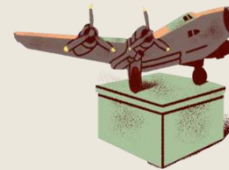


BAY OF QUINTE

Regional Marketing Board



Executive Director's Message

This update to the Business Plan & budget, effective July 2020, reflects activities related to the impacts of COVID-19 on our organization, marketing and community. While the core elements of the plan and budget haven't really changed, there are updates to reflect our new priorities.

We know the pandemic hit our region hard, as it did so many others, and we've built in budgetary and planning measures to address how our organization will market and manage the destination moving forward, in collaboration with partners and stakeholders. Having added the Brighton partnership and our recent accommodations At-Large positions to the Board of Directors, we're stronger than ever in our ability to make decisions as a region.

We've already implemented Board-approved updates like the decision not to print our Discovery Map and to update the timing and number of units of our Discovery Guide. We've also done things like disable our touchscreen kiosks for the time being and create dedicated sections on our website for COVID-19 related resources and updates. There have also been restrictions outside of our control related to events and sports that will have us shift our focus away from those areas for the foreseeable future.

The budget is updated from multiple points of view as well. City of Belleville has now officially confirmed that BoQ RMB will receive 50% of their MAT funds + per capita for the year. Plus, we've been able to access government funding sources like the CEWS payroll subsidy, CEBA loan and Regional Recovery and Relief Funding, all of which you will see reflected in the budget. Further, we've implemented a 5% contingency for the first time, in an effort to risk manage the cashflow constraints that have put us in a weak position in the past.

Most importantly, we'll need to stay flexible in our planning. Right now, we continue to emphasize local travel and are running our Staycation Sweepstakes campaign and we're ready to switch to destination marketing at any time. However, we don't know what the fall, winter, or even spring 2021 will bring. Therefore, we will continue to keep in regular communication with partners and with the Board with respect to how we operate from an attraction point of view.

Finally, the strategic planning we've discussed will be more relevant than ever as we begin to look at our approach for next fiscal and beyond.

Dug & Team



2019-20 Highlights

- 15 Workshops/presentations by all staff to over 200 people in partnership with organizations like Small Business Centre, Loyalist College, Lower Trent CA, Chambers and BIAs.
- Staff presented at the Eastern Ontario Communications Conference to approximately 80 people
- Over 50 one-on-one marketing education meetings with regional stakeholders and partners
- Increased consistency in branding and voice across all platforms - easily recognizable from consistent image editing and style, use of colour palette, tone and format
- Social media following growth over 30% on major platforms (primarily organic)
- 65% increase in activity across our 5 websites (primarily organic)
- Multiple blogger media hits from our customized media kits
- VIA Rail online blog media hit
- New map design received excellent feedback and helped to drive brand consistency
- Immigration photography exhibit in collaboration with Quinte Arts Council
- Immigration documentary project featuring Loyola School of Adult Education premiering at Belleville Downtown DocFest in March
- Fall Kick Off Party with partners and stakeholders
- Escapism Feature on Bay of Quinte
- Strong ad design for advertisers in the 6th edition Discovery Guide, like Dibbits and Chilangos
- New website header and footer design implemented across all sites
- Developed and designed our first ever travel trade experience guide
- Hosted 2 National Sports Tourism FAMs to the region: Canada Soccer and STIHL Timbersports
- Embarked on successful Travel Trade sales mission to NYC with Destination Ontario meeting with 14 agencies and over 100 agents
- Assisted in the development of an Ontario Itinerary Package for AAA Northeast US with Destination Ontario
- Organized experiential tourism training program to IGNITE for 16 operators/partner staff
- Complete BoQ TV rebrand and relaunch
- Chosen as one of five expansion regions for Ontario Tourism Innovation Lab's SPARK initiative
- Onboarded new partner, Municipality of Brighton, and integrated the municipality and stakeholders across all BoQ products
- Our first National award, winning in the print category for our Discovery Guide at the Economic Developers Association of Canada awards
- 17.8% residential real estate growth in BoQ for 2019
- Continued success through the Golf in Ontario program, including partnership nomination for TIAO award
- 3.3M search impressions for BoQ websites on Google
- 7 wineries joining QRA for increased partnership with BoQ RMB
- Persevering our most challenging financial year to date
- Implemented shared calendar with City of Belleville



Board of Directors

Blair Gamble, At-Large

JP Lemieux, At-Large

Kenny Toor, At-Large

Sean Kelly, Vice Chair, Belleville

Laura Vink, Brighton

Josh Hill, Mohawks of the Bay of Quinte

Shaun Stickle, Quinte Home Builders Association

Steven Georgiou, Quinte Restaurant Association

Al Dewitt, Chair, Quinte West



Current Partnership



Quinte Home Builders
Association



Mohawks of the
Bay of Quinte



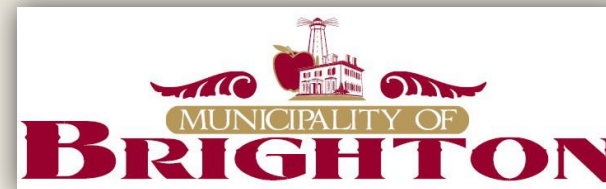
City of Belleville



Quinte Restaurant
Association



City of Quinte West



Municipality of Brighton



BoQ Team



DUG STEVENSON

Executive Director

Directs the business plan and strategy, overall operations and budget, Board of Directors and partner relationships

TREVOR NORRIS

Business Development
Manager

Manages travel trade, sport tourism and meeting planning, experiential tourism, as well as product support and sales for BoQ TV, kiosk, map and guide

JEN ACHILLES
Manager of Media
& Design

Manages all BoQ design and brand touch points online and offline, including websites, guide, map, experience handbook and other visuals, along with the earned media portfolio

COURTNEY KLUMPER

Digital Marketing Manager

Manages day-to-day communications, across all marketing channels, including social media, blogs, newsletter and press releases. Leads digital brand communication, consistency and the voice of BoQ



Business Plan Priorities for 2020-21



Marketing Campaigns

Brand Elevation

Leadership

Shoulder-Focus

Trade/Corporate

Experience Development Facilitation

Funding Balance

Everyday Operations



Business Plan Priorities for 2020-21

Marketing Campaigns:

Detailed further in a forthcoming slide, we will return to a campaign-style approach to marketing. We will develop a BoQ→partner→stakeholder approach to our visuals and editorial which will be used in digital campaigns, signage, radio, print, etc in our primary target markets of GTA east, Ottawa and Kingston and secondary markets of Montreal/east Quebec and NE USA. We will begin locally with a Staycation campaign and then when appropriate, move outward to engage outside visitors, residents and job-seekers with appropriate campaigns through the rest of the fiscal year.

Brand Elevation:

Taking a campaign style approach to our marketing is an excellent opportunity to elevate the Bay of Quinte brand as a driver for this region. We will continue to develop our illustrated visual style in a consistent and effective way across all of our marketing touchpoints. Updating the brand across flagship products like our Guide and websites are great examples of how we can elevate. We must address the biggest gap: 401 signage and are waiting for MTO in this domain. We also have an opportunity to use the brand to create BoQ ambassadors through merchandise like t-shirts and hats. When we first produced these products along with the launch of the new brand, they were received with excitement and people wanting to share the merch via their social media channels.

Leadership:

We will continue to draw on our collective expertise and experience in tourism, resident attraction and regional marketing to deliver leadership through BoQ RMB with workshops and presentations to partners and stakeholders as we did in 2018-19. We will also continue to meet one-on-one with businesses and events organizers to provide marketing guidance in an attempt to build marketing capacity in the region in areas like digital marketing, branding, design, print, marketing campaigns, experience development, travel trade, partnerships, project management and logistics. We will deliver a marketing partnership fund to tourism stakeholders within the partnership, with categories and funding to be developed related to marketing and recovery in COVID-19. We will also continue to work hard on the production of quality marketing materials and products and seek awards to increase recognition for our organization, partnership and region and seek additional professional development for our staff team. Assets like blogs, photography and video will be shared with all partners (and stakeholders) for further use. We will also work with the Small Business Centre to deliver a workshop series for Bay of Quinte small businesses that relate to our Business Plan priorities and to recovery from COVID-19. As a main component of leadership, we will plan a strategic planning process to ensure we are on track with our strategies, goals and objectives. As community leaders we will also aim to implement sustainability measures throughout our operations.

Shoulder-Focused:

While COVID-19 has drastically impacted our summer months, there has still been strong activity during July and it looks like that will continue for August. Regardless, it will be more important than ever during COVID-19 to drive our marketing efforts in the shoulder season and we will develop our campaigns appropriately with this goal in mind.



8 BoQ Business Plan Priorities for 2019-20 cont'd

Travel Trade/Corporate:

Since beginning our travel trade/corporate work a few years ago, we've created a strong contact list in our Ontario, Quebec and NE USA target markets. We will continue to focus on engaging existing contacts through regular communications and making new ones as opportunities allow, such as sales missions in partnership with Destination Ontario. One major win that has already occurred this fiscal is a presentation to 44 CAA Ontario agents that is resulting in FAMs and should yield bookings in the fall from all across the province. Taking advantage of this partnership should help grow our travel trade activity in a big way. We will also dedicate some online spending dollars to attracting new groups and bookings.

Experience Facilitation:

We began exploring experience facilitation this past year and had great success sending 16 people to IGNITE product development training and are now deploying the Ontario Tourism Innovation Lab "Spark" program to facilitate increased tourism product opportunities. Experiences and products are the primary drivers for visitation aside from family, but we are still underdeveloped from an experience/product point of view in the region. Therefore, we will continue to build on the momentum from this past year and plan to facilitate another group of partners and stakeholders attending IGNITE and another opportunity like the Spark program, along with the potential for additional learning opportunities, mentorship and networking throughout the year. We received partnership fund dollars from RTO 9 to help facilitate these activities and the creation of a more coherent experiential strategy.

Funding Balance:

MAT funding has introduced a new budgetary reality for BoQ RMB. While it promises to increase the budget, it will also mean that stricter accountability measures will be implemented with respect to how money can be spent. Both Belleville and Quinte West MAT Agreements currently include an 80/20 spending formula, where 80% of MAT funds must be spent on initiatives related to that municipality (the other 20% can be spent on regional initiatives).

MAT funds are meant to only be spent on tourism, therefore the partner balance and balance of tourism funding to resident attraction funding will no longer be equal and as tourism continues to grow, MAT funds will only increase. We must be conscious and cautious of this balance moving forward and the implications it may have for all partners. We will strive to create as much equitability as possible in all instances, so all partners feel the value of the regional partnership.

Everyday Operations:

This is what we use to refer to our "always on" daily marketing across 30 different products – from our websites, to our social media platforms, our print products like the map and guide, and our portfolios like travel trade, earned media and sports. We will continue to drive each of these forward with updated creative messaging relative to the season or the product. Building our video and photography assets will be a focus of this fiscal year, as will be determining the best platforms to ensure our partners can benefit from the content we are creating.



Marketing & Tactics 2020-21



30 Primary BoQ Marketing Tactics

Estimated monthly audience over 2 million

Discovery Guide

Digital Discovery Map

Paid Media

BoQ TV

BayofQuinte.ca

BayofQuinte.ca/Tourism

BayofQuinte.ca/Living

Packages

QuinteJobs.ca

Facebook

Instagram

Tripadvisor

Programmatic

BoQ Blogs

Earned Media

Pinterest

LinkedIn

Radio

Sports/Events Tourism

Golf in Ontario

Travel Trade

Immigration.BayofQuinte.ca

Experience Facilitation

Newsletter

Highway 401 signage

Twitter

YouTube

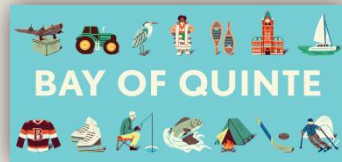
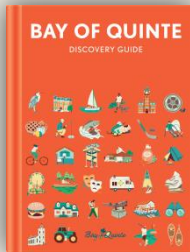
Google Adwords

Campaigns

Workshops



Marketing Campaigns



Description:

A multi-tactic approach to marketing our leading off-season assets in target markets to target demographics

Purpose:

Grow overall awareness of BoQ by marketing across multiple outlets + grow overall economic activity in the low season

2020-21 Plans:

Tourism campaigns focus on the driving demographic, emphasizing a meeting point and highlighting a community, place or business. We are starting with our local Staycation Sweepstakes and will evolve to include destination marketing when deemed appropriate, incorporating the seasons accordingly. We will also undertake a Living campaign in collaboration with the QHBA, targeting trades + participate in the pan-provincial Great Taste of Ontario Roadtrip, coordinated by the Culinary Tourism Alliance, as part of our Regional Recovery and Relief Funding.

Tactics

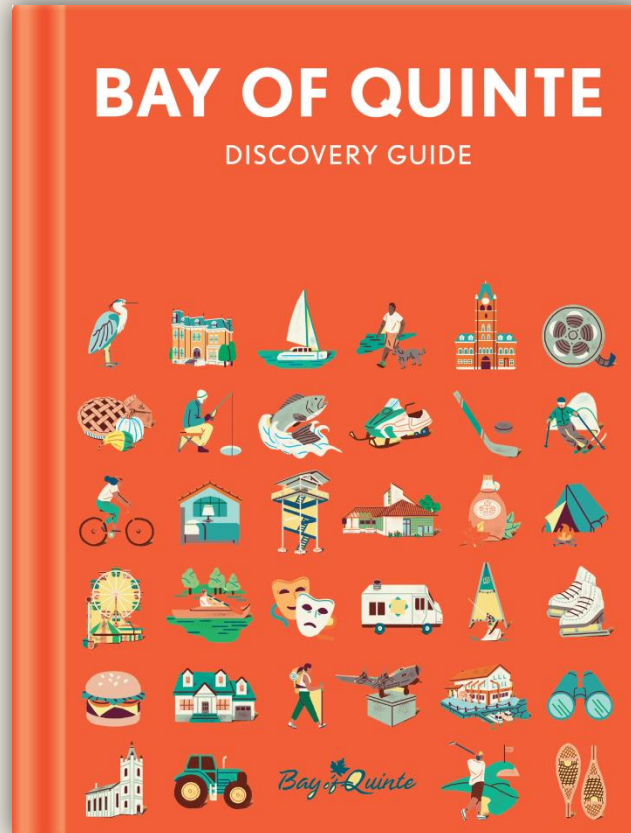
- Digital: programmatic, social media
- Print: targeted print such as insert into newspapers or mailboxes via target market postal codes
- Video
- Radio: 30s/60s spots or call-ins to target markets
- Activations: eg BoQ food & beverage served at an event in a target market

Campaign examples

- Seasonal: fall/winter/spring experiences and packages
- Hotel incentive: stay 2 nights in shoulder season, get gas card
- Sports/events: incentives program to offset their costs (eg. pay for facilities expense)
- Community
- Product specific: marinas, golf, wine/beer tour
- Trades jobs employment attraction/QHBA video
- Resident attraction: real estate/building
- Flex: opportunity for new campaign ideas as they arise



Discovery Guide



Description:

The Bay of Quinte Discovery Guide is going into its 7th edition in 2020-21. It tells both tourism and resident attraction stories from across the partnership and provides advertising opportunities for regional stakeholders

Purpose:

Provide an all-encompassing print product that represents the offering of the region to tourists, residents and potential residents

2019-20 Results:

88pgs, 40,000 soft covers printed / 500 hard covers

\$40,570 in sales

Distribution to target markets: East GTA, Ottawa, Kingston, local

Winner of national EDAC award and provincial EDCO award

Driver of digital content campaign and earned media

2020-21 Plans:

Reduce to 20,000 copies and print in fall 2020 as a cost-saving measure

Distribution to target markets: East GTA, Ottawa, Kingston, local

Driver of digital content campaign and earned media

Review editorial and sales processes to strengthen the Guide for 2021-22

Measurable Outcomes:

Number of guides printed/distributed, number of distribution points, total sales, content created, awards, total stories, total ads, feedback



Digital Discovery Map

Description:

Our current online map (bayofquinte.ca/explore and bayofquinte.ca/live) provide users with an interactive opportunity to explore tourism and living amenities, read user reviews, browse events and create itineraries

Purpose:

Initially created to help free up hotel front desk staff, the map is meant to help both residents and tourists explore the region online from their desktop, tablet or mobile device.

2019-20 Results:

On boarded Brighton businesses and placed kiosk at Brighton municipal building

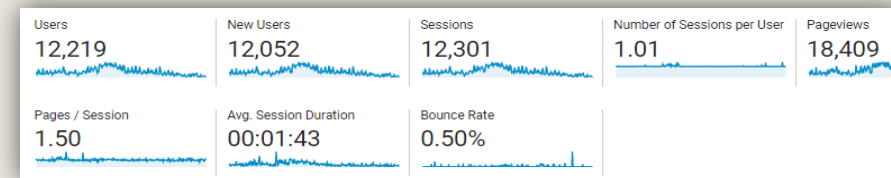
Usage very similar to 2018-19

Added new parks/trails feature

12 physical kiosks in market

1 floater kiosk

Increased speed via SNAP360



2020-21 Plans:

Review mobile compatibility

Series of focus groups to review and implement functionality updates and improvements

Paid advertising campaign to promote kiosk/online app use as a trip planning and living tool

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

Info sessions for real estate agents, builders, front-line tourism staff re: use as a regional tool

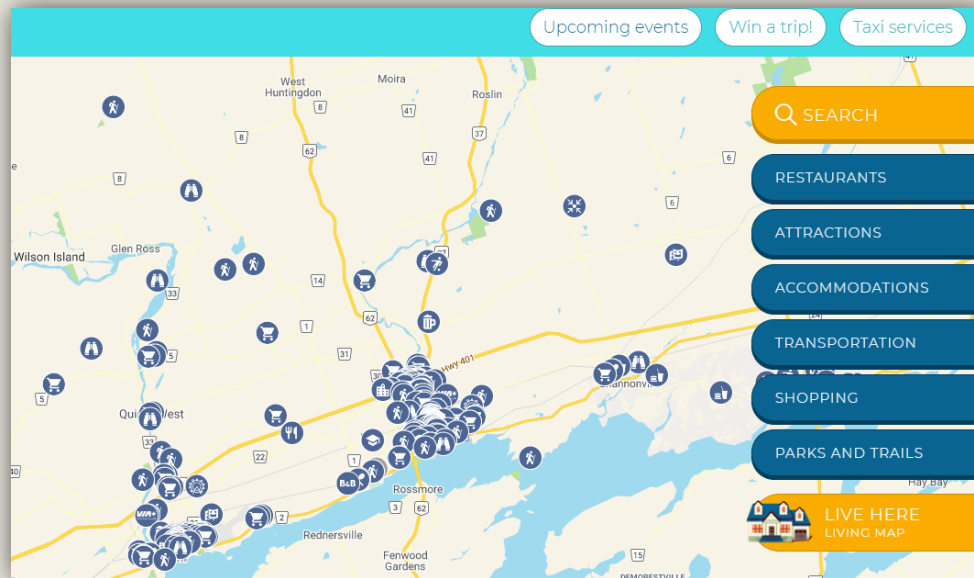
Brighton downtown zoom implementation and Quinte Mall custom map

Increase video content and integrate with BoQ YouTube

Updated branding elements on panels across physical kiosks

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.

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.

2019-20 Results:

8 screens in market

2 new screens added: Ramada Belleville and Motel 6

Complete creative re-design with new and enhanced partner content

Fixed stability issues with Android updates and power surge protectors

Continued management via Novisign platform with no issues

2020-21 Plans:

Updated screen at QSWC

Screen takeovers as Country Inn, Hampton Inn, Travelodge Trenton, Comfort Inn

Trenton and Ramada Trenton

Ongoing seasonal creative updates

Increased awareness to partners and stakeholders about the platform

Test branded skins for screens (as with kiosks)

Measurable Outcomes:

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



Websites



Bayofquinte.ca/com

Bayofquinte.ca/Tourism

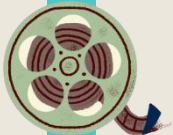
BayofQuinte.ca/Living

QuinteJobs.ca

BayofQuinte.ca/Immigration

Over 230,000 Total Traffic

→ 65% increase over 2019-20



Websites



BayofQuinte.ca/com

Description:

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

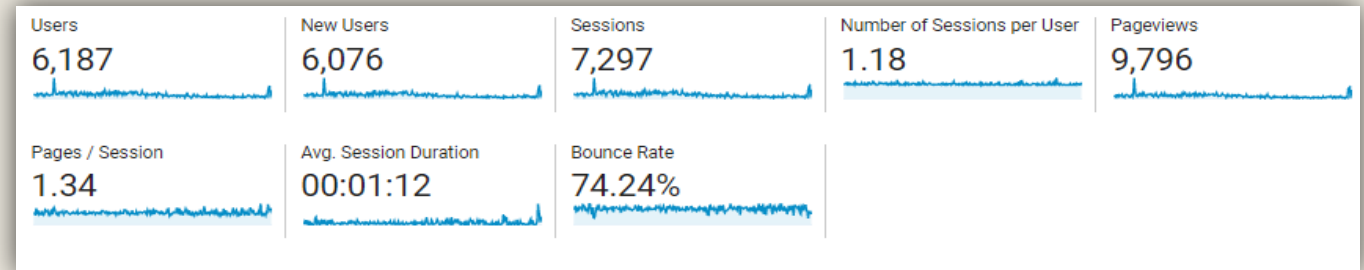
Purpose:

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 and regional stakeholders.

2019-20 Results:

Seasonal updates to reflect new stakeholders and campaigns

A decrease of 17% in traffic as a result of fewer campaigns pointing directly to BoQ.ca



2020-21 Plans:

Inquire about purchase of domain with QEDC

Review the role and need of BoQ.ca

Seasonal updates

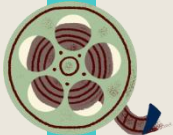
Invest in a programmatic advertising campaign, especially in shoulder season

Google Adwords campaign

Planning for updated look and feel across all BoQ sites (last redesign = 2014)

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

Purpose:

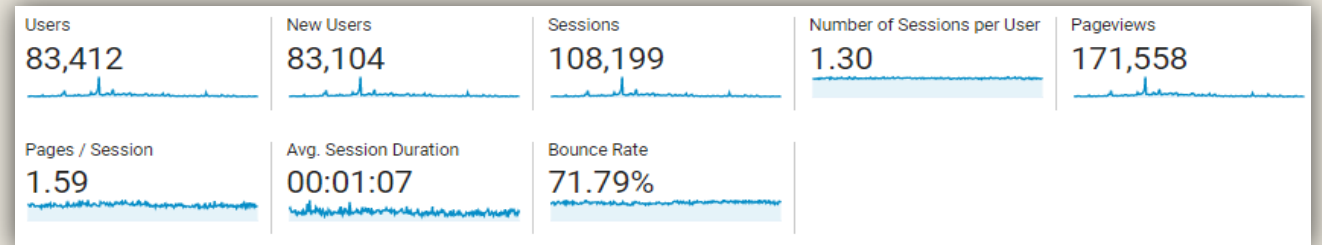
Provide a TOURISM resource for all of those interested in visiting the region, which also serves as a support and storytelling mechanism for our partners and stakeholders

2019-20 Results:

135% increase in traffic over 2018-19, primarily organic

Weekly blog content driving visitation and calls to action via social media and acting as a partner content vehicle and SEO driver

Strong Discovery Guide content, design and calls to action integration



2020-21 Plans:

Updated design

Continue monthly blog content, driven by content calendars/campaigns

Investigate merger of Tourism and Living blogs into one place

Continued coordination with all partners on monthly content

Explore events calendar efficiencies with SNAP360

Google Adwords campaign for Tourism and increased digital spending to drive traffic to the site, especially in shoulder season

Development of Sports & Industry page in collaboration with hotel and municipal partners

Measurable Outcomes:

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



Websites



BayofQuinte.ca/Living

Description:

BayofQuinte.ca/Living 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.

2019-20 Results:

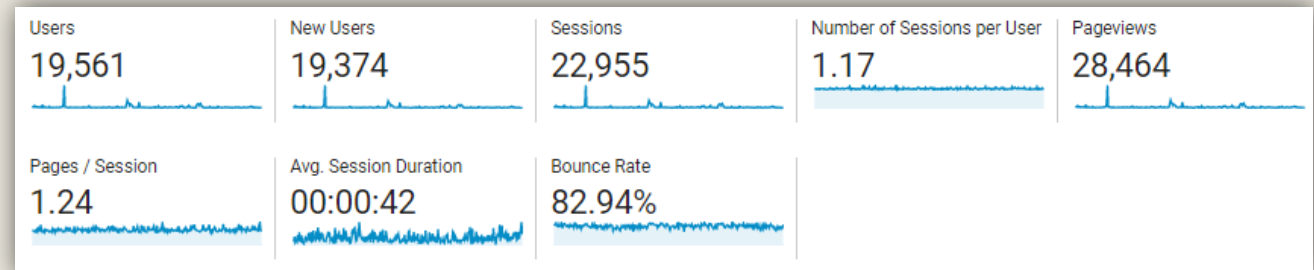
84% increase in traffic over 2018-19, primarily organic

Implementation of a Builder of the Month feature

Increased Living Young Entrepreneurs content

Weekly blog content driving visitation and calls to action via social media and acting as a partner content vehicle and SEO driver

Strong Discovery Guide content, design and calls to action integration



2020-21 Plans:

The Living site requires a significant review and update of both content and design

Investigate merger of Tourism and Living blogs into one place

Continue to promote Builder of the Month, Young Entrepreneurs, available homes and living amenities

Google Adwords campaign for Living and increased digital spending to drive traffic to the site, especially in shoulder season

Measurable Outcomes:

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



Websites

Description:

QuinteJobs.ca is a marketing 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. It 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. There is a corresponding QuinteJobs.ca/Trades page that highlights 4x high-paying trades jobs

Purpose:

A marketing tool that shows attractive, high-paying jobs in our region, in an attempt to attract new residents to move here and fill those positions

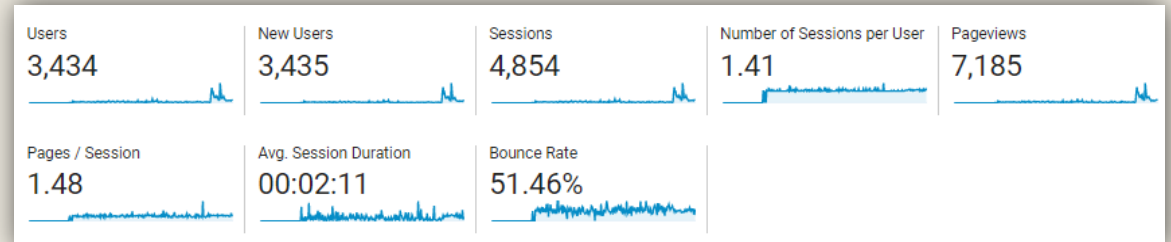
2019-20 Results:

6% increase in traffic from 2018-19

Growth in international traffic, including 8% traffic from India, 7% Nigeria, 4.5% Brazil, 4% USA
→ There was a correlation in traffic between the Immigration and QuinteJobs sites for the first time
Continued campaign-style approach, with each job going out on Facebook, Twitter and LinkedIn



QuinteJobs.ca &
QuinteJobs.ca/Trades



2020-21 Plans:

Updated design

Implementation of new jobs marketing mechanism and higher spend outside the region

Review any duplication with QHBA JobSite / other job sites

Consider integration of employment blog content and additional entry points into other BoQ sites

Updated jobs photography

Investigate how the role of a recruiter could enhance our employment attraction efforts

Google Adwords campaign and increased digital spending to drive traffic to the site, especially in shoulder season

Measurable Outcomes:

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



Websites



Description:

The immigration portal contains content for New Canadians who might be considering a life in BoQ. It represents 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.

2019-20 Results:

238% increase in traffic from 2018-19

Site-wide update of all content, cutting down on text and advanced language

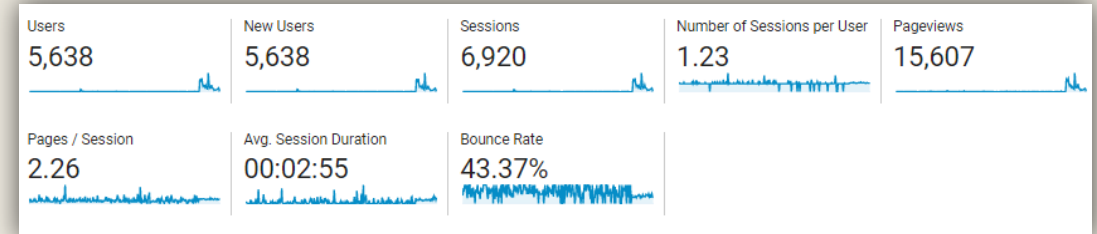
Growth in international traffic, including 11% traffic from India, 8% Nigeria, 7% Brazil, 5% Bangladesh

→ There was a correlation in traffic between the Immigration and QuinteJobs sites for the first time

Integration of new photography and content from an immigration photography exhibit in collaboration with the Quinte Arts Council

Creation of an immigration documentary, A Place to Call Home, telling the story of New Canadians studying at Loyola School of Adult & Continuing Education

Greater investment from municipalities in content and marketing



2020-21 Plans:

Continue to coordinate the immigration portal on behalf of the Bay of Quinte portion of the partnership

Pursue screening opportunities for the documentary project created in 2019-20

More regular content creation for Belleville and Quinte West

Increased digital spending on immigration marketing

Google Adwords campaign and increased digital spending to drive traffic to the site, especially in shoulder season

Participate in updated regional strategy with the other immigration partners, led by the Centre for Workforce

Development and re-evaluate BoQ's role as required

Measurable Outcomes:

Full Google Analytics spectrum & programmatic analytic spectrum, Adwords, SEO, number of content postings, number of immigrants giving anecdotal feedback

Social Media

Weekly communication to our network of over 48,500



Over 27,900 followers



Over 8,300 followers



Over 9,100 followers



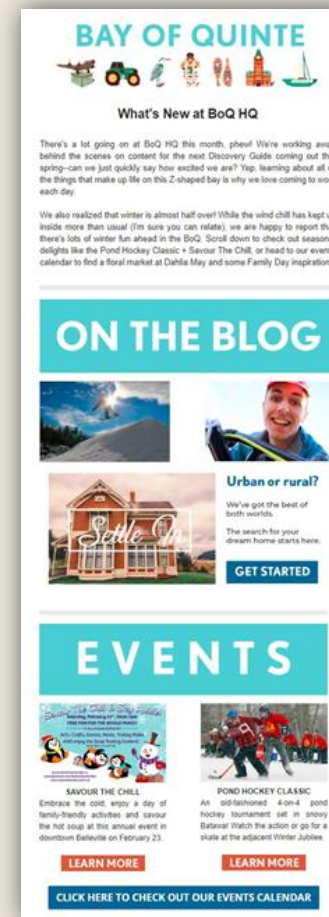
Over 170 followers



Over 290 followers



Over 80 subscribers



Over 2,700 subscribers



Social Media



Facebook

Description:

The Bay of Quinte Facebook page is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. 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 do organic and paid posts. We have over 27,300 active followers.

Purpose:

To take advantage of the more than 2 billion people using Facebook, including over 80% of adult Canadians.

2019-20 Results:

Increase of over 1,000 followers from 2018-19
Driver of our weekly Discovery Guide campaign
Fewer posts week-over-week had greater impact

2020-21 Plans:

Continue new content strategy that focuses on fewer posts of greater impact week-over-week
Continue to drive Discovery Guide content during leisure season + switch to supporting campaigns in off-season
Re-engage Facebook Live videos on a more regular basis to drive engagement and showcase local events and businesses
Regular giveaways to help drive engagement and activity + showcase local stakeholders
Increased paid posts and paid ads to drive engagement, especially in shoulder season
Increased non-post advertising, especially in shoulder season
Inclusion of Facebook in digital marketing workshops

Measurable Outcomes:

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



Social Media



Instagram

Description:

The Bay of Quinte Instagram page is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. It 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 7,200 followers.

Purpose:

Instagram continues to be one of the fastest growing social media marketing tools online and is BoQ's fastest growing 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.

2019-20 Results:

- Increase of over 1,500 followers from 2018-19
- Fewer posts week-over-week had greater impact
- Weekly Instagram Stories strategy implementation
- Implementation of a weekly events update on Stories

2020-21 Plans:

- Continue new content strategy that focuses on fewer posts of greater impact week-over-week
- Continue to drive Discovery Guide content during leisure season + switch to supporting campaigns in off-season
- Continue weekly events update on Stories
- Continue to drive video content and Stories. Integrate new "BoQ&A" series on Stories
- Increased paid posts and paid ads to drive engagement, especially in shoulder season
- Use as a tool to engage more influencers/earned media
- Inclusion of Instagram in digital marketing workshops

Measurable Outcomes:

Number of content postings, number of videos, engagement, reactions, views, time viewed, number of followers, number of stories, earned media interactions, merch sales, paid ads, clicks



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. Event postings, news and jobs info are drivers (which don't work as well on the other social media platforms). It is an excellent platform for tagging and promoting our stakeholders. We have over 8,900 followers.

Purpose:

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

2019-20 Results:

Small growth of over 200 followers from 2018-19

Continued driver for events and jobs

Continued to be a strong platform for other businesses/organizations tagging @Bay_of_Quinte

Seeing other organizations beginning to use our titling/messaging composition

2020-21 Plans:

Continued driver of events and jobs

Drive more factual information related to the region (eg. facts, stats, etc)

Increased paid content

Continue to support our Discovery Guide campaign

Continue to increase visuals and decrease text + keep a less-is-more approach as our analytics show that more tweets don't provide more engagement

Less focus on trying to drive people to our site – this has been less effective than serving them in the platform

Measurable Outcomes:

Number of content postings, number of videos, engagements, reactions, views, time viewed, number of followers, paid ads, clicks



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 and QuinteJobs.

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.

2019-20 Results:

Kept a regular presence and showed modest growth

Full link to QuinteJobs.ca weekly postings, with LinkedIn as a driver of weekly jobs campaign

Integration of Young Entrepreneurs content

2020-21 Plans:

Continue consistent posts with industry-related content (data program, updates, accolades, etc)

Continue use as a QuinteJobs driver

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

Continue Young Entrepreneurs content

Measurable Outcomes:

Number of content postings, number of videos, engagements, reactions, views, time viewed, number of followers, clicks, ads



Social Media



Pinterest

Description:

Pinterest is a visual search engine that enables users to discover Bay of Quinte assets through collections of images and videos. Pins are arranged in “boards” that are setup thematically and in line with our pillars like “Food & Drink” and major assets like “Fishing” or “Family”. We have over 2,900 avg views each month, 280 core followers and over 28 boards.

Purpose:

To help increase awareness of BoQ through pinned images, show the breadth of our asset groupings through boards, and drive users to our other assets like the BoQ blog or merch store

2019-20 Results:

Integration of our Bay of Quinte brand into boards

Creation of new boards related to assets of importance to our marketing

2020-21 Plans:

Connect Pinterest to our website to see what kind of content people are pinning. This will give us a better idea of what content is resonating with visitors so we can translate that to increased promotion

Explore use of static/video ads to drive traffic to blogs or giveaways

Continue to use as a platform to extend the life of our blogs

Continue regular usage

Measurable Outcomes:

Number of pins, number of boards, number of followers, number of monthly viewers, engagement, click-throughs



Digital



YouTube

Description:

The Bay of Quinte YouTube page hosts videos of the region and captioned Facebook Live videos in an attempt to raise awareness of BoQ assets via YouTube users. We have 81 subscribers.

Purpose:

To have one online repository for our BoQ video library and utilize the world's largest video user audience

2019-20 Results:

YouTube was not a primary focus in 2019-20

2020-21 Plans:

Rebuild by cleaning up the page to ensure all videos posted are strong and representative of the BoQ brand and building a new library of professional videos

Remove previous FB Live videos so all videos have a produced feel

Consider a consistent video update (ideal scenario = 1 per month)

Work with partners to share video resources when possible

Consider YouTube as a primary advertising platform with pre-roll video or other ads

Create short 5-10 second ads for that purpose

Measurable Outcomes:

Number of videos, number of views, number of subscribers



Newsletter

BAY OF QUINTE

What's New at BoQ HQ

There's a lot going on at BoQ HQ this month, phew! We're working away behind the scenes on content for the next Discovery Guide coming out this spring—can we just quickly say how excited we are? Yep, learning about all of the things that make up life on this Z-shaped bay is why we love coming to work each day.

We also realized that winter is almost half over! While the wind chill has kept us inside more than usual (I'm sure you can relate), we are happy to report that there's lots of winter fun ahead in the BoQ. Scroll down to check out seasonal delights like the Pond Hockey Classic + Savour The Chill, or head to our events calendar to find a floral market at Dublin May and some Family Day inspiration.

ON THE BLOG

Urban or rural?

We've got the best of both worlds.
The search for your dream home starts here.

GET STARTED

EVENTS

SAVOUR THE CHILL
Embrace the cold, enjoy a day of family-friendly activities and savour the hot soup at this annual event in downtown Belleville on February 23.

POND HOCKEY CLASSIC
An old-fashioned 4-on-4 pond hockey tournament set in snowy Belleville. Watch the action or go for a skate at the adjacent Winter Jubilee.

LEARN MORE **LEARN MORE**

CLICK HERE TO CHECK OUT OUR EVENTS CALENDAR

Description:

Using MailChimp, we communicate with our newsletter subscriber list weekly during the leisure season when the region is event-heavy and then monthly during the shoulder season. We have over 2,345 subscribers to our primary tourism newsletter

Purpose:

To communicate directly with those who have indicated an interest 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, blogs and time-sensitive marketing

2019-20 Results:

Increase of over 400 followers from 2019-20

30 newsletters were sent to date this fiscal with over 16,600 opens

The open rate is over 26% and click through rate at 6%, all above industry standard

Established a regular format that is clear and easy to follow

Implementation of Living newsletter into monthly schedule

Weekly newsletters during leisure visitation season and monthly thereafter

2020-21 Plans:

Make updates to design as-needed to reflect priorities

Open rate decreases with increased newsletter frequency, so balance is key moving forward

Continue emphasis on newsletter sign-ups by promoting it across our other outlets, such as Twitter and the websites + update the sign-up pop-up on the websites + contests/freebies

Continue Living newsletter on a monthly basis

Launch regular industry newsletter

Measurable Outcomes:

Newsletter types, Number of newsletters sent, number of subscribers, number of sign-ups, open rate, click-through rate, amount of content, total clicks, total opens



Programmatic Advertising



Description:

Programmatic advertising is the automated buying and selling of digital advertising. Ads are placed by ad exchanges, which are technology platforms that facilitate the buying and selling of digital media advertising from multiple ad networks. Ads are placed based on a paid bidding model. Advertisers have the ability to pick out particular website types for advertising on (eg. “tourism websites”) as well as demographics (eg. “females from Toronto, aged 50 and below”, or “golfers”), which factor into the bidding process.

Purpose:

Programmatic advertising is one of the most efficient ways you can place digital ads online because of how you can tailor the intended demographic. Further, an optimization process is regularly completed, which sets out to cut the poor performance websites and invest more heavily in those that are succeeding in terms of ad placements leading to click-throughs.

2019-20 Results:

As a result of our funding scenario, we were unable to complete our programmatic advertising campaign as expected

2020-21 Plans:

Invest in multi-faceted programmatic advertising campaigns (see Campaigns slide above)
Review campaigns on an ongoing basis for continuous improvement and stronger targeting
Animate icons for more effective ad design

Measurable Outcomes:

Full programmatic spectrum of metrics + estimated economic activity



Google Adwords



Description:

Google Adwords is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content and generate mobile application installs within the Google ad network to web users. Your budget and keywords contribute to how your ad is served as part of a live auction process (similar to programmatic)

Purpose:

Google is the number one search platform in the world with over 3.5 billion searches per day. As a not-for-profit organization, we are able to leverage a Google Ad Grant of up to \$10,000 per month in Google Ads spending.

2019-20 Results:

Undertook a multifaceted strategy, incorporating more general search keywords related to Bay of Quinte's tourism offerings and more targeted campaigns related to events. Our summer campaign was the strongest, with over 50,000 impressions and a click through rate of 9.6% (the industry avg for travel and tourism is 5.4%). We were strongest with our events campaigns, for example our Belleville Waterfront Festival campaign achieved 28% click through rate

2020-21 Plans:

Develop Adwords strategies and campaigns for all websites, including BayofQuinte.ca, Tourism and Living sites, Immigration, QuinteJobs and the kiosk

Incorporate Google Adwords into all of our marketing campaigns

Conduct seasonal updates of creative for each

We currently receive \$10,000 in free non-profit grants from Google Adwords, so all costs are related to campaign management by an external agency

Measurable Outcomes:

The full Google spectrum of metrics



Radio



Description:

Our radio portfolio currently consists of weekly call-ins to give event and regional updates to the DJs at Quinte Broadcasting's Mix 97/Rock107/800CJBQ, during the high visitation months of May – Sept.

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.

2019-20 Results:

This year, we focused solely on call-in updates, doing weekly 3 x 3-minute call-ins each week to local stations from May to September
Weekly audience of over 70,000 listeners

2020-21 Plans:

Continue weekly call-ins, expanding to include the entire year if budget allows
Investigate pricing around other local stations that could be filling in caps in listenership
Investigate pricing for similar campaign in target markets like east GTA, west Ottawa, Kingston to complement our digital marketing campaigns

Measurable Outcomes:

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



Travel Trade

Description:

Similar to sports/events tourism, we are set up well in BoQ for travel trade and meeting planning, 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, focusing also on shoulder seasons. 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 an excellent avenue for our organization to show results in economic activity directly related BoQ.

2019-20 Results:

Sales missions to Utica and Quebec in collaboration with Destination Ontario + building out ON, Quebec and NE USA
5 FAM tours

Over 140 travel trade contacts made and over 50 presentations made

3x groups booked for fall 2019

2 sales missions planned for March 2019 (NYC and Quebec) are moved to 2019-20 fiscal

Travel trade presentations, materials and asset lists created for sales missions

Business photoshoot and new travel trade sizzle created

Agreement with CAA Belleville to process all bookings via Bay of Quinte packages page

2020-21 Plans:

We will continue with our strategy in collaboration with Destination Ontario to build out our travel trade contacts in ON, Quebec and NE USA

Potential for stronger integration into AAA market in NE USA in collaboration with Destination ON to their member base of 5.8 million via various channels

Sales missions in collaboration with Destination Ontario as events allow

Select trade shows in target markets being considered, COVID-19 dependent

We will also undertake a programmatic advertising campaign in order to market our packages

Partnership with CAA in Ontario in an effort to drive activity

Continue to try and drive FAMs and build our contact network

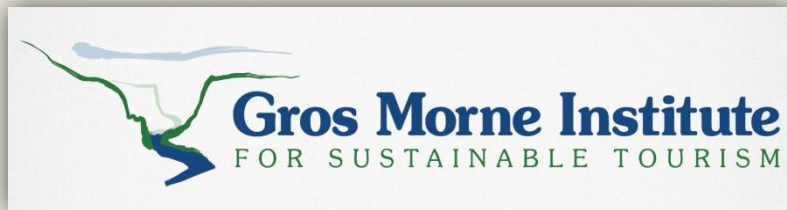
Continue to develop new creative digitally and in print

Measurable Outcomes:

Number of meetings, number of presentations, contacts, leads, FAMs, events booked, sales missions, trade shows, economic activity



Experience Facilitation



Description:

Experience facilitation refers to providing opportunities for partners and stakeholders to participate in activities that are designed to foster new or enhanced tourism experiences.

Purpose:

Bay of Quinte region currently lags behind our competition with respect to key tourism experience opportunities like waterfront activities, shoulder-season events and multi-day itineraries. Therefore, it is in our best interest to help facilitate experience building opportunities, especially given our regional mandate.

2019-20 Results:

Facilitating the participation of 16 individuals, comprised of BoQ staff, BoQ partner staff and regional stakeholders, in IGNITE tourism product development training. The 4-day, 3-night event provided hands-on training to help develop new and enhanced tourism experiences. We have already see multiple partnerships beginning to form as a result of this event

Facilitating the Ontario Tourism Innovation Lab “Spark” program. Supported by Destination Ontario, Spark drives tourism product development by finding, fostering and supporting new, early stage and startup tourism experiences and helps build a community of tourism innovators. It awards \$3,000 cash and mentorship to 3 winners

FAM tour with Celes Davar, an experiential tourism expert, to learn more about our region’s experience identity and potential

The beginning of an environmental scan of existing Bay of Quinte experiences

2020-21 Plans:

Continued communication with IGNITE and Ontario Tourism Innovation Lab SPARK participants/stakeholders
Depending on success of SPARK, consider a follow-up

Further fostering of the local tourism experience community/network through information sessions and workshops related to the topic

Working with partner staff and stakeholders to facilitate the development of a new set of Bay of Quinte experiences, especially for shoulder season

Utilizing RTO 9 Partnership Funds to create a more coherent experiential strategy with partners

Measurable Outcomes:

Number of training sessions, number of products, number of experiences, number of packages, number of businesses participating, number of mentors, number of workshops, working group members



Paid/Earned Media



Description:

Paid media is paying a media outlet or influencer to create content for you, while earned media refers to media that is produced as a result of a story being pitched to a publication, writer or influencer.

Purpose:

We can't be the only ones telling Bay of Quinte stories. For increased trust and interest from consumers, we need authentic content producers who work for publications or have large social media followings to produce content about us as well. It is also a primary way to grow our following in new markets through outlets we wouldn't otherwise be accessing. Plus, it allows us some control over the narrative, so that we can steer toward elements we want to promote over others, like shoulder season and also the Living aspect of BoQ.

2019-20 Results:

Further enhancement of customized BoQ media mailers, complete with branded boxes, hand-picked items to match the content producer, hardcover guides and other BoQ elements.

Successful completion of earned media mailer campaign to targeted media personalities

100% response rate to customized mailers

Implementation of paid/earned media mixed strategy

At least one media hit for each municipal partner

Feature on VIA Rail online blog

Feature in Escapism Toronto magazine

2020-21 Plans:

Focus more on mid-level influencers (vs. major media) to grow our media reputation via social channels

Outlined a paid media calendar to establish hits each quarter and especially in shoulder season

Continue monthly media kit send outs for earned opportunities

Determine 1-2 conference opportunities for staff to attend in an attempt to engage content producers

Focus on FAMs, inviting content producers to experience the Bay of Quinte in exchange for media

Leverage our CAA partnership for media on their site

Measurable Outcomes:

Number of media hits, number of FAMs, number of organization memberships, number of media boxes sent, number of contacts



Highway 401 Signage



Description:

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

Purpose:

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

2019-20 Results:

Because of delays imposed by the Ministry of Transportation related to our creative and financial restrictions, we were unable to update the creative

2020-21 Plans:

We have support from Ontario Tourism staff on our new design and are currently awaiting the Ministry of Transportation's approval. COVID-19 has caused another set of delays in this process

Measurable Outcomes:

Number of signs, estimated amount of traffic, updated design



RTO 9 Initiatives



There are 13 Regional Tourism Organizations (RTOs) in Ontario. We belong to RTO 9, which stretches from Quinte West to Cornwall.

As part of being a recognized Destination Marketing Organization (DMO) of RTO 9, we are offered multiple financial opportunities. Refer to the budget for a breakdown of expected financial application figures.

Baseline Funding:

RTO 9 discontinued their Baseline Funding program in 2020-21 (we received \$13,250 in 2019-20)

Partnership Funding:

We have received \$10,500 in partnership funding for Experiential Tourism (+ an additional \$2,500 in full funding for this project) and \$15,000 for travel trade/earned/paid media

Strategic Marketing Cost Sharing Initiative:

RTO 9 discontinued its SMCSI initiative in 2020-21 (we received \$16,000 in 2019-20)

Agency of Record:

RTO 9 has hired Alphabet Creative as its Agency of Record for 2020-21 and is investing over \$500,000 in a shared model where DMOs are meant to be able to leverage the agency's marketing and programs. We do not yet know the full scope of the project.



Funding Budget

Partnership	Organization	2019-20 Projected	2019-20 Actual/Anticipated	2020-21
	City of Belleville	\$78,609	\$78,609	\$78,609
	City of Quinte West	\$67,544	\$67,544	\$67,544
	Municipality of Brighton	\$18,358	\$18,358	\$18,358
	Mohawks of the Bay of Quinte	\$3,912	\$3,912	\$3,912
	PUBLIC TOTAL	\$168,423	\$168,423	\$168,423
Private	Quinte Restaurant Association	\$5,000	\$5,000	\$5,000
	Quinte Home Builders Association	\$5,000	\$5,000	\$5,000
	Quinte Accommodations and Attractions Association	\$110,000	\$0	\$0
	PRIVATE TOTAL	\$120,000	\$10,000	\$10,000
Other	Sales: Map, magazine, BoQTV, kiosk, social media, etc	\$100,000	\$33,450	\$0
	Service Canada student funding	\$8,859	\$8,170	\$8,860
	Belleville MAT	\$0	\$255,533	\$150,000
	Quinte West MAT	\$138,750	\$60,577	\$40,000
	Federal Regional Recovery & Relief Funding	N/A	N/A	\$215,491
	RTO 9 100% Funding	N/A	N/A	\$2,500
	CEWS Funding	N/A	N/A	\$51,504
	CEBA Loan	N/A	N/A	\$40,000
OTHER TOTAL	\$247,609	\$357,730	\$508,355	
Matching Funds	RTO9 Partnership Funding	\$28,800	\$28,800	\$25,500
	GRAND TOTAL	\$564,832	\$564,953	\$712,278



Administration Budget

Administration Expense	2019-20	2020-21
Chamber of Commerce memberships	\$673	\$675
Staff Health Insurance Plan	\$4,500	\$4,500
Board of Directors	\$2,000	\$800
Task Teams & workshops	\$3,200	\$1,000
Staff, Students and Contracts	\$258,306	\$285,000
Staff Travel & Expenses	\$16,500	\$15,000
Conferences, Meetings & education	\$5,000	\$4,000
Insurance & Banking	\$5,500	\$6,000
Accounting	\$9,000	\$11,000
Office, Equipment & Rent	\$20,000	\$20,000
10% Commission on Sales	\$10,000	\$1,215
Sales Refunds	N/A	\$12,050
Strategic Planning	N/A	\$10,000
CEBA Payback	N/A	\$30,000
TOTAL ADMINISTRATIVE EXPENSES	\$334,679	\$401,240



Marketing Budget

Marketing Expenses	2019-20 Total	2020-21 BoQ RMB Funds	RTO 9 Matching Funding	RTO 9 100% funding	Federal RRRF Funds	2020-21 Total Funds
Owned Assets	\$ 98,500	\$ 10,000			\$ 50,424	\$ 60,424
Marketing Campaigns	\$ 46,200				\$ 48,718	\$ 48,718
Web / Social / Digital	\$ 15,000	\$ 4,591			\$ 28,244	\$ 32,835
Sports/events	\$ 8,000	\$ 5,000			\$ 7,500	\$ 12,500
Travel Trade/corporate	\$ 14,000					\$ -
Experience Facilitation	\$ 43,200		\$ 10,500	\$ 2,500	\$ 21,000	\$ 34,000
Radio	\$ 10,877	\$ 3,842			\$ 9,605	\$ 13,447
Business Development	\$ 8,075	\$ 10,000			\$ 35,000	\$ 45,000
Paid/earned/Travel Media	\$ 6,348	\$ -	\$ 15,000		\$ 15,000	\$ 30,000
5% Contingency		\$ 34,114				\$ 34,114
Total Marketing Expenses	\$ 250,200	\$ 67,547	\$ 25,500	\$ 2,500	\$ 215,491	\$ 311,038



RRRF Budget (included in Marketing)

Tactic	Budget	BoQ Category
Print/inserts	\$35,000	Owned assets
401 Sign rental and redesign (x4)	\$15,424	Owned assets
TOTAL	\$50,424	
Staycation Sweepstakes	\$4,000	Campaigns
Programmatic/digital	\$35,000	Campaigns
Google AdWords Management	\$4,068	Campaigns
Great Taste of Ontario Road Trip	\$5,650	Campaigns
TOTAL	\$48,718	
Website/content/design	\$28,244	web, social, digital
TOTAL	\$28,244	
Golf in Ontario	\$7,500	Sports/events
TOTAL	\$7,500	
Experiential product development and strategy	\$21,000	Experience Facilitation
TOTAL	\$21,000	
Radio	\$9,605	Radio
TOTAL	\$9,605	
Regional marketing grants	\$30,000	Business Development
Downtown wifi program	\$5,000	Business Development
TOTAL	\$35,000	
Travel Trade/Travel Media	\$15,000	Travel/earned media
TOTAL	\$15,000	
GRAND TOTAL	\$215,491	

