



# 2020 RTO9 AGM

May 27, 2020



# Welcome

---

Sean Billing – Board Chair

# AGENDA

**Welcome** – Sean Billing, Board Chair

**Approval of Agenda** – Sean Billing, Board Chair

**Review of 2019/2020 initiatives** – Bonnie Ruddock, Executive Director

**2019/2020 Financial report** – Trevor Norris, Treasurer

**2020/2021 Board of Directors** – Sean Billing, Board Chair

**Closing remarks** – Sean Billing, Board Chair



# Welcome

---

Bonnie Ruddock – Executive Director

# Product Development

To enhance visitor experiences through well-designed tourism products that meet current and future customer demand.

- CBRE accommodation trends
- Phase two of data research collection
- Travel Trade development
- New product development initiatives



# Investment Attraction

To increase investment in the tourism industry to enhance visitor experiences.

- Ontario East Economic Development Corporation collaboration
- Attendance at the Association of Municipalities conference
- Attendance at the Rural Ontario Municipal Association conference
- Delegations to local municipal councils



# Workforce Development

Facilitate and support the attraction, development, and retention of a tourism workforce to enhance the visitor experience.

- Industry workshops
- Ontario Tourism Education Corporation



# Marketing

Increasing awareness of Ontario and South Eastern Ontario as a travel destination and increase conversion in target markets.

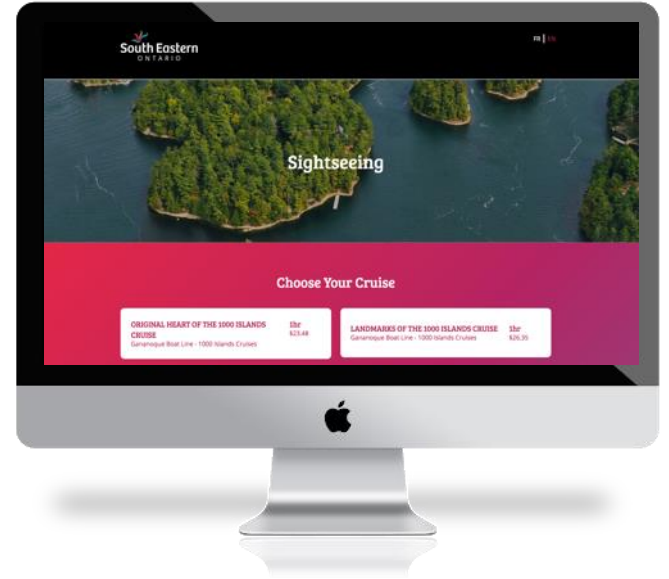
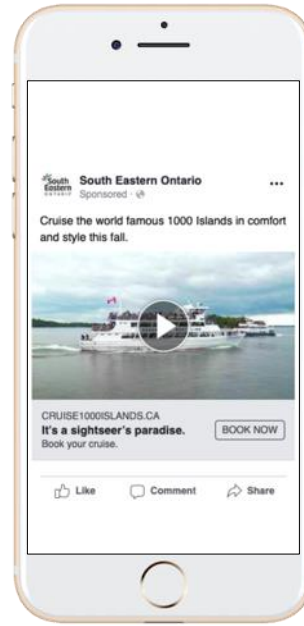
- Collaboration with our destinations to enhance their brands
- Digital library enhancements
- FAM tours
- Contesting and blogs
- Collateral materials





# Marketing

- Partnership with cruise operators and Destination Ontario
- Fall cruise campaign 2019:
  - English & French ad units
  - Over 7 million impressions
  - Over 37K clicks
  - ~1,500 leads



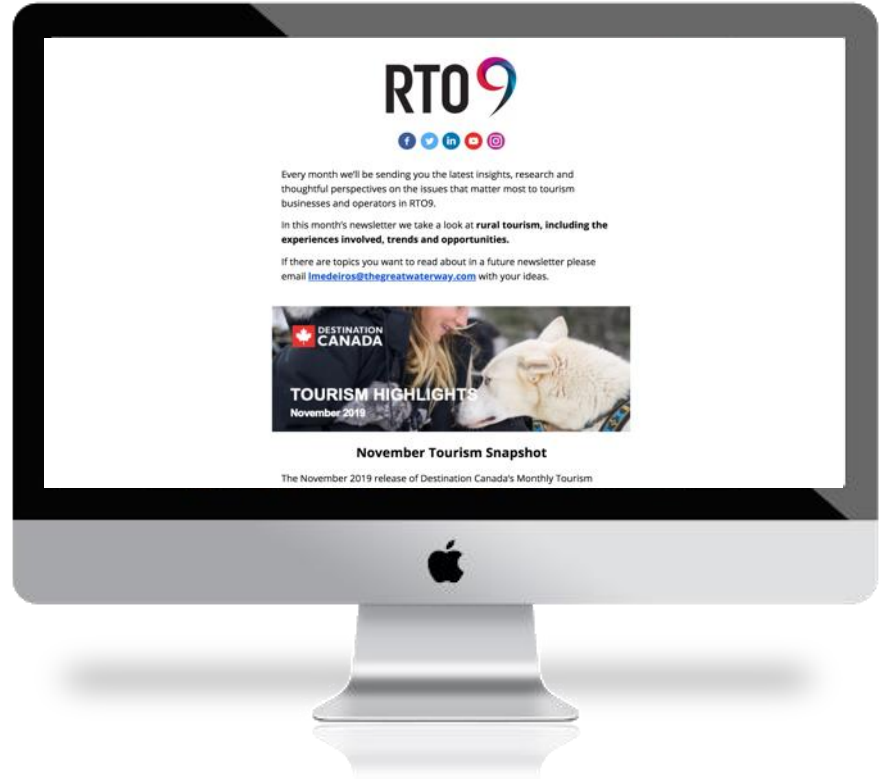
# Marketing

- Consumer Newsletter
  - 12 newsletters deployed
  - 25% average open rate
  - 4.5% average click through rate



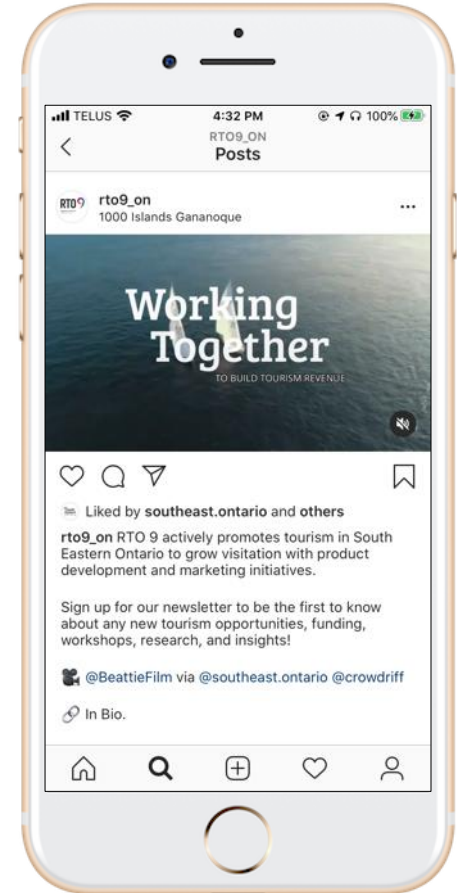
# Marketing

- Industry Newsletter
  - 12+ newsletters deployed
  - 24% average open rate
  - 2% average click through rate



# Marketing

- South Eastern Ontario & RTO9 social channels
  - 47,075 total social followers
  - 9,414 new followers in 2019



# Partnership Funds

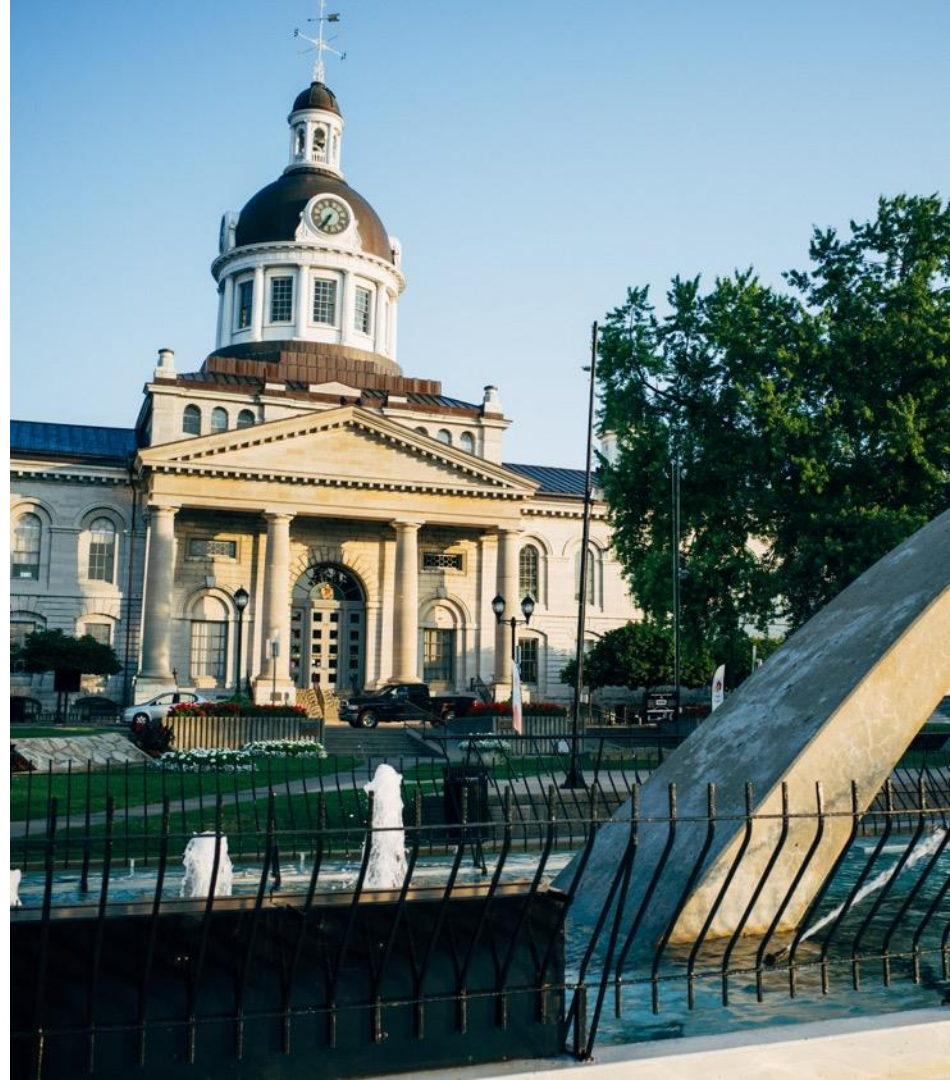
Become a catalyst in building strategic alignment and promoting collaboration with the industry.

- Product Development Training
- Creation / enhancement of festivals and events
- Travel Media / FAM tours
- Creation / enhancement of product



# Treasurers Report

Trevor Norris – Treasurer



# Region 9 Regional Tourism Organization

Financials year ended March 31, 2020

## Revenues

Ministry of Heritage, Sport, Tourism and Culture Industries	\$1,390,297
Partnership Fund contributions	\$219,458
	<hr/>
	<b>\$1,609,755</b>

**Expenditures****Governance and Operations**

Salaries and Benefits	\$148,832
Audit	\$7,379
Insurance	\$2,649
Consulting Fees	\$4,203
Payroll Admin	\$1,185
Professional Development	\$11,841
Board Meetings	\$3,295
Annual General Meeting	\$7,070
Overhead/Facilities	\$48,019
CRM	\$4,165
Website hosting	\$4,060
Travel	\$7,620
Meetings	\$3,691
Memberships/Conferences	\$26,855
	<b>\$280,864</b>





**Product Development**

PFK	\$6,236
Data/Research Collection	\$98,112
New Product Development – workshops, consultations	\$84,418
Brier 2020	\$60,000
	<b>\$248,766</b>

**Workforce Development**

Industry Workshops	\$9,706
OTEC Pilot project	\$1,243
	<b>\$10,949</b>

**Marketing**

Salaries and Benefits	\$124,058
Seasonal Marketing	\$100,471
Strategic SCI	\$138,222
Sector Campaigns	\$57,542
Creative Fees	\$13,498
Platforms	\$14,329
FAM Tours	\$19,199
Digital Marketing	\$24,893
Contests	\$4,562
Destination Ontario	\$56,314
Collateral Material	\$14,811
Photo/Video Enhancements	\$9,570
Website Maintenance	\$3,337
	<b>\$580,806</b>



### Investment Attraction

Ontario East – Tourism Investment Sector Team	\$1,483
Municipal Engagement	\$382
	<b>\$1,865</b>

### Partnership Funds

Salaries and Benefits	\$47,957
Product Development Training	\$6,168
New or Enhancement of Existing Festivals/Events	\$114,150
Travel Media/FAM Tour Influencers	\$166,736
Development of New or Existing Product	\$151,862
	<b>\$486,873</b>



**Total Expenditures** **\$1,610,123**

**Summary**

Total Revenue	\$1,609,755
Total Expenditures	\$1,610,123
<hr/>	
Excess of revenues over expenditures for the year	<b>\$-368</b>



# RT09 Board of Directors

Acclamation of 2020/2021

Board of Directors



# RTO9 Board of Directors 2020/2021

Richard Allen – At Large

Sean Billing – Kingston

Kathrine Christensen – Gananoque

Melissa Eapen – Kingston

Heather Ford – Kingston

Kevin Lajoie – Cornwall

Krista LeClair – Kingston

Trevor Norris – Bay of Quinte

Elizabeth Pilon – At Large

Rob Plumley – Land O'Lakes

Pamela Robertson – Brockville

Edward Shubert – Prince Edward County

Ann Weir – Leeds & Grenville



# Thank you!

