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Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound  
[www.explorersedge.ca](http://www.explorersedge.ca)



### **Expression of Interest: Promotional Video Updates & Social Media Amplification**

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](http://www.explorersedge.ca).

### **Executive Summary**

As an outcome of collaborative partnerships in the region the Town of Huntsville is partnering with the RTO to update promotional assets (video with accompanying clips) to highlight businesses in the sub-region. The partnership will also support social media promotion of such videos and clips to raise awareness of the investment and business opportunities.

### **The Opportunity**

Working closely with the Town of Huntsville Economic Developer and the RTO Executive Director the successful candidate will recommend a communication strategy that will engage business partners in order to amplify updated video content. Current video related to this project can be found here <https://www.youtube.com/watch?v=n3VzNCjH8ig>. The goal of the partnership is to showcase tourism and general business opportunities with increased on-line traffic and economic development enquiries to the Town of Huntsville.

The Consultant will also develop a plan to amplify the updated/developed content over social media channels.

The final deliverables will include a report (including an overview of all the components related to the project) that would be completed by November 2017.

The proposal, at a minimum, will break out the associated video updates/production and communication tactic project costs for an estimated \$20,000 project budget.

Your proposal will form an integral part of the contract and will be considered the Scope of Work for the Initial Term.

### **Corporate Information**

- A description of previous work done in video production related to investment attraction and the outcomes of those videos.
- A description of the respondent's company, including location(s), business operations, financial security, and corporate history
- A standard contract proposal

Note: Proponents shall identify, within their submission, all excluded items.

**Please forward all documents and request for further information to James Murphy, Executive Director, at [james@explorersedge.ca](mailto:james@explorersedge.ca) on or before Friday September 22, 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.