
14. Town of Parry Sound – Dispersion & Membership





RTO Partnership Inception 2011

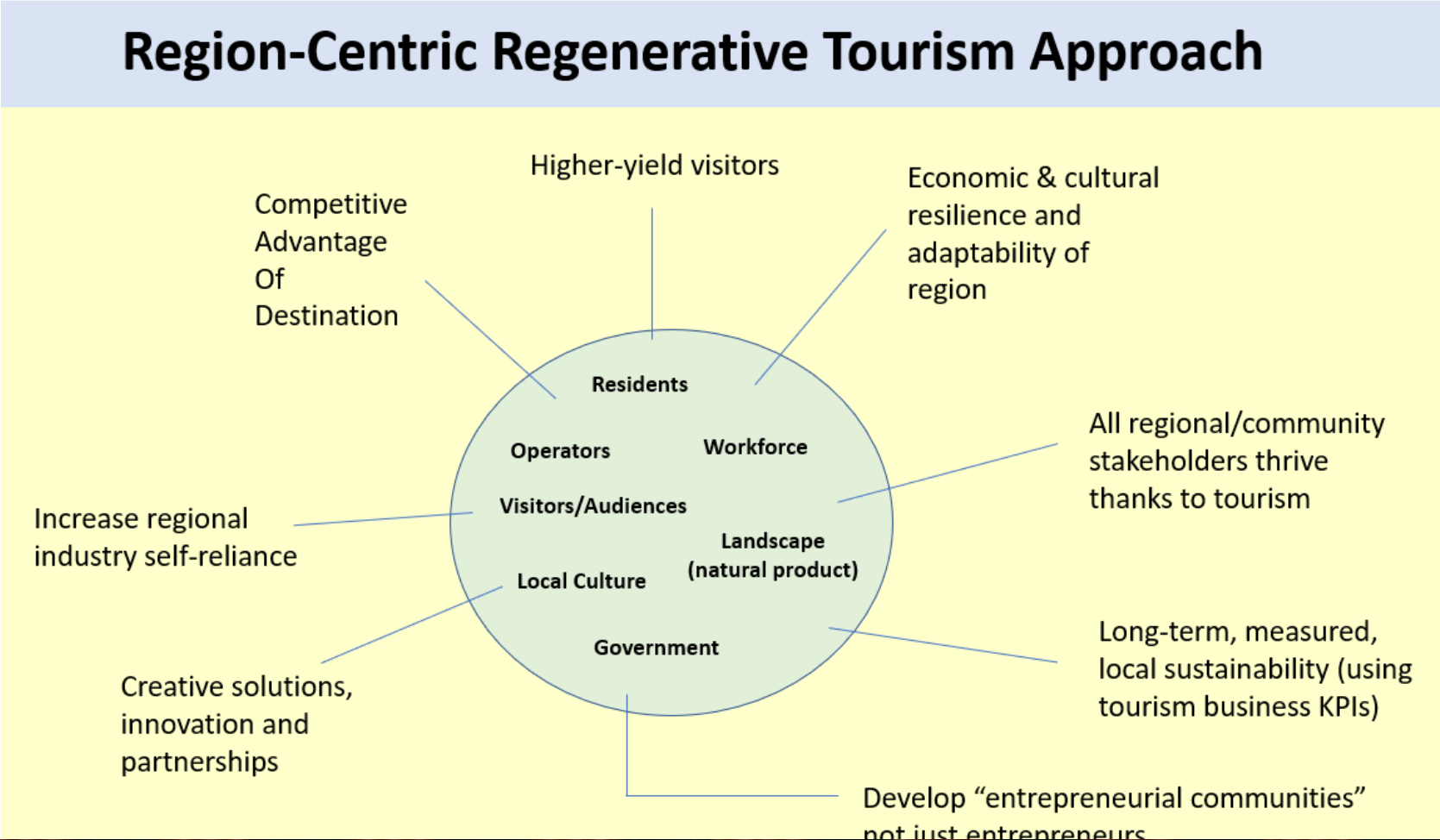
Partnership Total to date **268**

Partners to date **322**

Leveraged **2.2 million** over 12 years



# The Regenerative Strategy / Priority Projects & Alignment



# The Regenerative Strategy / Priority Projects & Alignment

## #1 Workforce Development

**Work & Play**  
in the  
**GREAT CANADIAN WILDERNESS**  
February 3, 2021 • 6:30pm

Explorers' Edge is pleased to partner with the Ryerson Hospitality & Tourism Students' Society to present (virtually) our case for working in our amazing regional tourism industry. We are particularly pleased to welcome our guest speakers - both of whom have affiliations with Ryerson University.

**SPEAKERS:**

- JAMES MURPHY**  
(Moderator)  
Executive Director  
Explorers' Edge/RTO12
- RAHEL RENNER**  
("Work")  
General Manager  
Residence Inn by Marriott  
Gravenhurst Muskoka Wharf
- ERIN MACDONALD**  
("Play")  
Founder  
Wild & Found  
Outdoor adventure blog  
and lifestyle company

This event will also feature break-out sessions with regional tourism HR recruiters.

For more details please contact the Ryerson Hospitality & Tourism Students' Society (RHTSS).

Logos for Explorers' Edge, Ryerson Hospitality & Tourism Students' Society, and The Great Canadian Wilderness are also present.

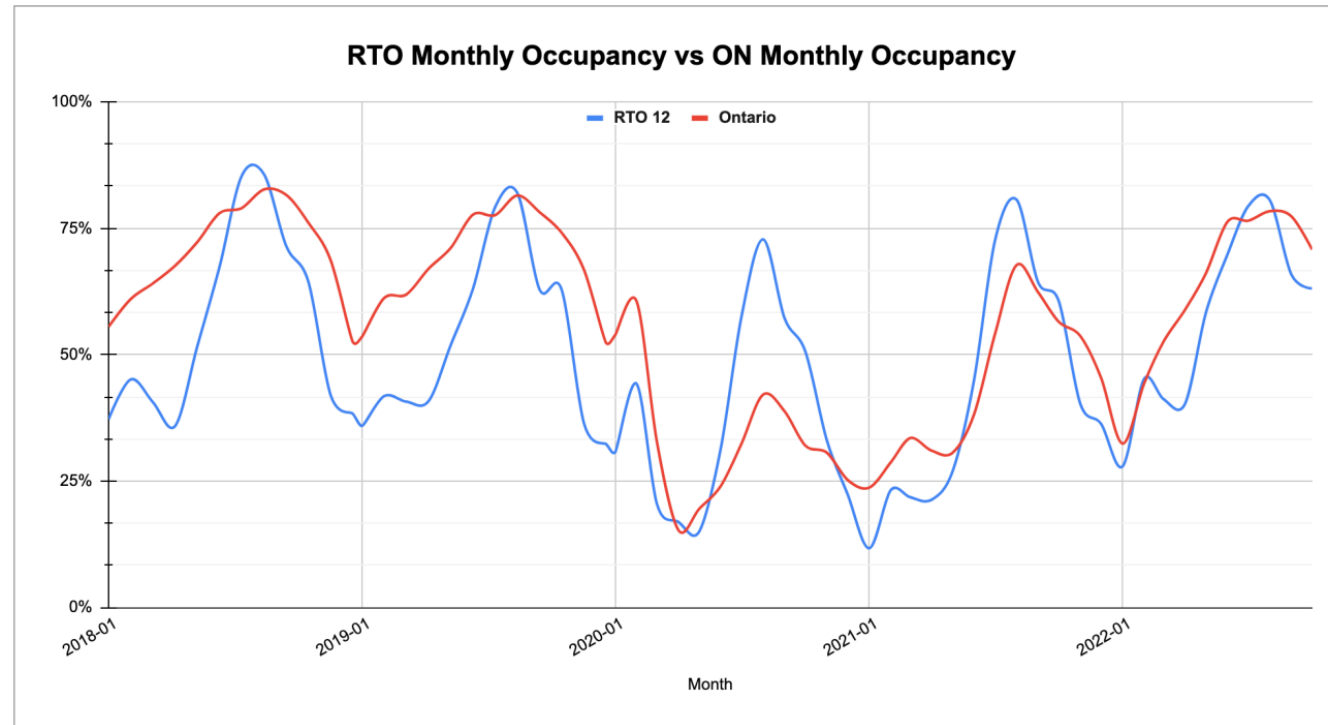
Estimated:

- 4500 part-time jobs
- 1300 full-time jobs



# The Regenerative Strategy / Priority Projects & Alignment

## #2 Boosting Shoulder Season Visitation – particularly winter





# The Regenerative Strategy / Priority Projects & Alignment

## #3 Dispersion



# The Regenerative Strategy / Priority Projects & Alignment

## #4 Multiple Operators



# Questions





**Link in Chat**

