



# RTO 9 AGM

June 14, 2024





# Welcome

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**Board Chair – Cheri Kemp-Long**



# Agenda

**Welcome/Land Acknowledgement – Cheri Kemp-Long, Chair**

**Approval of Agenda/Minutes – Cheri Kemp-Long**

**Bylaw updates/Resolution – Cale Fair, Vice-Chair**

**2023/2024 Audit – Tania Cuerrier, Grant Thornton LLP**

**Year in review – RTO 9 staff**

**Years of Service – Cheri Kemp-Long**

**2023/2024 – Board of Directors – Cheri Kemp-Long**

**2024/2025 – Board of Directors – Cheri Kemp-Long**





# Updates to Bylaws & Special Resolution

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Vice-Chair - Cale Fair



# Special Resolution of the Members of Region 9 Regional Tourism Organization (the “Corporation”)

**WHEREAS** the Corporation was incorporated as Region 9 Regional Tourism Organization under the Corporations Act (Ontario) by Letters Patent that were issued on October 28, 2010 (the “Articles”);

**AND WHEREAS** the Corporation is continued under the Not-for-Profit Corporations Act, 2010, S.O. 2010, c. 15 (“ONCA”);

**AND WHEREAS** the Members of the Corporation desire to make certain changes to the Articles in order to comply with the provisions of ONCA, specifically to include the classes of Membership of the Corporation in the Articles, to include the range of number of Directors in the Articles (to between 11 and 15);

**AND WHEREAS** the Members wish to restate the Articles as soon as possible once the amendments have been made (as permitted under ONCA).





**THEREFORE, BE IT RESOLVED** as follows:

A. Classes of Membership: It is confirmed that the Corporation has one (1) Class of Members. Every Member of shall have the right to receive notice of every Meeting of the Members and to vote at every Meeting of the Members.

B. Number of Directors: The number of Directors of the Corporation shall be a range of between 11 and 15 Directors.

C. Amendment of Articles:

1. The Articles of the Corporation shall be amended by adding the following text: “The Corporation has one (1) Class of Members. Every Member shall have the right to receive notice of every Meeting of the Members and to vote at every Meeting of the Members.”

2. The Articles of the Corporation shall be further amended by adding the following text: “The number of Directors of the Corporation shall be a range of between 11 and 15 Directors.”

D. Head Office: The Head Office, of the Corporation, until changed, shall be: 829 Norwest Road Suite 403 Kingston ON K7P 2N3.

E. Restatement of Articles: 1. Following the Amendment of the Articles, the Corporation shall restate their Articles pursuant to section 109 of ONCA.

F. The Directors of the Corporation are hereby directed to take all steps necessary and make all filings required to give effect to this Resolution, including amending the Articles and Restating the Articles.





# Region 9 Regional Tourism Organization

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**Schedule of Yearly Operating Revenues and Expenses**

**Year Ended March 31, 2024**

**Presented by Tania Currier, Grant Thornton, LLP**



**Region 9 Regional Tourism Organization Schedule 1 - Revenues and Expenses - Regular Operations**  
**Year Ended March 31, 2024 (Draft)**

**Revenues**

MTCS Operations funding	\$1,554,500
Partnership Contributions	229,388
<b>Total Revenue</b>	
<b>\$1,783,888</b>	

**Expenses**

**Governance and administration**

Audit and bookkeeping	\$17,918
Insurance	5,484
Consulting fees	6,380
Payroll admin	935
Professional development	3,725
Salaries and benefits	117,289
Board meetings	2,904
Annual general meeting	500
Office overhead	18,971
CRM	6,154
Website hosting	7,202
Travel	13,043
IT maintenance	5,881
Meetings	1,909
Memberships/conferences	23,003
	<b><u>\$231,298</u></b>

**Product development**

Workshops	\$19,517
Salaries and benefits	37,231
Indigenous Tourism	20,905
Regional Film Initiative	19,178
LGBTQ+	3,319
	<b><u>\$100,150</u></b>

**Marketing**

Marketing program	\$643,319
Platforms	23,836
Salaries and benefits	122,891
Website maintenance	55,982
	<b><u>\$846,028</u></b>

**Workforce development**

Industry workshops	<b><u>\$19,720</u></b>
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**Investment attraction**

Ontario East - Tourism investment sector team	\$1,556
Market Research	60,600
CBRE	6,548
Destination Development	32,320
Great Lakes Cruising	5,000
	<b><u>\$101,024</u></b>

**Partnerships**

Salaries and benefits	\$37,231
Development of new or existing product	448,388
	<b><u>\$485,619</u></b>

**Total Expense**

Excess of Revenue	<b><u>\$49</u></b>
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**\$1,783,839**



**Region 9 Regional Tourism Organization Schedule 2 - Revenues and Expenses - Other Initiatives**  
**Year Ended March 31, 2024 (Draft)**

**Revenues**

Destination Northern Ontario	\$163,500
Federal Economic Development	
Agency - Tourism Growth Program	150,000
Federal Economic Development	
Agency - Tourism Relief Fund	144
<b>Total Revenue</b>	<b><u>\$313,644</u></b>

**Expenses**

<b>Destination Northern Ontario</b>	
Salaries	\$93,476
Media	55,189
Overhead	14,828
	<b><u>\$163,493</u></b>

**Tourism Growth Program**

Research	\$150,000
	<b><u>\$313,493</u></b>

**Excess of Revenue**

<b>Over Expenses</b>	<b><u>\$151</u></b>
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# 2023/2024 Initiatives

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**Bonnie Ruddock – Executive Director**

**Meg Dabros - Operations Manager**

**Steve Weir – Sr. Marketing Manager**

**Lesley McDougall – Digital Marketing Manager**



# Product Development

- ❑ Regional Film Initiative
- ❑ Indigenous Tourism
- ❑ 2SLGBTQ+ Initiatives
- ❑ Sustainable Tourism
- ❑ Research





# Investment Attraction

- FedDev
- Ontario East Economic Development Commission
- CBRE
- Great Lakes Cruising Association





# Workforce Development

- OTEC/EEC/KEYS
- Canadian Gay Lesbian Chamber of Commerce
- Workshops



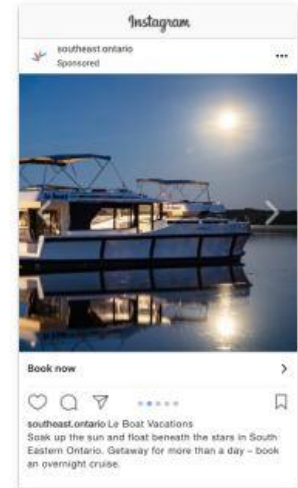
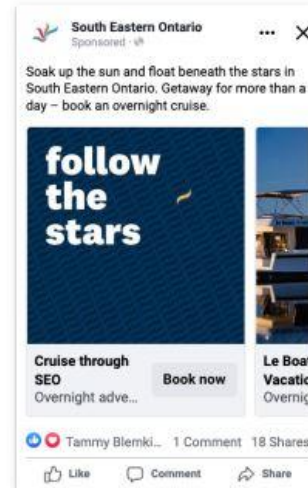
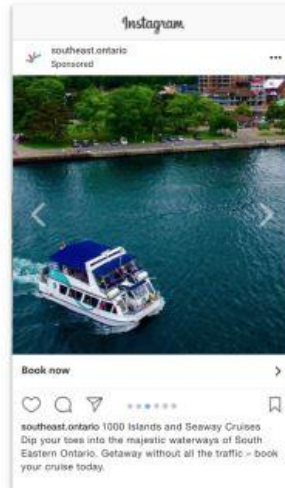


# Marketing



## Destination Ontario - Cruise Campaign

- ☐ In Market - May 1, 2023 - June 4, 2023
- ☐ Overall channel impression results for Facebook, Twitter, and Instagram: 7,612,971
- ☐ Total of over 101,481 leads to partners



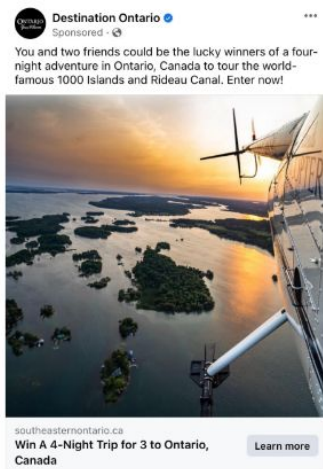


# Marketing



## Destination Ontario - US Campaign

- ☐ In Market - May 15, 2023 - July 9, 2023
- ☐ Overall channel impression results for Facebook, Twitter, and Instagram : 18,968,356
- ☐ Total of over 330,769 leads to partners





# Marketing

## Earned Media - FAM Tours

1. @twomomsinmotion
  - 25 assets, 474K impressions
2. Pat Lee, Freelance, Postmedia
  - @patleewriter, 15 assets, 1K impressions
3. @msurlaroute
  - 16 assets, 506K impressions
4. @mommygearest
  - 7 assets, 7K impressions
5. @destinationandleisure
  - 27 assets, 4.5M impressions
6. Renee Suen, @imagesofcanada, Zoomer
  - 49 assets, 3.3M impressions
7. Dan Rubenstein, Author and Freelancer  
(Book to be published in 2024-25)
8. Yasmin Aboelsaud, Executive Editor, Curiosity
9. @travelingmitch / @ultimateontario
  - 20 assets, 18K impressions




# Marketing

## Earned Media - Media Relations



### Seeing Canada, S4 EP 1, Indigenous Tourism and Art in South Eastern Ontario

CPAC Broadcast Reach: 11,000,000  
PBS Broadcast Reach: 28,000,000  
Create TV Reach: 40,200,000

*Justin + Lauren*   
Town of Greater Napanee,  
Ontario: The Best Weekend  
Itinerary

**RTO9** 

**HOTELIER**  
RTO 9 INTRODUCES FREE TRAINING  
INITIATIVE FOR TOURISM-AND-  
HOSPITALITY INDUSTRY

**blogTO**

5 small towns and cities in  
Ontario to visit to watch the  
2024 solar eclipse



**17 Spontaneous Fall Road  
Trips Less Than 3 Hours  
From Montreal**



**8 of the most stunning locations that  
star in Canada's Ultimate Challenge**

**TORONTO STAR**

**Budget-friendly fun in Ontario:  
Four Canadian travel experts  
recommend affordable  
destinations and what to do there**

**NARCITY**

**This New Ontario Christmas  
Trail Takes You To Quaint  
Bookshops Hidden In Tiny  
Towns**





# Marketing

CTA Paid Media Partnership



**TASTE, EXPLORE, REPEAT: A FOODIE'S GUIDE TO A WEEKEND IN LENNOX AND ADDINGTON**  
**THE COMPLETE GUIDE TO A PRINCE EDWARD COUNTY MID-WEEK ESCAPE**  
**12 CAN'T-MISS TASTES OF SOUTHEASTERN ONTARIO**  
**7 FOODIE STOPS ON THE BAY OF QUINTE**



# Marketing

## AO Paid Media Partnership



**South Eastern ONTARIO**

**It's closer than you think.**

The ultimate destination for water, wellness and remarkable discoveries.

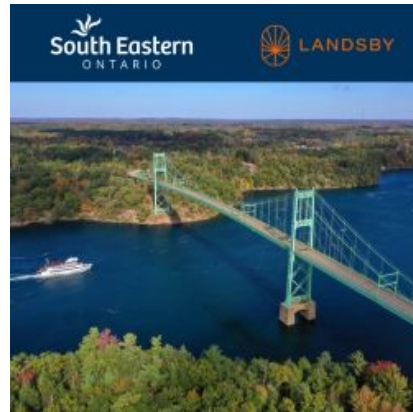
**WIN A GETAWAY**  
WORTH OVER \$2000

**Sightseeing & Relaxation:**  
Rise through time and explore the Rideau Canal aboard a Horizon 1 Cruiser from Le Boat.

**Helicopter Tour:**  
Fly over the renowned 1000 Islands and the St. Lawrence River with 1000 Islands Helicopter Tours.

**Glarry Tour & Stay:**  
Hear the grounds of BURL, Odette, slip on a fresh right, and spend the night in a cozy yurt.

Contest closes July 31. Scan the QR code to enter.



**MONEY \$AVING COUPONS INSIDE!**

**FREE TAKE ME WITH YOU**

**ATTRACTIONS ON**  
40<sup>TH</sup> ANNIVERSARY  
ATTRACTIONS ONTARIO

**Passport to fun in Ontario**

**Two Countries, One Great Experience!**

**Win in South Eastern Ontario**

**40 Years of Attractions Ontario**

**1000 Islands**

**South Eastern ONTARIO**

**ONTARIO**  
*Yours to discover*



# Marketing

## OBB Paid Media Partnership



### Lead the Pack Frontenac County

[FIND A ROUTE →](#)



### Turn Your Crank Cornwall & SDG Counties

[FIND A ROUTE →](#)



### Hit Your Cadence Lennox & Addington

[FIND A ROUTE →](#)



### Pedal to Pinot Prince Edward County

[FIND A ROUTE →](#)

### Prescott & Russell: Eastern Ontario's Next Great Rail Trail

By Ontario By Bike



### Less Planning. More Pedalling.

Rail trail riding from Prescott and Russell stretches across the region.

With the significant and Russell Recreation Trail, you can easily longer, for a spin or

Breathtaking scenery and rich history, small town charm and big adventures. All in one place.



### Download Your Itinerary

An extraordinary ride awaits in South Eastern Ontario. Choose from 10 cycling itineraries in destinations across the region. From waterfront paths to urban loops to gripping town and country routes. With iconic landmarks, hidden gems and logistics plotted out for you. Enjoy the ride.





# Marketing

## SEO (Consumer)

### Summary at a Glance

❑ **Users 596K**

❑ **New users 592K**



#### TOP 6 PAGE TITLE

	VIEWS
USA	South
Eastern.....	358K
Home	South
Eastern.....	63K
7	Unforgettable
Cruising.....	36K
3	Overnight
Vacations.....	Waterway
"World	35K
Famous"	1000
.....	32K

#### TOTAL SESSIONS

.....	27
Paid Search.....	25K
Organic Search.....	381K
Organic Social.....	180K
Direct.....	77K
8K	3
Paid Social.....	8K
Referral.....	30K
K	6.6





# Marketing



## RTO 9 (Industry) Summary at a Glance

📄 **Users 33K**

📄 **New users 32K**

PAGE TITLE	VIEWS
Skillsnet .....	37K
Home .....	10K
What Is A FAM Trip .....	4.9K
Partnership Funding .....	4.8K
Funding Opportunity .....	1.9K
Workshops & Events .....	1.2K

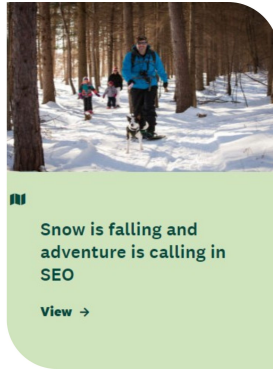
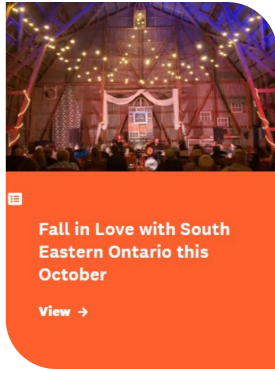
TOTAL SESSIONS	
Page Search .....	13K
Organic Search .....	11K
Direct .....	8.5K
Organic Social .....	9.6K
Referral .....	2K
Email .....	10K



[PARTNERSHIPS](#)[WORKSHOPS & EVENTS](#)[RESEARCH & INSIGHTS](#)[MARKETING](#)[RESOURCES](#)

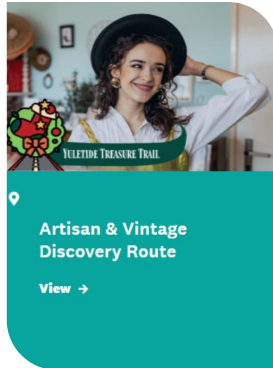
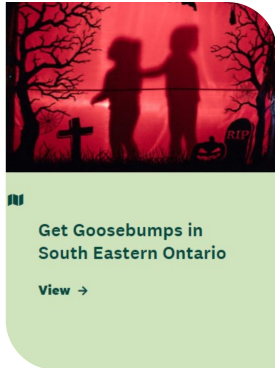


# Marketing



## Blog Posts

- Creation of 55 Blogs and 15 Itineraries to the Website
- 12 Spring/Summer Blogs completed and posted
- 31 Winter /Spring Blogs completed and posted
- 12 SEO Sips Campaign Blogs completed and posted
- 15 itineraries completed and posted - 4 itineraries for spring/summer, 7 for Fall and 4 for Winter





# Marketing



## Contesting

### **Spooky Days Getaway in SDG Counties**

**TOTAL ENTRIES: 4,022**

**Number of businesses/attractions supported: 8 + 1 DMO**

### **Brockville Winter Reboot Giveaway**

**TOTAL ENTRIES: 6,246**

**Number of businesses/attractions supported: 2 + 1 DMO**

### **Cornwall Escape the Winter Blues Giveaway**

**TOTAL ENTRIES: 5,159**

**Number of businesses/attractions supported: 15 + 1 DMO**

## **Digital Ambassador Program**

**Pilot project into best practice operations**





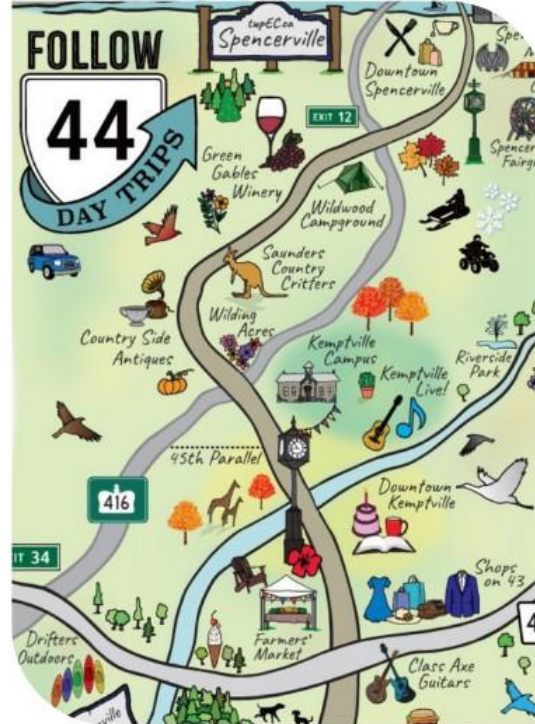
# Partnership Funds

23 projects received funding through the 2023/2024 Partnership Fund Program in three different project categories:

- **New Events**
- **Development of Indigenous Tourism Product**
- **Development of Guided Experiences or Trails**







**Wildling Acres | Follow 44**







**Tsi Tyónnheht Onkwawén:na | A Path Forward**



# Years of Service



## CERTIFICATE OF APPRECIATION

WE WOULD LIKE TO ACKNOWLEDGE

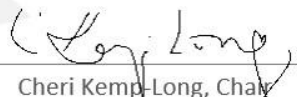
**STEVE WEIR**

For seven years of service and commitment, hard work  
and dedication to Regional Tourism Organization 9 (RTO9).

June 14, 2024

Date



  
Cheri Kemp-Long, Chair



# Years of Service



## CERTIFICATE OF APPRECIATION

WE WOULD LIKE TO ACKNOWLEDGE

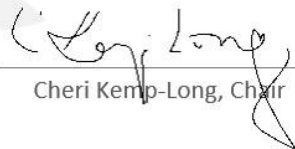
**BONNIE RUDDOCK**

For thirteen years of service and commitment, hard work  
and dedication to Regional Tourism Organization 9 (RTO9).

June 14, 2024

Date



  
Cheri Kemp-Long, Chair



# RT09 Board of Directors 2023/2024



Cheri Kemp-Long - Chair

Cale Fair - Vice-Chair

Kevin Lajoie - Treasurer

Megan Knott

Rob Plumley

Krista LeClair

Karina Belanger

Brett Christopher

Karen Best

Michelle Caron

Eleanor Cook

Liam Karry

Loren Christie

**Ministry of Tourism, Culture and Sport**

**Regional Development Advisors**

Mia Robertson, Louis Bedard, and Katie Crowley





# RT09 Board of Directors 2024/2025



Cheri Kemp-Long - East

Cale Fair - West

Krista LeClair - Central

Karina Belanger – East

Jacob Murray – West

Heather Robertson – Central

Karen Best – At Large

Michelle Caron – At Large

Eleanor Cook - West

Liam Karry - Central

Loren Christie – At Large

Scott Lambert – East

**Ministry of Tourism, Culture and Sport**

**Regional Development Advisors**

Mia Robertson, Louis Bedard, and Katie Crowley





