



# 2021 RTO9 AGM

June 1, 2021



# Welcome

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**Sean Billing – Board Chair**

# AGENDA

**Welcome** – Sean Billing, Board Chair

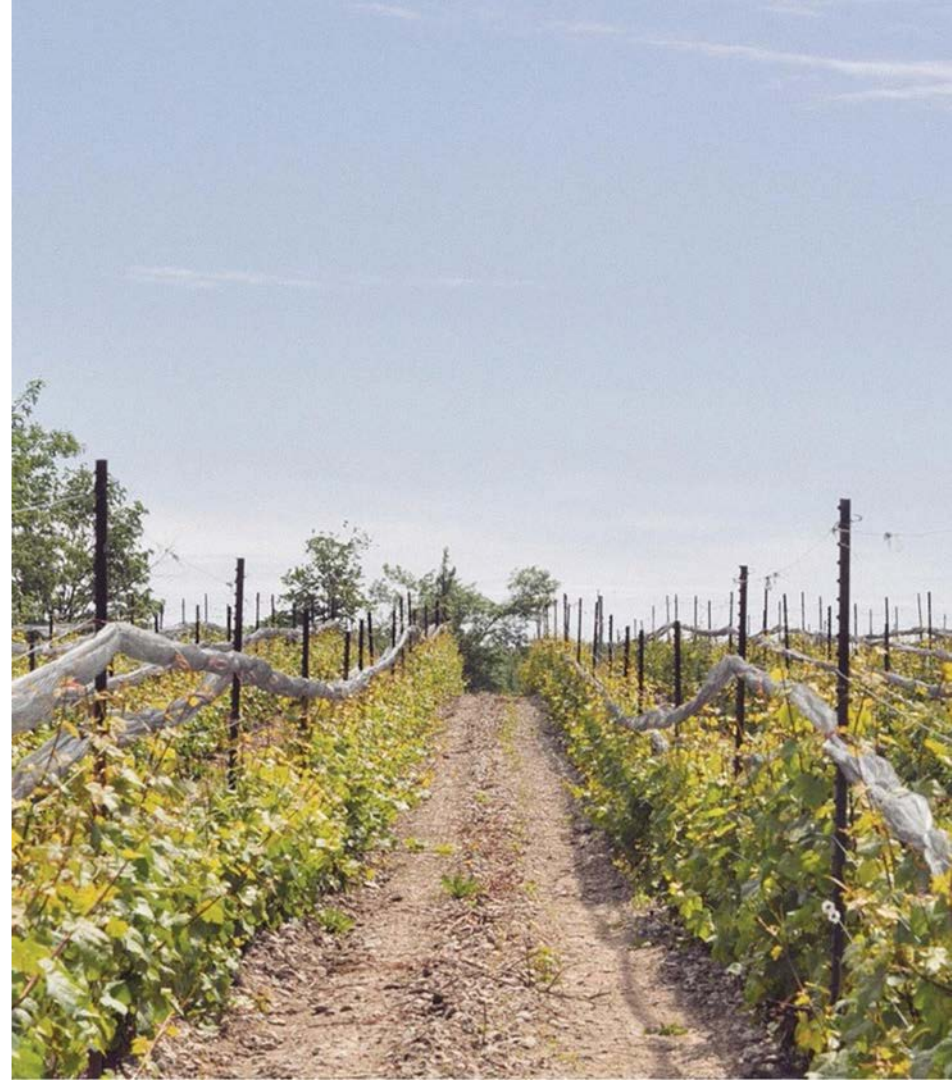
**Approval of Agenda** – Sean Billing

**Review of 2020/2021 initiatives** – RTO 9 staff

**2020/2021 Financial report** – Heather Ford, Treasurer

**2021/2022 Board of Directors Election** – Sean Billing

**Closing remarks** – Sean Billing



# Welcome

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**Bonnie Ruddock – Executive Director**

# Product Development

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

- CBRE accommodation trends
- Regional Data Collection
- Product Development Training
- New product development initiatives/strategies



# Investment Attraction

**Objective:** 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
- Fact sheet for Regional tourism



# Workforce Development

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

- Industry workshops
- Ontario Tourism Education Corporation



# Marketing

**Objective:** To maintain and increase awareness of South Eastern Ontario and RTO 9 as a travel destination and increase conversion in target markets through a **Strategic Recovery Marketing Plan**.

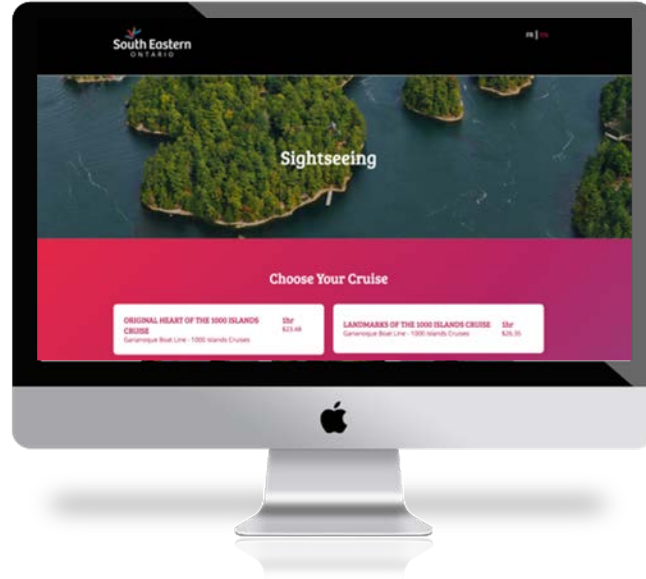
- Put health and safety of visitors, residents and operators first
- Focus on activities that are outdoors or naturally allow for physically distancing
- Focus on local, regional promotion as priority
- Feature touring style activities and itineraries
- Be agile/flexible to change course quickly
- Complement destination's existing efforts with earned media
- Focus recovery on 2021





# Marketing

- Summer/Fall cruise campaign 2020:
  - English & French ad units
  - Over 4.5 million impressions
  - Over 34K clicks
  - ~7,500 partner referrals



# Marketing

## Other Key Initiatives included:

- The Extra Mile Campaign
- A Local Series Campaign
- Holiday Gift Guide



# Marketing

## Public Relations and Media Engagement for earned media stories

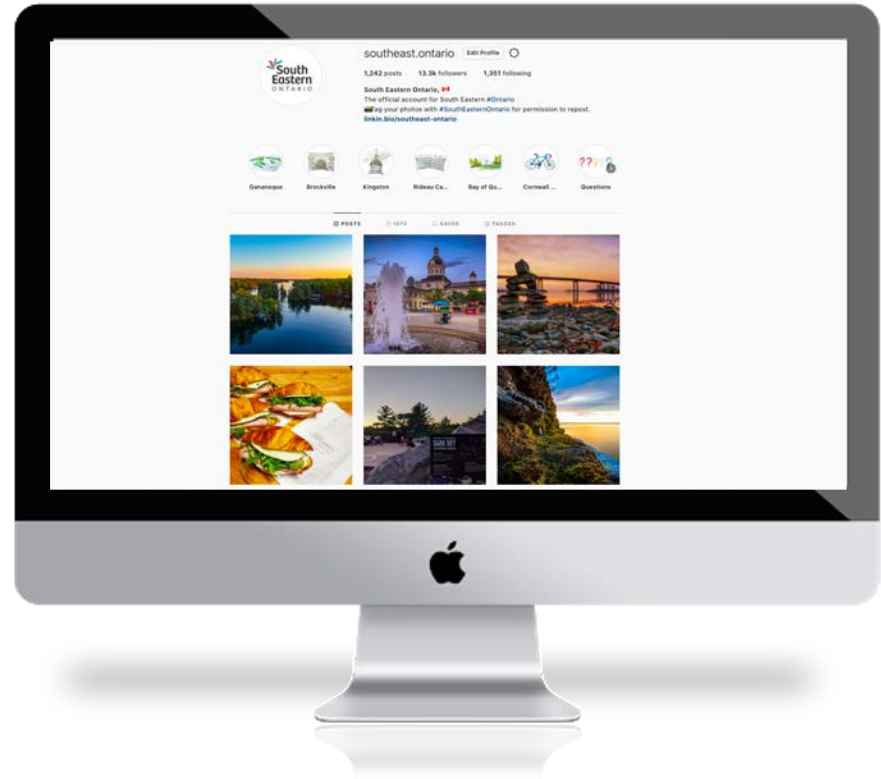
- Report totals: 585
- Print:62
- TV Segments: 134
- Online: 384
- Newsletter:3
- Radio:2
- Total Media Impressions: 254,304,129



# Year In Review

## Social

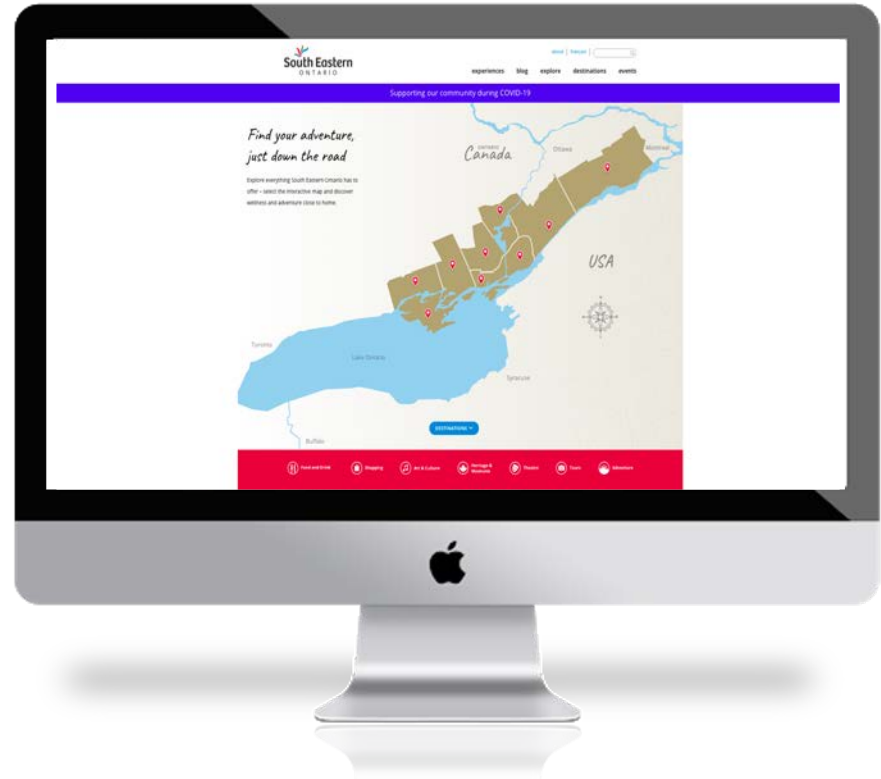
- 6.1M Reach
- 412K Engagements
- 51K Followers



# Year In Review

## Website

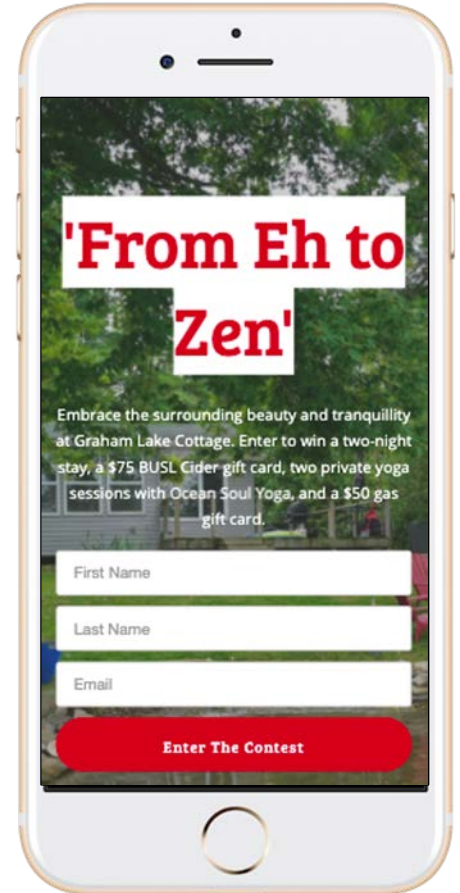
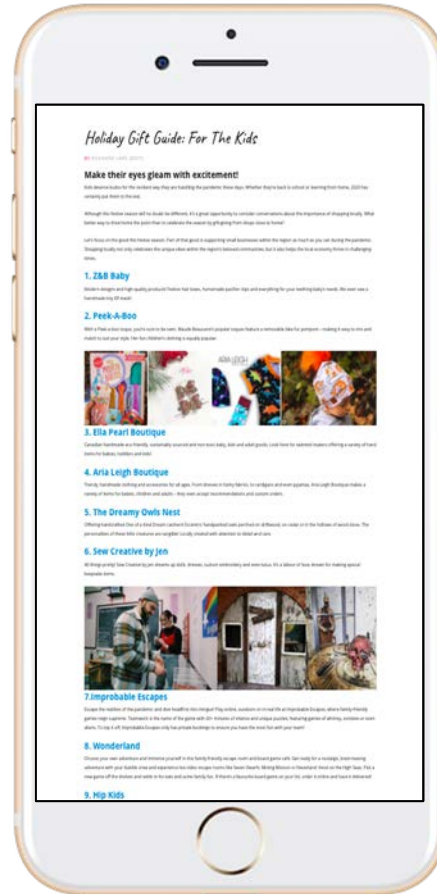
- 550K Site Visits
- 832K Page Views
- 208K Operator Website Referrals
- 13K Destination Website Referrals



# Year In Review

## Content & Contest

- 46 New Blogs
- Camera Roll & Storytelling Campaign



# Partnership Funds

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

- Development of New/Existing Product
- Creation / enhancement of festivals and events
- Travel Media / FAM tours
- Itinerary Marketing Social Media Campaigns



# Partnership Funds

- Development of New/Existing Product







Voyageur  
Canoe  
Adventure



ONTARIO  
*Yours to discover*



La table ronde

**Rideau**  
Roundtable

# Partnership Funds

- Creation / enhancement of festivals and events







Al Fresco!



## Friends of Kingston Inner Harbour: Cataraqui Boat Yard Project



**FRIENDS OF KINGSTON  
INNER HARBOUR**  
in consultation with  
**MIREILLE LAPOINTE, ARDOCH  
ALGONQUIN CHIEF**  
+ members of Kingston's  
Indigenous community

**September 7 - 27, 2020**

**Weekend Celebration of Indigenous Culture, Sept 26/27, 2020**

Douglas R. Fluhrer Park, Wellington Street in Kingston's Inner Harbour

Visitors welcome! Come support Chuck Commanda, Algonquin Traditional Knowledge Keeper, build a traditional Algonquin birch bark canoe assisted by local Indigenous students.

COVID restrictions apply: masks and social distancing.

**UPDATES AND WEEKEND CELEBRATION DETAILS:**

[Friendsofinnerharbour.com/cataraqi-boatyard-project-2020](https://friendsofinnerharbour.com/cataraqi-boatyard-project-2020)

[Facebook.com/cataraqiboatyardproject](https://Facebook.com/cataraqiboatyardproject)



**comedy  
country**  
big laughs in rural places

P.E.C.

# COMEDY ON THE RIVER

BOAT RENTAL  
+ TICKET  
PACKAGES

BYOBoat  
option  
available!



**SEÁN CULLEN**

A hilarious outdoor paddling experience  
and socially distanced live comedy show!  
SAT AUG 29 – 5PM | CABIN FEVER KAYAK

**AUGUST 29**

[comedycountry.ca](https://comedycountry.ca)

Canada RT09 Ontario BLACK RIVER COMEDY KAYAK

# Partnership Funds

- Travel Media / FAM tours



# Partnership Funds

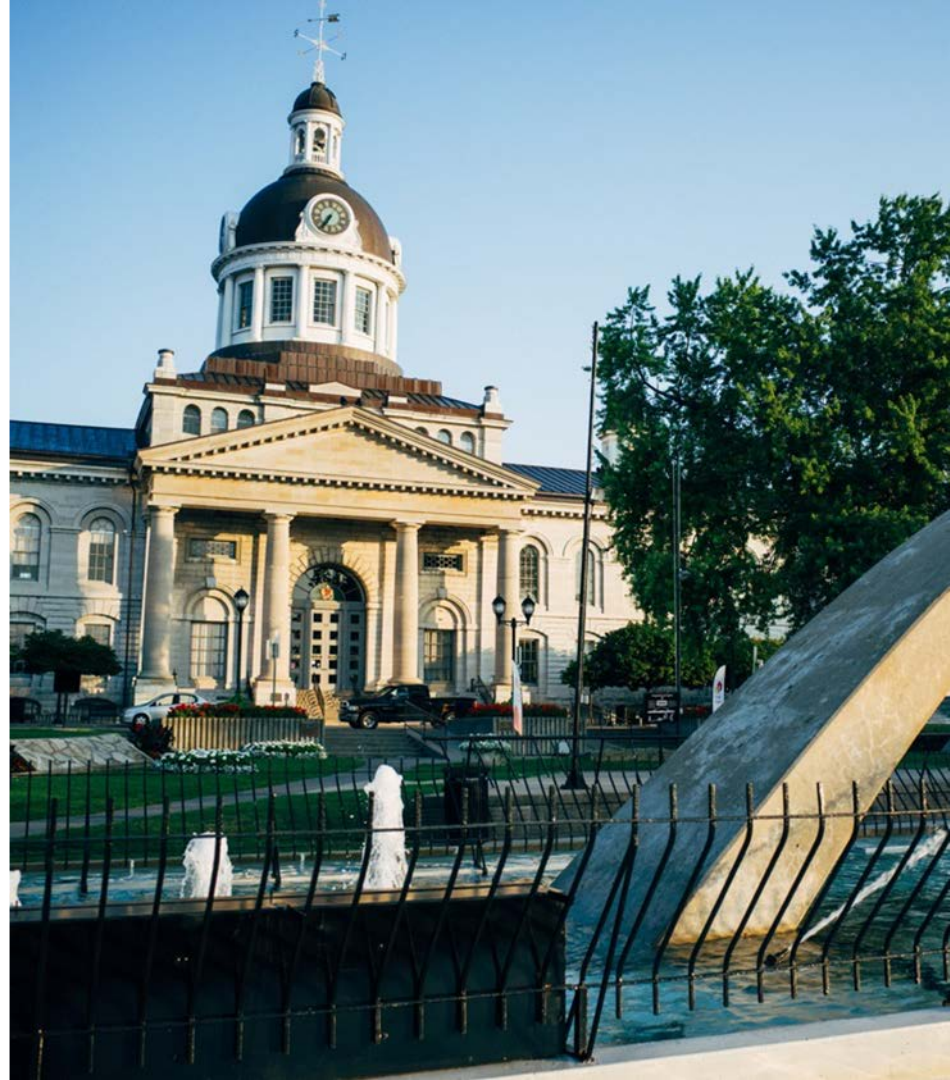
- Itinerary Marketing Social Media Campaigns





# Treasurers Report

Heather Ford – Treasurer





# Region 9 Regional Tourism Organization

Schedule of Yearly Operating Revenues and Expenses

Year Ended March 31, 2021

## Revenues

Ministry of Tourism – Ontario Funding	\$1,390,297
Partnerships Contributions	\$196,975
	<b>\$1,587,272</b>

**Expenses****Governance and Operations**

Audit	\$7,469
Insurance	\$2,968
Consulting Fees	\$3,098
Payroll Admin	\$924
Professional Development	\$8,558
Salaries and Benefits	\$160,654
Board Meetings	\$260
Annual General Meeting	\$441
Office Overhead	\$24,234
CRM	\$4,155
Website Hosting	\$4,173
Travel	\$3,438
Meetings	\$1,208
Memberships/Conferences	\$18,668
	<b>\$240,248</b>

**Product Development**

PKF – Accommodation Tracking Report	\$6,224
Data/Research Collection	\$117,868
New Product Development – Workshops, Consultations	\$56,436
	<b>\$180,528</b>

**Marketing**

Strategic Marketing	\$514,434
Platforms	\$14,014
Digital Marketing	\$29,300
Contests	\$7,558
Salaries and Benefits	\$105,910
Website Maintenance	\$2,645
	<b>\$673,861</b>

**Workforce Development**

Industry Workshops	<b>\$21,116</b>
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## Investment Attraction

Municipal Engagements – Speaking/Information Sessions	<b>\$1,152</b>
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## Partnerships

Salaries and Benefits	\$51,125
New or Enhancement of Existing Events	\$100,604
Travel Media	\$108,705
Development of New or Existing Product	\$209,775

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**\$470,209**

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**\$1,587,114**

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Excess of Revenues Over Expenses for the Year	<b>\$158</b>
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### Note 1 – Basis of Accounting

As defined in the operating agreement between the corporation and the Ministry of Heritage, Sport, Tourism and Culture Industries signed April 1, 2020, the schedule is prepared in accordance with Canadian accounting standards for not-for-profit organizations.

# RT09 Board of Directors



# RT09 Board of Directors 2020/2021

Sean Billing – Kingston

Kathrine Christensen – Gananoque

Melissa Eapen – Kingston

Heather Ford – Kingston

Kevin Lajoie – Cornwall

Krista LeClair – Kingston

Richard Allen – At Large

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



# **RTO9 Board of Directors Election 2021/2022**

## **Four seats were open for election**

- Land O'Lakes (acclaimed)
- Cornwall S, D, & G (acclaimed)
- Gananoque (acclaimed)
- Kingston - 2 candidates



# Thank you!

