

COPY

THE CORPORATION OF THE TOWNSHIP OF LAKE OF BAYS

DATE: February 10th, 2009

RESOLUTION: 6(a)/02/10/09

MOVED BY: *[Signature]*

SECONDED BY: *[Signature]*

BE IT RESOLVED THAT the Finance & Corporate Services Committee recommend to the Council of the Corporation of the Township of Lake of Bays that the projects listed in the attached Appendix "A" be approved for submission to the 2010 G8 Summit Local Area Leadership Group and recommended for financial support as district-wide projects that will support and enhance the G8 Summit and serve to promote tourism development in Muskoka and surrounding areas.

RECORDED VOTE

NAYS

YEAS

- Councillor Ben Boivin
- Councillor Philip Cote
- Councillor Margaret Casey
- Councillor Ruth Ross
- Councillor Ginny Burgess
- Councillor Nancy Tapley
- Mayor Janet P. Peake

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MOTION CARRIED
MOTION DEFEATED

CHAIR *[Signature]*

APPENDIX "A"

Proposed G8 Projects

Development of Media Kit and Communications Material

1. **Project Description:** Development and preparation of Muskoka information packages for visiting media and G8 related events. Media resources to include: high definition video clips of iconic Muskoka locations; high resolution still images of iconic Muskoka locations; assorted Muskoka story lines; a welcome to Muskoka CD; direct mail program to key media outlets; web based promotional opportunities; media monitoring; media training for local leaders and contract staff to manage external communications. All images would be available for each municipality to use for their own purposes (website, economic development, etc.)
2. **Time Line:** B-roll film (video clip art) and hi-resolution still images would be taken in the spring, summer and fall of 2009. Also included would be the development of Muskoka story lines; preparation of a Welcome to Muskoka CD; and preparation of images for June 2009 G8 meeting in Italy. Balance of images and media direct mail campaign as well as ongoing web based applications winter and spring 2010. Other promotional opportunities prior to June 2010 are a series of G8 related meetings for finance ministers, environmental ministers, etc. throughout the year.
3. **Estimated Cost:** Prepare RFP for G8 Communications Strategy. Estimated budget for contract services up to \$70,000 (Filming and film editing bill at approx. \$80 per hour. Commercial rates for still images range from \$100 + each. Commercial rates for free lance journalists range from 35 to 50 cents per word).

Development of Online Reservation Service

4. **Project Description:** Development of an online reservation platform that will automate consumer reservations in Muskoka. Information would be available in real time regarding accommodation businesses control inventory and rates; distribute confidential rates to pre-authorized recipients; handle group room blocks; create a micro site for each accommodation property on the Muskoka Tourism website; offer seamless integration with each accommodation property's own website (consumers accessing individual accommodation property website will see and use the same micro site residing on the Muskoka Tourism webpage. Muskoka Tourism has offered G8 organizers access to the reservation service and plan to expand it to include all accommodation in Barrie, Orillia, Parry Sound and North Bay and Halliburton for a total of 5,000 guest rooms. This online service can also be used to host other regional events (Winter Games, etc.)
5. **Time Line:** Complete RFP process by winter of 2009. Launch May 2009. Coordinate G8 group room blocks by fall 2009.
6. **Estimated Cost:** (Based on 40 participating businesses in Muskoka)

Start up costs (custom design, loading content, and training)	\$5,000
Images (professional photographer 8 images per business)	\$4,000
License Fee (\$1,500 per month for 2 years)	\$36,000
Sub-total	\$45,000
Load G8 properties (Barrie, Orillia, Parry Sound, North Bay)	\$5,000
Total	\$50,000

7. It is proposed that 50% funding would come from FedNor plus FedNor to pay 100 % of the cost for French translation. It is hoped that with the G8 connection FedNor may be able to increase funding up to 80%. Balance of the project paid by participating partners.

Development and Implementation of Web Site Enhancements

8. **Project Description:** Upgrade Muskoka Tourism's 5 year old website. Improvements include: detailed listings and images for each tourism partner; enhanced mapping capabilities; creation of trail themes (culinary trail, golf trail, spa trail; resort experiences, hiking; snowmobile, culture/arts trail; etc); improved website search capabilities; develop Stay & Play packages; and expanded customer relationship capability (bulk e-mails, sorting/searching customer enquiries, implementing pre or post trip customer surveys), integrating the proposed online reservation service.
9. **Time Line:** Launch improved website by fall 2009.
10. **Estimated Cost:** The original development cost for Muskoka Tourism and a concurrent site for Georgian Bay Country using the same structure and data tables was approx. \$240,000. To improve and expand the Muskoka Tourism site as outlined above approx. \$75,000.

Development and Implementation of a Customer Service Training Program

11. **Project Description:** Develop a train the trainer program for business owners in Muskoka. Prepare curriculum and support materials (training manual, orientation sessions) for business owners/managers to train their respective front line employees. Topics may include; taking responsibility for customers; projecting positive self-image and values; problem-solving; working with angry customers; create a positive memorable experience; and up selling.
12. **Time Line:** RFP summer 2009. Launch training program for business owners fall 2009 through spring 2010.
13. **Estimated Cost:** Prepare RFP. Estimated cost \$45,000. For example, a train the trainer program offered through the Ontario Tourism Education Council (OTEC) with curriculum and content owned by Muskoka is \$40,000 to \$50,00 for needs assessment, research and content development, training manual and tools, program pilot, and online training. An off the shelf three day train the trainer program from OTEC is \$1,500 per participant while the curriculum and content is owned by OTEC.