



Expression of Interest: Facilitator

The Regional Tourism Organization in partnership with the Huntsville Lake of Bays Chamber of Commerce are currently tasked with the responsibilities of communicating tourism product, stakeholders and experiences in order to effectively position the sub-region of Huntsville “Muskoka’s Adventurous Spirit” within the region of Explorers’ Edge.

The Ontario Ministry of Tourism and Culture created 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, allowing for more consistent marketing of Ontario's tourism regions. The RTO12 area includes Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound. RTO12 is a not-for-profit agency that is governed by a volunteer board of directors. The mandate for RTO12 includes: providing industry leadership and strategic planning, developing strong, collaborative partnerships and packages, marketing, developing the workforce and skills training. RTO12 is the administrative name for the region that is known in the consumer marketplace as Explorers’ Edge www.explorersedge.ca.

The Huntsville/Lake of Bays Chamber of Commerce (HLOBCOC) is a membership driven business organization whose mission is to support the economic and social growth of our members through networking, public awareness and community promotion.

The Opportunity

Working closely with the RTO12 Executive Director and the Executive Director of the HLOBCOC the successful consultant will facilitate a half day workshop with the HLOBCOC marketing committee with the goal of clear articulation of the purpose of HLOBCOC communication. For instance is the communication simply a directory of tourism related businesses in the region that serves users who have already decided to visit? Or is the purpose of communication to attract new visitor to the region? The deliverables include but not limited to a half day facilitated workshop and follow-up report.

Corporate Information

- A description of previous facilitation work and expertise
- A description of the respondent’s company, including location(s) & business operations
- A standard contract proposal including fee structure, remuneration and rates.

Please forward all documents and request for further information to James Murphy, Executive Director, at james@explorersedge.ca on or before Friday February 17, 2017 at 4.00pm.

Note: Submitting a reply to Explorers’ Edge does not automatically guarantee that your company will be receiving future correspondence during the process.