



2021 RTO9 AGM

June 1, 2021



Welcome

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

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

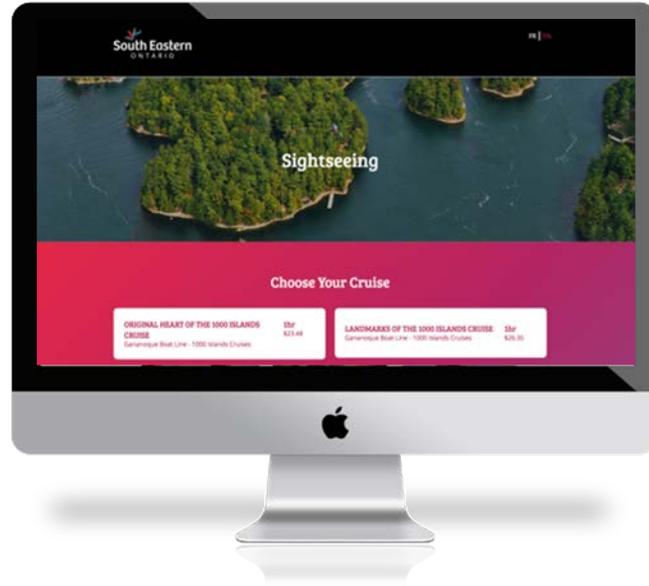
Objective: To maintain and increase awareness of South Eastern Ontario and RTO 9 as a travel destination and increase conversion in target markets through a **Strategic Recovery Marketing Plan**.

- 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

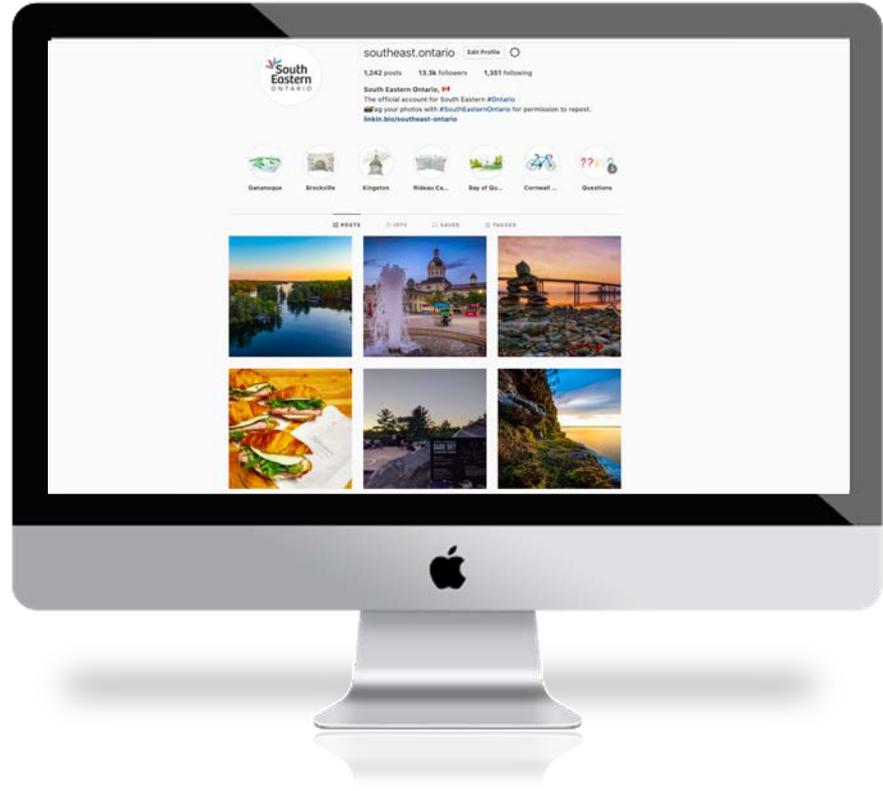
- Report totals: 585
- Print:62
- TV Segments: 134
- Online: 384
- Newsletter:3
- Radio:2
- Total Media Impressions: 254,304,129



Year In Review

Social

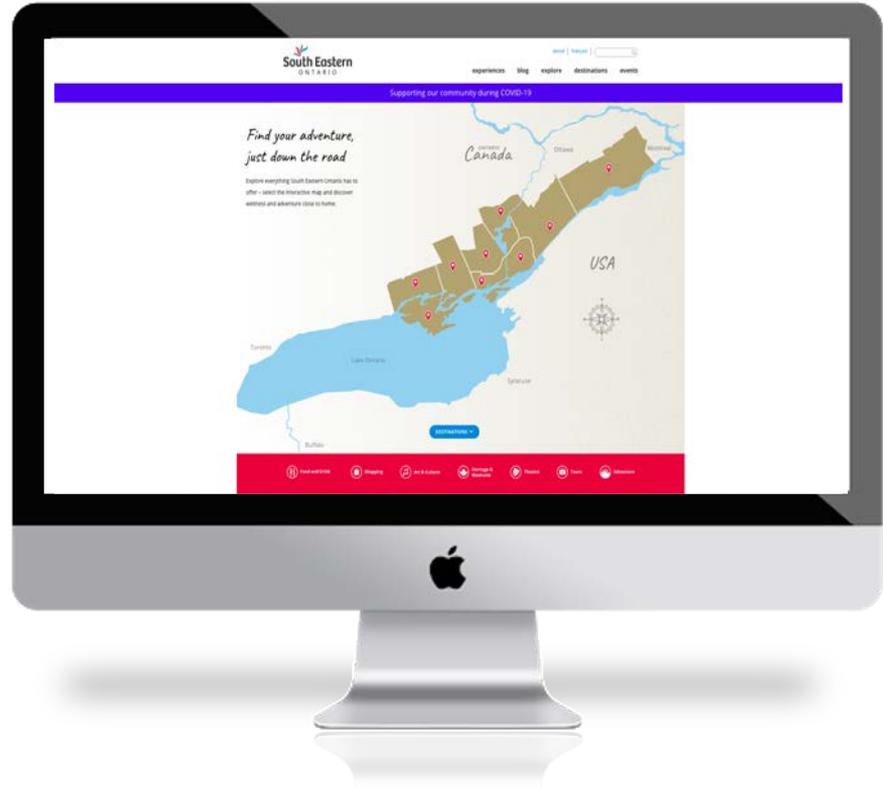
- 6.1M Reach
- 412K Engagements
- 51K Followers



Year In Review

Website

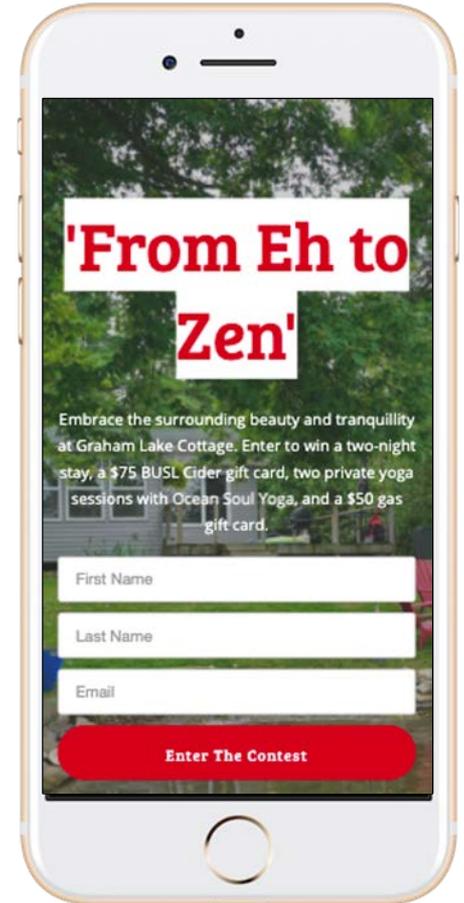
- 550K Site Visits
- 832K Page Views
- 208K Operator Website Referrals
- 13K Destination Website Referrals



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



Partnership Funds

- Creation / enhancement of festivals and events



BELLEVILLE
The
DOWNTOWN
18 **DISTRICT** 16
—
BE A PART OF IT.

Al Fresco!



Friends of Kingston Inner Harbour: Cataraqui Boat Yard Project

Birch Bark Canoe Build

Facilitated by Chuck Commanda, Algonquin Traditional Knowledge Keeper



**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/cataraqui-boatyard-project-2020](https://www.facebook.com/cataraquiboatyardproject)
[Facebook.com/cataraquiboatyardproject](https://www.facebook.com/cataraquiboatyardproject)



**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



Partnership Funds

- Travel Media / FAM tours



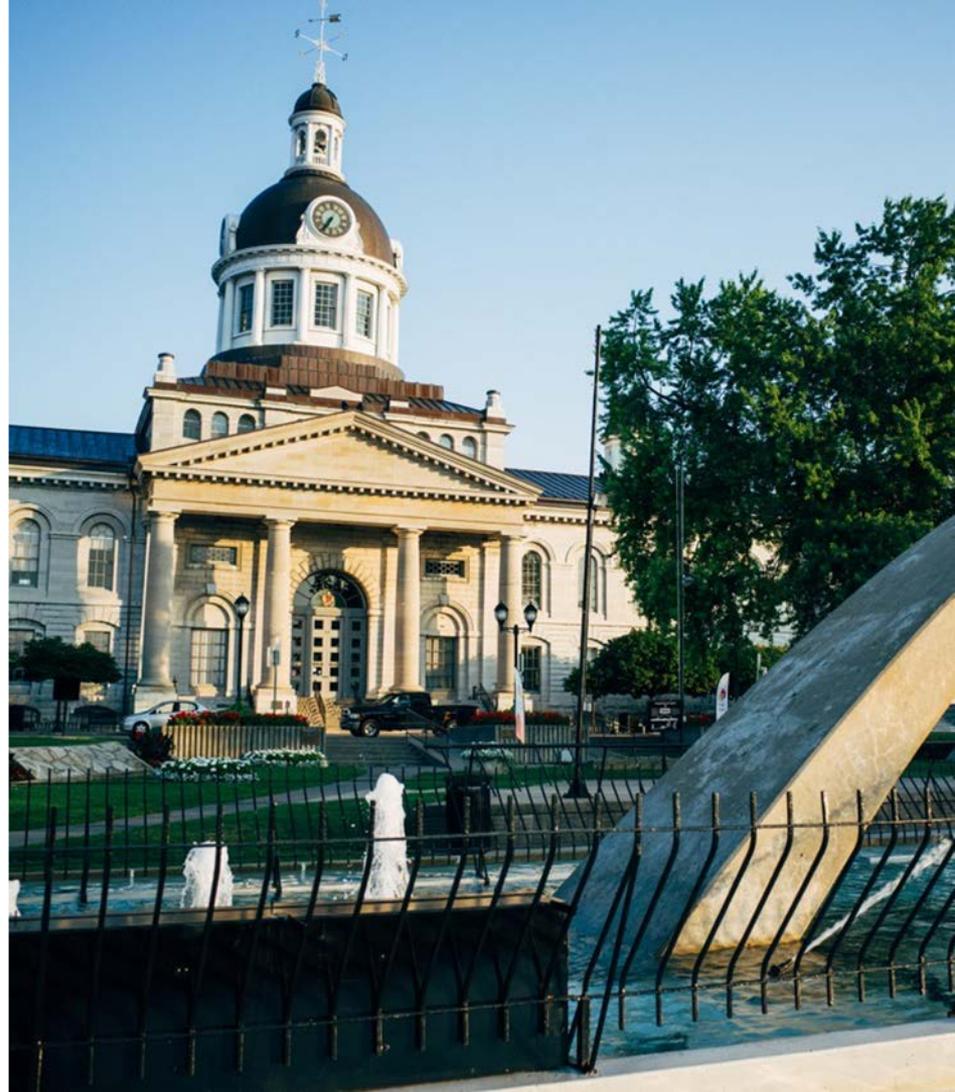
Partnership Funds

- 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
	<hr/>
	\$1,587,272



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
	\$240,248



Product Development

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

Marketing

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

Workforce Development

Industry Workshops	\$21,116
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Investment Attraction

Municipal Engagements – Speaking/Information Sessions	\$1,152
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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

\$470,209

\$1,587,114

Excess of Revenues Over Expenses for the Year	\$158
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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!

