

1

TOURISM MARKETING PARTNERSHIP UPDATE

The Planning and Economic Development Committee recommends:

- 1. Receipt of the presentation by Nancy Bodi, Executive Director, York Region Arts Council; and**
- 2. Adoption of the recommendations contained in the following report dated July 30, 2012, from the Executive Director, Corporate and Strategic Planning.**

1. RECOMMENDATIONS

It is recommended that:

1. RTO6 (Central Counties) be advised that Nancy Bodi, Executive Director, York Region Arts Council will represent York Region on the RTO6 Board of Directors.
2. Staff report back on the reactivation of a tourism advisory group and an additional industry representative recommendation to the RTO6 Board of Directors.

2. PURPOSE

This report updates Council on the status of tourism related marketing partnerships with the York Region Arts Council, York Region Media Group and RTO6 (Central Counties). The report also advises of the reactivation of a tourism advisory group to support these partnerships, and recommends appointments to the RTO6 Board of Directors.

3. BACKGROUND

The Region's role in tourism program delivery has evolved to respond to changes in how tourism programs are delivered and funded provincially

Beginning in 2000, York Region operated a significant tourism office to promote the Region to visitors and local consumers and to support the local tourism industry. In 2009, the Province established and funded a new system for organizing and supporting tourism marketing and development with the creation of 13 Regional Tourism Organizations (RTO). York Region falls within RTO6, known as Central Counties, along with Durham Region, the Town of Caledon, and Dufferin County represented by The Hills of Headwaters Tourism Association, see *Attachment 1RTO6 Map*.

RTO6 has assumed the primary partner role in external visitor marketing

RTO6 was created with a primary mandate to attract visitors from outside the RTO6 Region, help focus tourism growth initiatives and strengthen destination development. RTO6 now operates with a budget and full-time staff delivering a range of marketing activities including advertising campaigns and a website with on-line reservation capabilities. As a result, RTO6 now acts as the lead on external visitor marketing with the Region as a supporting partner.

York Region Arts Council and the York Region Media Group have assumed the primary partner role in local consumer marketing of tourism, arts, and culture

The emergence of RTO6 led to a re-evaluation of the role of the Region with respect to delivering tourism marketing. As a result and as previously reported to Planning and Economic Development Committee on January 11, 2012, since late 2009 the Region has been actively creating partnerships for key aspects of local tourism consumer marketing. The Region has identified other organizations actively engaged in tourism/arts/culture promotion and developed partnerships to combine resources and avoid duplication of effort, including:

- Transfer of the annual Discovery Guide tourism brochure to the York Region Media Group for production, advertising sales and delivery beginning in 2011.
- Partnering in 2012 with the York Region Arts Council (YRAC) in collaboration with the York Region Media Group on development of a revised joint website (www.yorkscene.com) to act as the place to find all things tourism/arts/culture in the region.

These partnerships with RTO6, the York Region Arts Council and the York Region Media Group ensure valuable services continue to be provided efficiently to external and local consumers and the local tourism/arts/culture industry.

4. ANALYSIS AND OPTIONS

The Region continues to play an important role in supporting tourism/arts/culture marketing

The Region continues to play an important and active role in tourism/art/culture marketing as follows:

- The Region acts as a major sponsor/advertiser in the York Media Group Discovery Guide tourism brochure.

- The Region provided matching funding to the York Region Arts Council to secure \$25,000 in funding from the Ministry of Tourism and Culture for the development of the new www.yorkscene.com website.
- The Region provides ongoing site development and content support for www.yorkscene.com, which is being hosted the York Region Media Group and maintained by the York Region Arts Council. The new www.yorkscene.com website is being prepared for a formal launch in October of 2012. Until that time, the Region's www.yorktourism.ca website will continue to function as a source for tourism information. Upon activation of the new joint website, traffic to the Regions website will be redirected to www.yorkscene.com. The York Region Arts Council will be making a presentation to Planning and Economic Development Committee at the September 5, 2012 meeting to give the Committee a preview of the new site.
- The Region is supporting the upcoming Arts Exposed Conference, being delivered by the York Region Arts Council at the Seneca College Markham Campus on November 2 and 3, 2012.

The Region has an increasing role to play in the operation of the RTO6 Board

Up until July of 2012, the RTO6 Board was made up of a maximum of 13 industry representatives from across the three regions it represents. York Region had three dedicated industry seats on the board, as did each of the other two Regions. In addition there were four Director's-At-Large industry seats drawing participants from across the entire RTO6 Region, as follows:

York Region – 3 representatives

- Rob Kadlovski, Nicholby's/Old Firehall Confectionary
- Nigel Hollidge, Angus Glen Golf Course
- Vacant

The Town of Caledon and Dufferin County – 3 representatives

Durham Region – 3 representatives

Directors-At-Large – 4 representatives

- Patrick Regina, Hilton Suites Toronto/Markham
- Three additional representatives from the other regions

Until recently, representation of the three regions was limited to industry representatives only, and York Region, Durham Region, and The Town of Caledon/Dufferin County were invited as non-voting advisors to Board meetings.

RTO6 has revised its board structure and procedures to provide greater York Region representation and input

In July of 2012, in an effort to increase the engagement of the regions involved, the RTO6 Board of Directors changed the governing by-laws of the corporation to increase regional involvement in the Board as follows:

- Increase the number of Board seats by 3 to a total of 16 and allow the three regions to appoint a staff or Destination Marketing Organization (DMO) representative to have a full voting seat on the Board. From a RTO6 perspective, the Destination Marketing Organizations are the three regions and/or their respective program delivery partner organizations. In the case of York Region this could be either the Region itself, or the York Region Arts Council.
- Allow the three regions to make the formal recommendations to the RTO6 Board Recruitment Committee for the three dedicated regional industry representatives

These changes result in York Region having at least 5 representatives with voting privileges on the RTO6 Board, including dedicated industry, Director-At-Large, and DMO representatives.

York Region must provide recommended appointments to fill vacant RTO6 Board seats

The recent changes to the RTO6 Board structure now require the Region to take the initiative on making recommendations on filling vacant positions. There are currently two positions for which York Region must recommend appointments.

With respect to the York Region staff/DMO appointment to the RTO6 Board, York Region Arts Council (YRAC) is currently acting as the Destination Marketing Organization for York Region through the partnership with the Economic Strategy Branch. The YRAC is a non-profit organization founded in 2008 with the assistance of York Region, which develops and implements value creating initiatives for the regional arts community. As noted previously, the YRAC is now partnering with the Region on tourism/arts/culture marketing through the www.yorkscene.com website. Nancy Bodi is the Executive Director of the YRAC, and is also a Professor in the School of Marketing & e-business at Seneca College. Her career and teaching focus has been in both the brand management and event marketing disciplines, and her accomplishments include a MBA with distinction from the Schulich School of Business, York University, and a Citizen of the Year award for the Township of King in 2007.

Based on the role of the YRAC in tourism marketing and the expertise that Nancy Bodi can provide, it would be appropriate for the YRAC to assume the role at the RTO6 Board of Directors, and it would be appropriate to recommend Nancy Bodi as the representative. She has agreed to let her name stand to serve in this capacity.

With respect to recommendations for York Region industry representatives, RTO6 has asked that the Region recommend another industry representative to fill the third vacant dedicated board seat. Staff will be considering the best approach for determining how to select industry representatives, and will report back to Planning and Economic Development Committee on this matter. RTO6 has suggested that the Region establish a local industry advisory group that would provide advice on tourism/arts/cultural activities and serve as a pool for drawing RTO6 Board representatives.

The Region previously hosted a tourism advisory group representing the tourism/arts/culture industry

The Region has previously played an important formal role in linking the various agencies and industry players together to create and deliver relevant tourism/arts/culture programs. In 2004, Regional Council approved the Terms of Reference for a Tourism Advisory Group to help provide direction on tourism program development and delivery. Membership on the Advisory Group included industry representatives from the accommodations, attractions, hospitality, sports and arts/culture sectors.

In late 2009, as a result of the Province creating the Regional Tourism Organizations (RTOs), the Region suspended the Advisory Group meetings while the impacts of the RTOs were being determined and new structures put in place. At that time, four members of the Tourism Advisory Group volunteered to sit on the new RTO6 transitional board of directors, and worked along with the Region to assist in the formation and ramping up of RTO6 as an organization.

There is a need to re-engage the York tourism industry to support program and partnership development

RTO6 is now fully operational, and the Region has established the previously noted partnerships for program development and delivery. There is a need to once again re-engage the industry to ensure the partnerships and programs created remain vibrant and relevant. As well, the Regions new delivery partners recognize the important role the Region can play in bringing the industry to the table to assist in this regard and are encouraging the Region to once again take on this role. In particular, RTO6 is looking to the Region to serve as the link to industry and provide a pool of industry representatives to serve on the RTO6 Board of Directors and committees.

Staff will initiate the reactivation of a tourism advisory group

Staff will be reviewing the original Terms of Reference and list of participants for the former Tourism Advisory Group to determine how they could best be engaged to respond to the new partnership structures. Once this review is completed, a report will come back to the Planning and Economic Development Committee with a recommendation on how best to proceed.

Once a Tourism Advisory Group is operational, interested members of the Group will be canvassed for their suitability and interest in being recommended for participation on the RTO6 Board of Directors.

Link to Key Council-approved Plans

Tourism/arts/culture related initiatives support the 2011-2015 Strategic Plan objective to “Increase the Economic Vitality of the Region”, and in particular the jobs growth and number of small business start-ups indicators of success.

5. FINANCIAL IMPLICATIONS

The creation of the RTOs by the province led to a change in how tourism activities were funded, resulting in a loss of a minimum of \$300,000 per year in marketing funds that previously flowed to York Tourism through the arrangement with the Toronto Destination Marketing Fund. Previously funds collected from Toronto and York Region hotels were shared proportionately between Toronto and York Region to support tourism marketing initiatives. The significant shift in funding away from York Region and the creation of a new regional tourism organization with its similar mandate led to a re-alignment of Economic Strategy resources and the elimination of a dedicated Tourism group within the Regions operations. The Economic Strategy Branch has moved from a previous complement of up to four dedicated tourism staff including a Tourism Manager to the current structure, with only one staff position dedicated to supporting tourism/arts/culture activities, and the elimination of the Tourism Manager position. The tourism function is now managed under the new Strategic Economic Initiatives group.

The Province currently funds RTO6 in the amount of \$2.3M for the 2012/2013 fiscal year to operate the organization and deliver programs. The Region continues to work with the RTO6 Board and staff to develop and assist in delivering programs that support the tourism industry in York Region.

York Region support to the York Region Arts Council for marketing and website development/hosting in 2012 is \$45,000 and is included in the approved 2012 Economic Strategy Branch budget. York Region will continue to provide on-going financial support to the YRAC to further develop and maintain local consumer marketing programs.

6. LOCAL MUNICIPAL IMPACT

Tourism is an important sector to the economies of the municipalities within York Region. RTO6 will continue to develop higher order marketing for tourism product from across the Region and examine areas of product development such as Sport Tourism and

Meetings and Conventions which support local economic growth. The Region will continue through its partnerships to support local tourism marketing. The Region has also initiated coordinated dialogue between the Region, the local municipalities and RTO6 to ensure alignment of priorities. This dialogue will continue through regular economic development partner meetings.

7. CONCLUSION

The creation of Regional Tourism Organizations by the province in 2009 led to the Region establishing new partnerships to ensure the provision of valuable and efficient services to the tourism/arts/culture industry and consumers. The Region continues to play an important role in supporting tourism/arts/culture marketing programs in partnership with the York Region Media Group, York Region Arts Council, and RTO6. RTO6 has recently revised its Board of Directors structure and procedures to provide York Region and the other affected regions with greater representation and input. It is recommended that Nancy Bodi, Executive Director of the York Region Arts Council be put forward as York Regions representative on the RTO6 Board of Directors.

With the various partnerships now in place, there is a need for the Region to re-activate a tourism advisory group made up of a cross section of industry representatives from York Region to help keep programs vibrant and relevant. This group could also serve as a source of future RTO6 Board representatives. Staff will be reporting back to Planning and Economic Development Committee on how to proceed on re-activating the advisory group and a recommendation on an additional industry representative to fill the currently vacant RTO6 Board seat.

For more information on this report, please contact Doug Lindeblom, Director, Economic Strategy at 905-830-4444 at Ext. 1503.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)

York Region Tourism Partnership

YorkScene.com

Presentation to
Planning and Economic Development Committee

Nancy Bodi, MBA
Executive Director,
York Region Arts Council
September 5, 2012



New Local Tourism Marketing Collaboration

Pooling Resources & Capabilities

YorkScene.com



YorkScene.com Consumer Positioning

To residents of York Region, YorkScene.com is the one-stop tourism, arts & entertainment portal that inspires you to experience what there is to see and do in the region's nine municipalities.



YorkScene.com Provider Positioning

To tourism, cultural event producers and venues, in York Region, YorkScene.com is the one-stop tourism, arts & entertainment portal that inspires you to upload your events and listings identifying what there is to do and see in the region's nine municipalities.





Explore York Region



GO

All Municipalities



Home

Arts & Culture

Things To Do

Festivals & Events

Dining & Nightlife

Places To Stay

Packages



Wineries & Breweries

Magnotta Winery

Visit Magnotta, Canada's most award winning winery, where an exceptional winery experience awaits you. Shop our vast selection of VQA and International Series award winning wines, spiri ... [\[More\]](#)





Explore York Region



search keyword(s)

GO

All Municipalities

Home

Arts & Culture

Things To Do

Festivals & Events

Dining & Nightlife

Places To Stay

Packages



DROP
DOWN
AND
SEARCH

Wineries & Breweries

Magnotta Winery

Visit Magnotta, Canada's most award winning winery, where an exceptional winery experience awaits you. Shop our vast selection of VQA and International Series award winning wines, spiri ... [More]



Arts & Culture »



York Region Arts Cou...

The York Region Arts Council is a non-profit, char ... [More]



Things To Do »



The Sports Village

The Sports Village is a state-of-the-art, multi-fa ... [More]



Dining & Nightlife »



Festivals & Events »



Upcoming Events

Movies In The Park - The Lorax
Aurora | Aug 28, 2012 - Aug 28, 2012

Movies In The Park - E.T.
Aurora | Aug 29, 2012 - Aug 29, 2012

Moonlight Movie 2012 - Dr. Seuss' The Lorax
Richmond Hill | Aug 29, 2012 - Aug 29, 2012

Movies In The Park - Thor
Aurora | Aug 30, 2012 - Aug 30, 2012

2012 Concert In The Park - Hotel California
Richmond Hill | Aug 30, 2012 - Aug 30, 2012

GIRLS ONLY GROUP SUMMER 2012
Vaughan | Jul 13, 2012 - Aug 31, 2012

Markham Youth Theatre - Jesus Christ Superstar
Markham | Aug 31, 2012 - Aug 31, 2012

An Evening With Steven Page
Markham | Sep 06, 2012 - Sep 06, 2012

Nature's Creations Forest Festival
East Gwillimbury | Sep 08, 2012 - Sep 08, 2012

Main Street Markham Auto Classic

[More Events](#)

[Submit an Event](#)

Featured Videos



[Fishing in York Region](#)
Want to know the best places to fish in York Region ... [More]



[Swan Lake Photoshoot](#)
Swan Lake Photoshoot [More]

Search Tourism's online directory

Find local businesses, attractions,
accommodations, restaurants
and more

Enter keyword(s)

Select area to search

Select area to search

All of York

In Aurora

In East Gwillimbury

In Georgina

In King

In Markham

In Newmarket

In Richmond Hill

In Whichville-Stouville

In Vaughan

Search for

in

All

Find it



Front Page



Category Search



Login



Add Business



Search Results



www.YorkScene.com

Category: 4481, in: Richmond Hill
Now displaying: 1 to 25 of 93 results found
27154 Total businesses in this directory
Sort by: [Default Name Town](#)

A+ A

Page: 1 2 3 4

Hill Street Blues

10520 Yonge Street
32b
Richmond Hill, ON
L4C 3C7
(905) 737-3936



Retail jeans & sportswear
[More Details](#)



Shabi's

10737 Yonge Street
Unit 17
Richmond Hill, ON
L4C 9M9
(647) 478-7696



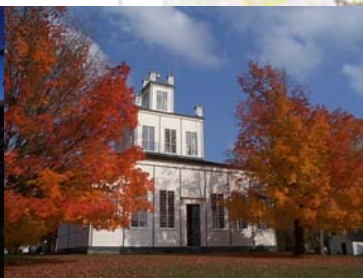
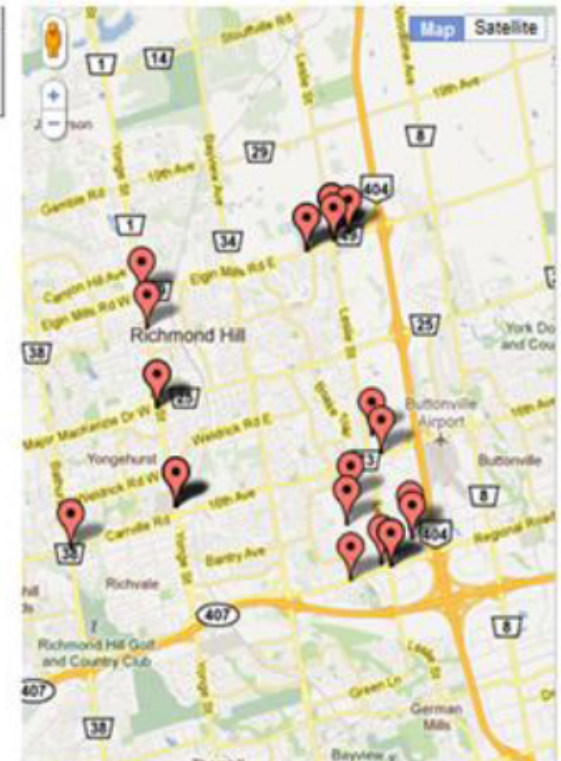
Shabi's is a Pakistani Fashion Store in Toronto, A multi designer store housing some of the most talented and exclusive Pakistani and Indian desi ...

[More Details](#)



FouFou Dog

105 West Beaver Creek Rd.
Unit 7



RECENT POSTS



Top 10 Things to do in ...

1. For a taste of Italy, take a stroll in Woodbridge's Market Lane. Market Lane Shopping Centre in downtown Woodbridge remains the commercial hub of the area. Stroll along Woodbridge Avenue and enjoy shopping the wide vari ... [\[More\]](#)



Magnotta Winery

Visit Magnotta, Canada's most award winning winery, where an exceptional winery experience awaits you. Shop our vast selection of VQA and International Series award winning wines, spirits, beer, wine accessories and gourmet f ... [\[More\]](#)



The Sports Village - ...

The Sports Village is a state-of-the-art, multi-faceted recreational facility designed as a socially-integrated family recreation venue, located in Vaughan, Ontario, Canada. We employ the guiding principles of a public/privat ... [\[More\]](#)



Top 10 things to do in ...

1. Enjoy a performance or film screening at the Lebovic Centre for Arts & Entertainment – Nineteen

[More Videos »](#)

LOCAL TOURISM, ENTERTAINMENT & CULTURE DIRECTORY

REGISTER FOR YOUR FREE BUSINESS LISTING

[Click here to register or login now!](#)

SEARCH FOR ATTRACTIONS, HOTELS, RESTAURANTS, ENTERTAINMENT & MORE

Keyword

Municipality

All Municipalities



Search Now!

Quick Links

- [Artists of York Region](#)
- [Video Gallery](#)
- [Photo Gallery](#)
- [Art for Sale](#)

Join the Conversation

– Markham Youth Theatre presents, Issues

WagJag

DEAL OF THE DAY



Save
61%

61% off Unilever Bath and Body

5 Hours 27 Mins 34 Sec remaining

BUY NOW

AURORA / NEWMARKET



Join our mailing list to
receive email tips, news
& updates on events,
offers & more!

Join Now!

Featured Packages



Hill 10th A ...
[More]



Each Doo ...
[More]

More Packages »



Featured Videos



Photoshoot ...
[More]



Emmanuel ...
[More]

More Videos »

[Back To Top](#) | [About York Scene](#) | [Contact Us](#) | [Advertise With Us](#) | [FAQs](#) | [Privacy](#) | © 2012 by [York Scene.com](#)

Our Partner Sites



Digital Marketing Strategy

- ❖ Robust site, content managed daily
 - YRAC back end
 - Metroland editorial and digital video
 - Embedded into Yorkregion.com (Metroland)
 - Designed for SEO and future mobile apps.
- ❖ Vibrant social media – daily Facebook, Twitter
- ❖ Marketing through Metroland, York Region and York Region Arts Council
- ❖ Linked to Central Counties on-line registration



Key Performance Indicators

- ❖ Site Statistics, Google, ranking
- ❖ Social Media stats
- ❖ Brand image
- ❖ Word of mouth, reputation
- ❖ Cross linkages to other sites
- ❖ Newsletter sign-ups
- ❖ **Aim for 20,000 unique visitors/month in 1 year**



Our contact info:

NancyBodi@rogers.com

artscouncil@yorkscene.com

Office phone: 905-726-3278

Office: Aurora Cultural Centre, 22
Church Street, 2nd Floor



