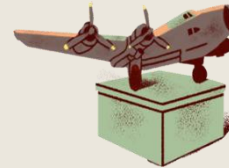


BAY OF QUINTE

Regional Marketing Board



Executive Director's Message

To say that the job we do is one of the most interesting jobs I could imagine, or that I'm exceptionally proud of what our Team has accomplished in a very short time would both be significant understatements.

Everyone who has been a part of the Bay of Quinte Regional Marketing Board this past year – Board, staff and stakeholders - should feel proud and excited about what we've accomplished.

Not only have we created a brand new organization with an entirely new mandate, Board and governance model, we've also succeeded in multiple new product development ventures and portfolios – our new (and provincially award-winning) Discovery Guide and the corresponding branding that has been a driver for the BoQ visual identity across all products; the new (and *also* award-winning) touchscreen kiosk product, comprised not only of the tourism interface we set out to design, but also a comprehensive resident attraction interface; the first ever data project undertaken by the organization to collect information that will inform our marketing in real-time, the creation of our travel trade strategy to grow shoulder seasons; our Facebook Live video strategy, which has experienced over 1,600 hours of video watched in just 8 months; and the creation and execution of a new funding mechanism in collaboration with the Quinte Home Builders Association.

These are just a few of the things that we've championed this year and that this partnership can feel good about with respect to our goal of regional marketing. Our public-private partnership is unique not just to this region, but to the province and even the country. That six organizations can work in concert on a monthly basis toward the same goal is impressive and I know our entire BoQ staff would say that it's a pleasure working with everyone across our multiple portfolios throughout the year.

This is a staff that's enthusiastic, dedicated and good at what they do. We built a lot of foundational elements in 2017-18, which is Year One of our Two-Year plan, heading in to the next municipal election. I know that none of us can wait to dig into Year Two, now that we've created the foundation and are ready to go full tilt on all of our projects, including work across more than 20 marketing outlets. Similarly, I can tell that our Board is enthusiastic. You can see it around the table – lots of great conversation and healthy debate about where BoQ RMB goes next, like solidifying the policies around marketing and advertising only for partners. It feels like a Team environment and that everyone – staff, board and partners – are invested in the future of this organization and the region.

I'm honoured to be a part of it and can't wait to see what we do this coming year.



2017-18 Highlights

- **Created new organization:** The Bay of Quinte Regional Marketing Board, combining tourism and resident attraction
- Finalized new partnership
- First-ever commitment from multiple partners for **multi-year funding**
- Elected **new Board of Directors**, including first-ever at-large position
- Finalized **new governance model** and documents
- Policy that dictates BoQ marketing and advertising is only available to stakeholders of paying partners
- Worked in concert with QHBA to create a new funding model for regional marketing
- **New Discovery Guide**, consisting of both tourism and resident attraction content
 - **Winner of the *Lieutenant General's Award***, EDCO's highest marketing honour in the province of Ontario
 - **Winner of EDCO's *Best Publication*** for the population 50,000-250,000 category
- New branding from the Discovery Guide has driven a whole new visual identity for BoQ across all products
- **New touchscreen kiosk product**, built entirely local – includes both tourism and resident attraction interface
 - **Honourable mention at EDCO's *Awards of Excellence*** in the Technology & New Media category
- Creation of new tearaway map design to match the illustrated look and feel of the Discovery Guide
- **First-ever data project** collected over 1,500 responses to help inform our marketing and attract returns to BoQ region
- Initiated **Quarterly Reports**, tracking metrics on every one of our BoQ projects so we can be more informed
- **Travel Trade strategy development** in concert with Destination Ontario staff
 - Attended Bienvenue Quebec, Quebec sales mission, and Epoch Times Chinese-Cdn tourism expo
- **Over \$460,000 in economic activity** generated from BoQ **sports tourism** initiatives
- **Over \$265,000 in economic activity** generated from **golf packages** sales to QAAA hotels
- Purchase of BayofQuinte.com
- Facebook Live video strategy responsible for **over 1,600 hours of BoQ video consumed** in just 8 months
- **Successful funding application for \$39,900** to the Ministry of Citizenship & Immigration for immigration portal updates
- Hired **new Communications Manager**
- Received funding for 2x summer students
- Reaching an **audience of over 2 million every month** across more than 20 marketing outlets
- **Over \$120K in sales** as of mid-February 2018, with additional map & guide sales forthcoming



2017-18 Partnership



7 BoQ Business Plan Priorities for 2018-19



Data Project

Travel Trade

Sports & Events

Immigration

Jobs

Sales/Business Development

Business as usual



7 BoQ Business Plan Priorities for 2018-19

Year Two of the two-year plan we began in 2017-18 continues to drive the seven foundational Business Plan pillars that were developed in collaboration with staff from the partners. These pillars were conceived based on what we all felt was most important in order to drive tourism and resident attraction forward through to the next municipal election. Breakdowns of these pillars are described in more detail within the Marketing Plan.

Data

This year, RTO9 (formerly The Great Waterway) will be driving a multi-faceted data program forward which BoQ will participate in at no charge. We will outline a portion of the budget to fill in any gaps that might present themselves once RTO9 has developed their strategy. For example, we anticipate spending in order to conduct additional focus groups to dig deeper on some of our target markets like Quebec and Asian Canadians.

Travel Trade

We continue to put an emphasis on Travel Trade, seeing it as a primary mechanism for growing the shoulder seasons. We've got the winning combination: price, proximity and attractions. Now, it's just a matter of making the connections. For this, we continue to work with Destination Ontario staff to develop our Travel Trade portfolio and are slated to attend 4x sales missions this year: Quebec, Ontario, New York and Boston. The planned addition of our booking engine to the website will help drive the secondary element of Travel Trade forward, where we are working to attract single travelers or small groups to experience daytrips or overnight packages in the region. This will be driven by digital advertising spends on social media and programmatic.

Sports & Events

Sports & Events is another portfolio that we feel will help us grow the shoulders, where price, proximity and sports infrastructure enable us to contend in regional, provincial and even national bids. Similar to Travel Trade, we just need to get the word out. We will continue to work with our partners to pursue bids that match their events of interest/infrastructure by paying on behalf of the membership into the Canadian Sport Tourism Alliance (which enables us to see all of the bids coming out) and attending the Sports Events Congress, to meet with sports & events organizers.



7 BoQ Business Plan Priorities for 2018-19 cont'd

Immigration

While we were informed about a successful funding application for \$39,900 for the immigration portal in August 2017, no funds were received until February 2018. This impacted on our immigration content and marketing plans for the 2017-18 fiscal year. In 2018-19, we will aim to drive marketing via the new content from this content, to show exciting updated stories of New Canadians making a life in the BoQ. Additionally, we will work to tie immigration marketing to jobs via QuinteJobs.ca, LinkedIn and other outlets. We will also work with Hire Immigrants, a not-for-profit organization that specializes in placing New Canadians in relevant communities based on their skillset (ie. we tell them we're looking for skilled trades workers and they inform New Canadians at immigration offices of BoQ as a skilled trades hub).

Jobs

Seguing into jobs, this year we'll be working harder to take a more fulsome approach to jobs marketing by tying all QuinteJobs.ca posts into corresponding social media posts on Facebook and Twitter and LinkedIn. QuinteJobs.ca will also need an update with respect to new branding and minor tweaks to the offer and functionality, including an attempt at determining how we can actively track whether successful applicants found a job via QuinteJobs.ca. We'll also do paid advertising and recruitment via social media, including LinkedIn and other digital advertising means, such as programmatic.

Sales/Business Development

We will once again strive for a \$150,000 target in BoQ sales, making our own organization the partnership's largest funder. Sales will be driven by the Guide, Tearaway Map, Touchscreen Kiosk, BoQ TV and Social Media packages. We will also be testing a new real estate package this year in an attempt to engage that sector, which we feel would benefit from our sales opportunities.

From a Business Development point of view, we will continue to pursue development opportunities with the BoQ kiosk, including the addition of new functionality that would benefit our partners and the potential sales partnership with SNAP360. We will also attempt to engage larger corporate partners like Via Rail and see if there might be any financial arrangements that could be of benefit. Similar to 2017-18, we will work with significant regional organizations, such as the Belleville Senators, Shorelines Casino, our Chambers, our manufacturing sector, etc.

Business as Usual

Business as Usual is what we call our everyday marketing. We actively market across over 20 platforms every day, with an estimated monthly reach of over 2 million. We work in collaboration with each of the partners to coordinate a 12-month editorial calendar across the majority of these platforms to tell stories about the faces, places and spaces from each sector of our partnership. The following marketing plan breaks this all down.



Marketing Plan 2018-19



23 Primary BoQ MARKETING INITIATIVES

Discovery Guide

Tearaway Map

Touchscreen Kiosks

BoQ TV

BayofQuinte.ca

BayofQuinte.ca/Tourism

BayofQuinte.ca/Living

Immigration.BayofQuinte.ca

QuinteJobs.ca

Facebook

Instagram

Twitter

LinkedIn

Twitter

LinkedIn

Radio

Sports/Events Tourism

Golf in Ontario

Travel Trade

Booking Engine

Data

Newsletter

Highway 401 signage

Estimated monthly audience at over 2 million





Number of guides printed/distributed, number of distribution points, total sales, content created

Tearaway Map



Description:

The Tearaway Map is going in to its 8th year in 2018-19. It gives a snapshot of the tourism offering in the region on the front and showcases maps of our partners on the back, as well as key events.

Purpose:

Provide a snapshot of the region at key touchpoints, like hotel lobbies and visitor centres, so people can grab it, write on it and take it with them

2017-18 Results:

100,000 copies printed
\$24,925 in sales
Local distribution

2018-19 Plans:

100,000 copies printed
Local distribution
Complete redesign
New map geography will reflect the partner communities
New illustration style will match the Discovery Guide
Back maps will represent each of the partners for the first time

Approximate Budget:

\$12,000
Estimated sales = \$20,000

Measurable Outcomes:

Number of maps printed/distributed, number of distribution points, total sales, number of organizations included, number of maps on back, number of events listed



Touchscreen Kiosks



Description:

The Touchscreen Kiosks provide users with an interactive screen allowing them to explore restaurants, attractions and events, plus create itineraries on the Tourism side, as well as living amenities and new home development information on the Living side.

Purpose:

Initially created to help free up hotel front desk staff, the kiosks are meant to help both residents and tourists explore the region at high-traffic touchpoints like hotel lobbies and visitor centres.

2017-18 Results:

Full creation of the product, including construction of the housing and design of the user interface
16 kiosks in market

Over 6K sessions / Over 16K actions / Avg session ~3min

Honourable Mention in the Technology & New Media Category at the EDCO Awards of Excellence

2018-19 Plans:

Mobile and desktop integration

Input all relevant tourism/living businesses from partner municipalities free of charge

Finalized contract with SNAP360 for percentage of licensed kiosk sales

Workshops related to Google Places and TripAdvisor for organizations not on those platforms

Stronger survey integration

7 new kiosks into market

Approximate Budget:

Included in Owned Assets

Estimated sales = \$15,000

Measurable Outcomes:

Number of kiosks, number of businesses on the tourism/living kiosk, full Google Analytics results for both tourism & living kiosks, ad revenue



Bay of Quinte TV



Description:

Bay of Quinte TV is a multi-platform, closed-circuit TV system that gives a mix of video and static images from across the region, as well as news and event updates. Content is a mix of native BoQ and sold advertising, with monthly updates.

Purpose:

Situated in high-traffic waiting areas like hotel lobbies and the Quinte Mall, BoQ TV is meant to provide those waiting with enticing content from across the region.

2017-18 Results:

7 screens in market

Moved to a new content management platform through NoviSign
Significantly improved technical difficulties

2018-19 Plans:

Addition of a new screen at QSWC

BoQ TV requires a review of how to best move forward with the platform and the pros/cons of investing additional monetary and time resources

Approximate Budget:

Included in Owned Assets

Estimated sales = \$15,000

Measurable Outcomes:

Number of screens, number of content, number of ads, total sales



Websites



Bayofquinte.ca/com



Bayofquinte.ca/Tourism



BayofQuinte.ca/Living



BayofQuinte.ca/Immigration



QuinteJobs.ca

Over 160K Total Traffic



Websites



Description:

BayofQuinte.ca/.com is the regional landing site, serving to highlight our major marketing pillars and ongoing promotions. It provides the user with a starting gateway into the Bay of Quinte online portfolio.

Purpose:

To have one main site for use as a call to action in our marketing and advertising in order to help raise awareness of the Bay of Quinte brand. As well, this site is used to represent the initiatives of our partners and other regional partnerships (ie. QEDC).

2017-18 Results:

Purchase of BoQ.com

MOU with QEDC for BoQ.ca

Updated branding to match the look & feel of the Discovery Guide

Over 36K pageviews & 23K sessions

98% new users, which means people new to BoQ are using it accordingly

2018-19 Plans:

Coordinated monthly editorial calendar with QEDC

Greater partner event/promotion integration as part of editorial calendar

Invest in a programmatic advertising campaign as done in 2016-17 (\$50K campaign), which drove a dramatic increase in visitation: over 107K pageviews & 64K sessions

Coordinated Google Adwords and SEO initiative across all websites

Continue integration of new Discovery Guide branding

Approximate Budget:

Included in overall web budget

Measurable Outcomes:

Full Google Analytics spectrum & programmatic analytic spectrum, Adwords, SEO, number of content postings



Websites



BayofQuinte.ca/Tourism

Description:

BayofQuinte.ca/Tourism is the TOURISM landing page for all BoQ marketing and contains a regularly updated blog, a regional events calendar, Google Places and TripAdvisor integration, trip ideas, packages and a dedicated sports & industry page.

Purpose:

Provide a TOURISM resource for all of those interested in visiting the region, which also serves as a support mechanism for our partners and stakeholders, telling stories of faces, places and spaces in BoQ.

2017-18 Results:

Updated look & feel to match new guide branding

Updates to content and events calendar to represent partner organizations only

Over 127K pageviews and 77K sessions + 1.65pgs per session and 1:12 avg session

These results are impressive as they are on par with 2016-17, when we were running a \$50K programmatic advertising campaign. We spent almost no advertising dollars on the website this year, which means activity was largely organic and related to our hard work on social media + the Guide campaign, with strong calls to action for the tourism site.

2018-19 Plans:

1 content post per week, supported by \$100 per week in digital advertising, primarily on social media, with a call to action to the tourism site (use RTO 9 core funding)

Continued coordination with all partners on a monthly editorial calendar

Continued focus on the BoQ events calendar as a driver for the region

Coordinated Google Adwords and SEO initiative across all websites

Continue integration of new Discovery Guide branding

Final build out of Sports & Industry page, including travel trade

Focus on earned media and working with content influencers

Approximate Budget:

Included in overall web budget

Measurable Outcomes:

Full Google Analytics spectrum & programmatic analytic spectrum, Adwords, SEO, number of content postings



Websites



BayofQuinte.ca/com



Description:

BayofQuinte.ca/Tourism is the LIVING landing page for all BoQ marketing and contains a regularly updated blog, as well as information related to living resources such as education, healthcare, housing, municipalities, jobs, immigration, etc.

Purpose:

Provide a LIVING resource for all of those interested in living in the region, which also serves as a support mechanism for our partners and stakeholders, telling stories of faces, places and spaces in BoQ.

2017-18 Results:

Updated look & feel to match new guide branding

Updates to content and events calendar to represent partner organizations only

Over 20K pageviews and 14K sessions + 1.44pgs per session and 0:55 avg session

These results are impressive as visitation is up significantly from 2016-17, when we were running a \$50K programmatic advertising campaign. We spent almost no advertising dollars on the website this year, which means activity was largely organic and related to our hard work on social media with strong calls to action for the living site.

2018-19 Plans:

Consider more fullsome integration of the Living kiosk as a driver for the site

More content posts per month, supported by digital advertising buys, primarily on social media, with a call to action to the living site. Historically, we have not driven as much content through the Living site. We will aim to change that this year.

Continued coordination with all partners on a monthly editorial calendar

Coordinated Google Adwords and SEO initiative across **all** websites

Continue integration of new Discovery Guide branding

Approximate Budget:

Included in overall web budget

Measurable Outcomes:

Full Google Analytics spectrum & programmatic analytic spectrum, Adwords, SEO, number of content postings

Websites



Description:

The immigration portal contains content for New Canadians who might be considering a life in BoQ. It was originally created through government funding via the Ministry of Citizenship & Immigration, representing a partnership for our region that consists of Belleville, Hastings County, Prince Edward County and Quinte West. We are mandated by the Ministry to retain this partnership, regardless of the BoQ RMB partners. The immigration page is registered under City of Belleville but managed by BoQ.

Purpose:

Provide a landing page full of resources to New Canadians who might be considering a life in our region. We are primarily focused on marketing to “secondary migrants” – those who have moved to Canada and landed in a large City (ie. Toronto), but are looking for a change of lifestyle/employment.

2017-18 Results:

Successful application for \$39,900 in funding from the Ministry of Citizenship & Immigration to make content and web updates to the portal

Corresponding coordination of funding/content planning within the partnership

While funding was confirmed in August, it wasn't made available until February. As a result, we have not actively marketed immigration/built the content library to the extent that we would have wished in 2017-18.

Over 5.6K pageviews and 2.3K sessions + 2.38pgs per session and 2:16 avg session

While activity is lower than 2016-17, pgs per session and avg session are both higher

2018-19 Plans:

Continue to coordinate the immigration portal on behalf of the partnership

Determine whether to integrate updated look & feel to match new guide branding, based on the logistics of the immigration partnership (ie. some communities aren't BoQ)

We see large spikes in the site traffic related to earned media with immigration, so we will plan to integrate more earned media

Connect with Hire Immigrants, a not-for-profit that works with immigration offices to place New Canadians according to skillset (ie. has manufacturing skills → is referred to BoQ region)

More content posts per month, supported by digital advertising buys, primarily on social media, with a call to action to the immigration site. Coordinated Google Adwords and SEO initiative across all websites

Approximate Budget:

\$6,000

Measurable Outcomes:

Full Google Analytics spectrum & programmatic analytic spectrum, Adwords, SEO, number of content postings

Websites



Description:

QuinteJobs.ca is a splash page showing 8x high-paying jobs (\$50K+) in the BoQ region. It also links to more information about jobs in general and about living in BoQ. Has corresponding Facebook, Twitter and (soon) LinkedIn pages which are used for regular posts about the new jobs available in BoQ. We include jobs marketing under this section as well.

Purpose:

A marketing tool that shows attractive, high-paying jobs in our region, in an attempt to attract new residents to work and live here/show our region's employment potential.

2017-18 Results:

Over 8K pageviews and 6.5K sessions + 0:55 avg session

These results are up from 2016-17. We spent almost no advertising dollars on the website this year, which means activity was largely organic and related to our hard work on social media with strong calls to action for the QuinteJobs.ca site.

We took over coordination of the site + social media in-house as of fall 2018 to great success (previously, Clear Media, who built the site, was contracted to do so)

2018-19 Plans:

Updated look & feel to match new guide branding

Updated photography depicting real workers from BoQ

Focus more on content related to our employment needs, such as skilled trades, manufacturing and social services, including listings major employers

Determine a method of tracking applications made as a result of QuinteJobs.ca to show its value

Integrate with <https://magnet.today>, a jobs placement site that is coordinated by the same team behind Hire Immigrants

Integration of QHBA jobs board

Coordinated social media and paid advertising daily (programmatic/digital), related to jobs postings

Coordinated Google Adwords and SEO initiative across all websites

Approximate Budget:

\$13,500

Measurable Outcomes:

Full Google Analytics spectrum & programmatic analytic spectrum, Adwords, SEO, number of content postings, number of successful applicant leads



Social Media



Over 27K followers
Facebook Live Video campaign



Over 4,500K followers



Over 8K followers



40K Total followers
\$460K budget



42K Total followers
\$1.2M budget



24K Total followers
\$1.8M budget

Social Media



Facebook

Description:

The Bay of Quinte Facebook page is updated daily with regional content, related to events, places, spaces and faces of those in the BoQ. It is our primary social media feed and a major driver of our online activity. We focus on storytelling with strong visuals or video on Facebook to drive engagement, as opposed to generic posts simply for the sake of posting. We have over 27K active followers on Facebook.

Purpose:

To take advantage of the more than 2 billion people using Facebook, primarily in Ontario and the BoQ region and drive more activity to our websites.

2017-18 Results:

Continued steady growth in our following, but more importantly, continued steady engagement by our following in our daily posts. People who follow BoQ engage in our content regularly, with avg engagement around 7%.

We conducted a weekly campaign on social media related to the Discovery Guide when it launched in June. This campaign was driven by Facebook and was a definite driver of engagement and activity on our page, with Facebook being a strong driver of traffic back to our websites.

We began a Facebook Live video campaign in June as part of the Discovery Guide campaign, which saw an average of over 10K views per video, with over 50% engagement. There have been over 1,600hrs of BoQ video watched on Facebook since June

2018-19 Plans:

Continue to use Facebook Live video as a post/engagement driver

Continue the Discovery Guide weekly campaign, driven by Facebook

Increased blog posts to drive back to the website

Increased paid boosts/ads to drive engagement

Create posts that drive increased comments/engagement in order to take advantage of Facebook's new algorithm, which gives preferential treatment to posts with strong comment feeds

Approximate Budget:

Included in overall digital budget

Measurable Outcomes:

Number of content postings, number of videos, engagement rate, reactions, views, time viewed, referrals to websites, number of followers



Social Media



Instagram



Description:

The Bay of Quinte Instagram page is updated daily with regional content, related to events, places, spaces and faces of those in the BoQ. It is our secondary social media feed and a major driver of our online activity. We focus on storytelling with strong visuals or video on Instagram to drive engagement, as opposed to generic posts simply for the sake of posting. We have over 4.6K followers on Instagram. Instagram use tends to stay within the platform since it isn't possible to hyperlink to external sites

Purpose:

Instagram is the fastest growing social media marketing tool online. It's also BoQ's fastest growing social media platform. We use it to tell a more visual narrative and also as an interaction tool with locals, primarily in Ontario and the BoQ region and to drive more activity to our websites.

2017-18 Results:

Continued steady growth in our following, but more importantly, continued steady engagement by our following in our daily posts.

We have learned a lot with Instagram this year. Events do not engage, neither do "sales-like" posts such as packages. As well, fewer strong posts are more effective than daily posting and reposting strong posts has been very effective.

We also introduced video to Instagram this year and experienced great engagement. Instagram was also a driver of our summer BoQ Discovery Guide campaign.

2018-19 Plans:

Continue to post fewer strong posts (vs. posting every day), driving the visual medium.

Continue the Discovery Guide weekly campaign, driven by Instagram.

Continue to drive video content.

Investigate more paid content.

Engage more influencers/earned media.

Continue to repost strong content.

Approximate Budget:

Included in overall digital budget.

Measurable Outcomes:

Number of content postings, number of videos, engagement rate, reactions, views, time viewed, number of followers.

Social Media



Twitter



Description:

The Bay of Quinte Twitter feed is updated daily with regional content, related to events, places, spaces and faces of those in the BoQ. It is meant to be more for updating purposes and less about storytelling. It is our tertiary social media feed and therefore less of a driver of our online activity. Event postings, news and updates and pseudo-conversations all work well on Twitter (and not necessarily on the other social media platforms). It is an excellent platform for tagging and promoting our stakeholders. We have over 8K followers on Twitter.

Purpose:

To drive news, events and content updates, engage and promote stakeholders.

2017-18 Results:

Continued steady growth in our following. Not so much engagement growth, as Twitter is less about engagement than other platforms for BoQ

We introduced video to Twitter this year, largely driven by reposting clips from our Facebook Live, but also focusing on the live native Twitter video platform, Periscope

Twitter was also a driver of our summer BoQ Discovery Guide campaign

Scheduling recurring tweets around events, our events calendar and other info such as weather, hockey, or fishing drove strong engagement – some topics are better than others with our following

2018-19 Plans:

Drive more factual information related to our stats project

Engage in more “conversation” with followers/users, both locally and beyond

Investigate more paid content

Engage more influencers/earned media

Continue to drive video, linking especially to Facebook Live, but also to native live Twitter video

Continue to support our Discovery Guide campaign

Continue to schedule recurring posts to take advantage of the platform

Use to support jobs postings to QuinteJobs.ca

Approximate Budget:

Included in overall digital budget

Measurable Outcomes:

Number of content postings, number of videos, engagement rate, reactions, views, time viewed, number of followers

Social Media



LinkedIn



Description:

The Bay of Quinte LinkedIn profile is used to share updates with a more business approach. It is less about marketing and more about industry-related content. LinkedIn is also used to market/advertise available jobs in the region.

Purpose:

To communicate with the business sector about BoQ initiatives and successes, raise awareness of BoQ RMB within the business landscape and market/advertise available jobs in the region.

2017-18 Results:

The BoQ RMB page was not set up until Q4 2017-18, motivated by wanting to share our successes at EDCO with the business community

Staff have all joined the page and Board of Directors are encouraged to join in order to show the strength of the partnership

We are slowly growing our following and also engagement with our posts

We are also tying posts to QuinteJobs.ca with LinkedIn, in an effort to further market available jobs in the region

2018-19 Plans:

Post regularly to LinkedIn with industry-related content (data program, updates, accolades, etc)

Use LinkedIn's native video platform for regular updates

Use to support regular postings of available jobs on QuinteJobs.ca

Investigate paid advertising opportunities and paid recruitment opportunities via LinkedIn Pro for QuinteJobs.ca integration

Connect with professionals within our sectors in order to grow our following

Approximate Budget:

Included in overall digital budget

Measurable Outcomes:

Number of content postings, number of videos, engagement rate, reactions, views, time viewed, number of followers

Radio



Description:

Our radio portfolio has traditionally consisted of 30s spots supporting our partner's initiatives + weekly call-in updates with DJ's about events and attractions. We have historically purchased our radio advertising locally, with Quinte Broadcasting (Mix 97/Rock107/800CJBQ), which has a weekly audience of approximately 77,000 listeners.

Purpose:

To communicate with our local audience about the breadth of events and attractions in the region in an attempt to raise awareness about our amazing home and grow Bay of Quinte ambassadors. Stats Canada has shown that over 50% of our 3 Million visitors stay with friends or relatives, therefore it is important for BoQ to also spend on marketing locally.

2017-18 Results:

This year, we focused solely on call-in updates, feeling that we were getting better value for the price of a 3-minute call-in campaign vs a traditional 30-sec spot campaign. We had 3x weekly call-ins with Mix 97, Rock 107 and 800 CJBQ from

2018-19 Plans:

The impact of weekly call-in updates during the summer months is high and therefore we will plan to continue this program with Quinte Broadcasting from June – Sept (approx 17 wks) We will also investigate pricing around other local stations that could be filling in caps in listenership.

As well, we will consider ration in target markets such as GTA east and Ottawa, related to a weekly call-ins or a specific campaign – fall or winter – in order to attempt to grow awareness of Bay of Quinte in those markets.

Approximate Budget:

\$7,015

Measurable Outcomes:

Number of spots, number of stations, number of call-ins, number of campaigns



Sports & events Tourism



Description:

We are set up well in BoQ for sports & events tourism, with strong affordability, great proximity within Ontario and excellent four-season infrastructure. We will work within this portfolio in an attempt to attract more sports & events to the region. We are a paying Canadian Sport Tourism Alliance member on behalf of the BoQ partnership, which allows us access to national, provincial and regional bid information, as well as a host of sports tourism-related tools.

Purpose:

Sports and events tourism is one of the number one ways we can grow our shoulder season visitation. With average overnight spend at \$175, even one tournament can be very lucrative. It's also a major avenue for our organization to show results in economic activity directly related BoQ.

2017-18 Results:

After attending the Canadian Sport Tourism Alliance Sports Events Congress in 2017, two provincial-level tournaments were booked, worth more than \$460,000 in economic activity.

Over 20 meetings were conducted at CSTA with many strong leads and multiple

We are returning to CSTA in March on behalf of the partnership and will be meeting with top sports tournament/event reps about tournaments related to the interests of our partners.

A sports tourism committee was started in collaboration with Quinte West staff for guidance

Over 1,500 golf packages were sold at QAAA hotels, worth over \$265K in economic activity, partly driven by our participation in Golf in Ontario, a partnership which sets out to market golf outside of Ontario

2018-19 Plans:

We will aim to engage multiple tournament/event reps in FAMs after attending CSTA

We will develop stronger sports/event tourism creative, driven by our infrastructure assets

We will finalize the Sport & Industry section of the website for use as a marketing tool We will attend CSTA again in March 2019 on behalf of the partnership

We will continue to engage the Quinte West group and investigate one in Belleville

We will continue to invest in Golf in Ontario and to drive golf package sales

Approximate Budget:

\$9,000

Measurable Outcomes:

Number of meetings, leads, FAMs, tournaments booked, bids made, economic activity



Travel Trade



rezgo



Description:

Similar to sports/events tourism, we are set up well in BoQ for travel trade, with strong affordability, great proximity within Ontario and excellent four-season infrastructure. We will work within this portfolio in an attempt to attract more bus tours, corporate tours and business retreats to the region. We are working in close concert with Destination Ontario on our strategy.

Purpose:

Travel trade is one of the number one ways we can grow our shoulder season visitation. With average overnight spend at \$175, each tour can be lucrative. It's also a major avenue for our organization to show results in economic activity directly related BoQ.

2017-18 Results:

This was our first year in travel trade strategy development. We worked in close concert with Sandra Rice from Destination Ontario to determine our best assets and opportunities. We attended the Bienvenue Quebec tradeshow and are also attending the Quebec Sales Mission as a Destination Ontario partner in March. There will be a corresponding FAM afterward in BoQ. We attended the Epoch Times Chinese Canadian tourism show in May and were featured in their summer publication as a result + will be conducting a FAM in early 2018. We are planning a FAM with CITAP in summer 2018, who cater specifically to Asia-Pacific travellers

2018-19 Plans:

We will plan to aggressively grow our travel trade portfolio in 2018-19, attending 4x sales mission in partnership with Destination Ontario – in the US, Quebec and Canada. Our aim will be to develop Ontario, Quebec, NE US and Asian-Canadian travel trade to the region, capitalizing on our number of hotel rooms and attractions assets. We will build out our package offerings and daytrip itineraries. New Home & Leisure Tours will be a driver for resident attraction: combining QHBA new home tours with tourism attractions. After much research, we will integrate the booking engine Rezgo into our Tourism website, in order to make packages and attractions immediately bookable by consumers. We will also undertake a programmatic advertising campaign in order to market our packages.

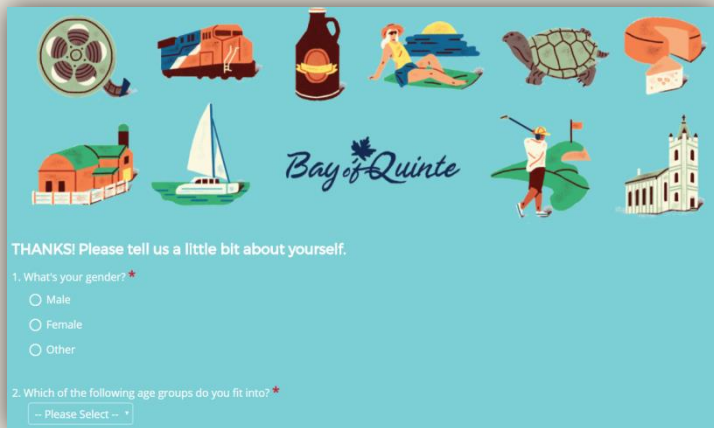
Approximate Budget:

\$10K

Measurable Outcomes:

Number of meetings, leads, FAMs, tournaments booked, bids made, sales missions, trade shows, economic activity

Data Project



Description:

2017-18 was the first year we actively collected data in order to help inform our marketing. It consisted largely of quantitative surveying in high-traffic areas, with limited qualitative data also collected.

Purpose:

To collect more timely data to help inform our marketing

2017-18 Results:

Over 1,500 surveys were collected at multiple touch points, such as the BoQ kiosks, high-traffic areas, events and attractions, providing a solid cross section in year one.

Equally important was the collection of email addresses for follow-up related to tourism, living and jobs.

We are currently beginning to engage all survey participants with follow-up emails related to their indicated interests and will also be including them on the outgoing BoQ newsletter

2018-19 Plans:

We will continue to engage the survey participants via email in an attempt to show them the tourism, living and jobs amenities of the region and attract them here or create BoQ ambassadors. We will link into the planned data program that RTO9 will be carrying out with the firm TWENTY31, as their plan should satisfy most of what BoQ desires to accomplish through data in this fiscal year.

We will outline a portion of the budget to fill in any gaps related to the RTO9 data plan

Approximate Budget:

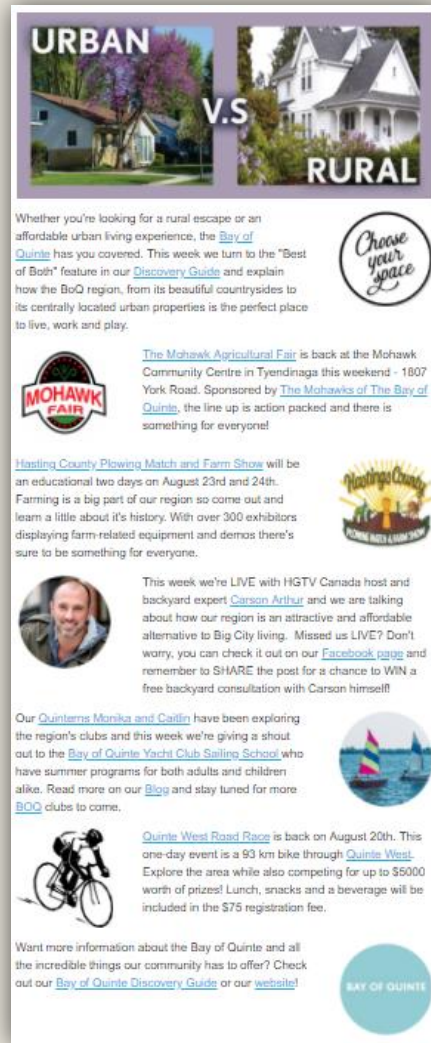
\$10,000

Measurable Outcomes:

Number of surveys collected, number of follow-ups, Full spectrum of data collection



Newsletter



Description:

Using MailChimp, we communicate with our newsletter subscriber list weekly during the summer months when we have summer students and then monthly during the shoulder season

Purpose:

To communicate directly with those who have indicated an interesting in BoQ-related information, sending them a snapshot of the region's tourism and living assets on a regular basis. They are excellent for sharing events, Facebook Live videos and our own native content.

2017-18 Results:

We continue to see steady growth quarter over quarter on our subscriber list, which is now over 1,400. Open rate is almost 60% and click through rate around 6-7%, all above industry standard.

2018-19 Plans:

We will put more emphasis on newsletter sign-ups by promoting it across our other outlets, such as Twitter and the websites

We will aim to send weekly newsletters for more of the year than simply the summertime

We will send more targeted newsletters, according to events and highlights of our partners

Approximate Budget:

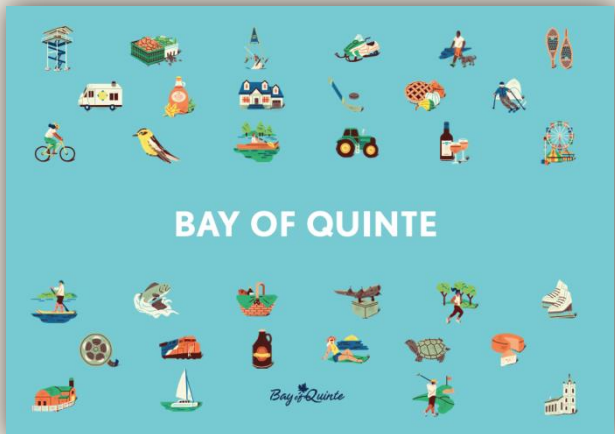
Included in digital budget

Measurable Outcomes:

Number of newsletters, number of sign-ups, open rate, click-through rate, amount of content



Highway 401 Signage



Description:

We currently have English & French signage for both eastbound and westbound drives on the 401

Purpose:

To welcome visitors to the BoQ region and identify our region on the Highway

2017-18 Results:

This was the final year for the designs that were developed in 2014

2018-19 Plans:

We will redesign the Highway 401 signs to match the new Discovery Guide branding, as we continue to update the branding across all products

We will consider the implications of having only one set of signs, reading "bayofquinte.ca" and meant for any language

Approximate Budget:

Redesign x4 = \$10,000

Yearly Lease x4 = \$4,800

Measurable Outcomes:

Number of signs, estimated amount of traffic, updated design



Additional Initiatives

Part of, and in addition to, our Business Plan Priorities and the elements of our Marketing Plan, we will also plan to be active across multiple additional initiatives that are important to our regional mandate and therefore worth capturing here:

- Development of Mission/Vision/Values in concert with the Board of Directors
- Work toward a 4-year commitment from all partners beginning in 2019-2020, in concert with the next municipal council timeline. This would include requests for increased funding from partners to drive BoQ RMB growth.
- Updated branding that represents the look & feel of our Discovery Guide across all BoQ platforms
- Animation of icons for dynamic marketing
- Creation of additional BoQ merchandise to support the brand and raise awareness of the region/organization
- Review and audit of all websites and corresponding updates
 - Eg. BoQ Living website is in particular need of a content refresh based on updates in the community
- Increased investment in digital advertising via social media and programmatic across all projects
- Increased emphasis on earned media
- Increased emphasis on working with digital influencers
- Increased investment in FAM Tours, specifically within the travel trade and sports sectors
- Workshops that support our marketing pillars and the needs of our partners, such as Google Places, TripAdvisor and social media
- A summer kick-off party to celebrate the upcoming year with stakeholders
- Investigating the feasibility of a part-time support role via funding or other methods
- Year-end report for partners and stakeholders
- Increased efforts into showing BoQ RMB as an industry leader online and at events (eg. conference speaker, awards, etc)
- Actively applying for more awards related to our projects
- Actively applying for funding opportunities across all sectors related to our projects
- Support Incubator, the formal term we've given to marketing/partnership support for the stakeholders of our partners – sitting down with them and helping to develop marketing plans or partnerships related to their business/event/initiative
- Working in concert with RTO 9 whenever possible in order to increase our reach and our budget, including funding applications via RTO9's available opportunities
- Further integration of partner logos and the "part of" Bay of Quinte logo to partners across all materials



Funding Budget



Partnership	ORGANIZATION	NEW 2018-19
	City of Belleville	\$65,930
	City of Quinte West	\$56,650
	Tyendinaga Mohawk Territory	\$3,282
	PUBLIC TOTAL	\$125,862
Private	Quinte Restaurant Association	\$5,000
	Quinte Home Builders Association	\$40,000
	Quinte Accommodations and Attractions Association	\$110,000
	PRIVATE TOTAL	\$155,000
Other	Sales: Map, magazine, BoQTV, kiosk, social media, etc	\$135,000
	Service Canada student funding	\$7,594
	RED Funding	\$100,000
	RTO9 Partnership Funding	\$7,500
	RTO 9 Edge of the Wedge Funding	\$1,350
	RTO9 Strategic Marketing Fund	\$35,000
	RTO9 Baseline Funding	\$20,000
	OTHER TOTAL	\$306,444
	GRAND TOTAL	\$587,306

Administration Budget

Expense	NEW 2018-19
Belleville & QW Chamber of Commerce membership	\$498
Staff Health Insurance Plan	\$4,200
Board of Directors	\$2,000
Task Teams & workshops	\$500
Staff & contracts	\$196,820
Students	\$7,594
Staff Travel & expenses	\$12,494
Conferences, meetings & education	\$3,000
Insurance & banking	\$5,500
Accounting	\$16,500
Office, equipment & rent	\$17,000
10% commission on sales	\$13,500
TOTAL ADMINISTRATIVE EXPENSES	\$279,606



Marketing Budget

Expense	2018-19 AFTER FUNDING BOQ	RTO 9 Part Fund: Fam/Travel Media	RTO 9 Baseline Funding	RTO 9 Strat Marketing Fund	RED Funding	Edge of the Wedge	New Total
Owned Assets	\$45,000				\$45,000		\$90,000
RTO 9 strategic marketing fund	\$35,000			\$35,000			\$70,000
*programmatic, photography, video, creative							
RTO 9 baseline funding			\$20,000				\$20,000
*editorial, paid social, distribution							
Web / Social / Digital	\$27,450				\$27,450		\$54,900
Data / Research / Insight	\$3,500				\$3,500		\$7,000
Sports Tourism	\$5,000				\$5,000		\$10,000
Travel Trade	\$7,350				\$6,000	\$1,350	\$14,700
Jobs	\$4,000				\$4,000		\$8,000
Immigration (\$40K Ministry funding in addition)	\$500				\$500		\$1,000
Radio	\$3,550				\$3,550		\$7,100
Flex Budget							\$0
Travel Media & FAM	\$7,500	\$7,500					\$15,000
*travel writers, FAM tours							
Business Development	\$5,000				\$5,000		\$10,000
Total Marketing Expenses	\$143,850	\$7,500	\$20,000	\$35,000	\$100,000	\$1,350	\$307,700

