OPERATIONS IMPLEMENTATION PROGRAM GUIDELINES

GENERAL PROGRAM OVERVIEW

The Operations Implementation Program (OIP) is designed to assist Orillia and Lake Country tourism (OLC) stakeholders with a $1,000 social media advertising campaign. Examples of eligible operational expenses that can be used to leverage marketing funds include property taxes, mortgage costs, insurance, inventory purchases, etc.

PARTNER ELIGIBILITY

WHO CAN APPLY?

- Tourism Operator - The term 'tourism operator' is defined as a tourism, festival, heritage, cultural and sport, consumer-facing organization that has direct access to the consumer and relies on that tourism consumer for their income.
- Festival and event organizers may use this program as a part of their marketing efforts. DMOs, BIA's, Chambers and Municipalities will be considered on a case-by-case basis and may apply for up to 2 festivals per year (spread at least one month apart). Please contact Orillia and Lake Country staff BEFORE applying.
- The product, experience, festival etc. must be located within Orillia, the Township of Severn, The Township of Oro-Medonte and Rama First Nation.
- Organizations must be legally registered to operate in Ontario.

  Note that as part of the application, partners will need to attest to having read both the Guidelines and resource documents, including all informational links.

All projects must be completed before **March 31, 2026.**

Festivals and event organizers must have their application submitted a minimum of 8 weeks prior to scheduled festival/event date. This is required to allow enough time for campaign planning and the execution of the 4-week campaign.

PROJECT/PARTNER REQUIREMENTS

PROJECT REQUIREMENTS

Stakeholders interested in the Operations Implementation Program will be required to demonstrate the following:

- You have an active Facebook PAGE (for business) and are actively engaged on the platform (i.e. post at a regular frequency and respond to comments within 24 hours). While campaigns will be run through the BruceGreySimcoe Ads Manager (for billing purposes), the campaign will run as sponsored ads on your social media platforms.

- In order to launch the campaign, you will need to allow The Aber Group to act as an advertiser on your page. In the new Pages experience on Facebook, only individuals with "full control" (not partial) will be able to accept or assign task access. If you have **Facebook access** to a Page, you can view your access.

To view your Page access on Facebook:

  - Log into Facebook, then click your profile photo in the top right.
  - Click See all profiles, then select the Page you want to switch into.
  - Click your Page name in the left menu.
  - Click Manage below Page's cover photo, then click Page access.
  - Click your name to view access.

- You must have current collateral (produced in the last 3 years); high-resolution images (Min 1MB) and/or 1-3 videos(60 seconds or less) that can be used in a social media campaign.
- Your website is mobile-friendly, must be up to date and reflect your current offerings, hours of operation, and contact information.
- Partners will need to have a landing page consistent with what is portrayed in the video/ imagery (i.e. a campaign promoting ice fishing should have a related video and direct traffic to an ice fishing landing page or at minimum, a page outlining a variety of winter activities, of which ice fishing is one).

Orillia and Lake Country Tourism (OLC), with the assistance of Regional Tourism Organization 7 (RTO 7), will match your investment in operational expenses (e.g. mortgage payments, rent, insurance, inventory purchases, etc.) with a $1,000 social media advertising campaign. You must be able to demonstrate these expenditures by providing copies of invoices and proof of payment (e.g. cancelled cheque or e-transfer confirmation) with the final report. Aside from the operational expenditures invested, there is no cost to the operator. OLC and RTO 7 will cover the cost of the media spend, additional agency fees, and HST.

PARTNER REQUIREMENTS

- You must carry liability insurance of at least $2,000,000 and provide OLC with a certificate of insurance to demonstrate this coverage.
  You must attest that there are NO outstanding legal issues that would affect the processing and outcomes of this project and collaboration with OLC and you can legally operate in Ontario.
- You will engage in **sustainable tourism** practices as outlined on our website. OLC supports that when visitors can plan or book ahead, not only does it help to improve the quality of visitors to the region but also helps our stakeholder manage their business more effectively, therefore, plan ahead/book ahead messaging must be included where possible.
- You commit to **monitoring the Facebook/Instagram posts** daily for the duration of the campaign. **Google Analytics is activated** on your website prior to the start of the campaign.
- Select 1 or 2 representatives to act as the liaison with OLC. This person should be responsible for your social media marketing and can act as the decision-maker. They must have the capacity to execute the project and respond to team communication in a timely manner. Failure to communicate in a timely manner may cause the campaign to be cancelled or fail.
- Once the project is approved, the partner commits to using **Basecamp** (OLC project management program) for all communications regarding the project. You will supply the names and email addresses of program contacts to add to Basecamp.
  You must identify Orillia and Lake Country Tourism and RTO 7(Bruce Grey Simcoe)
  - with logos on your website with an active link back to BruceGreySimcoe and Discoverontario.com.
  - with logos on your website with an active ling back to Orillia and Lake Country Tourism
  - with logos on all printed collateral supported through the program.
- The partner and one front-line staff person will complete a **Typsy** online training course. If you have not completed one yet, we recommend Social Media for Hospitality, Dealing with Difficult Guests, Sustainability 101, or Interacting with Guests. All partners must complete at least one course by March 31, 2026. RTO7 staff may ask for a review/ testimonial on the courses completed.
- Maintain a current **operator listing** on BruceGreySimcoe.com.
- Sign up for the **RTO7 E-Newsletter** (funding updates, announcements, etc.).
- You are required to complete a final report and supply copies of invoices demonstrating proof of $1,000 of expenses (receipts) within 30 days of the completion of the project.

Partners who use third-party agencies for social media marketing are eligible for this program however we will communicate/work with ONLY the lead partner and NOT the third-party agency. Campaigns take approximately 3-4 weeks to set up and launch so please ensure you have included enough lead time. A faster turnaround may be available on request, however, high resolution images and/or videos, messaging and your landing page MUST be ready to share at the time of the application.

PROGRAM OPPORTUNITIES

Social Media Marketing Support
Eligible partners will receive the following per new investment:

- $1,000 of social media advertising that will show as sponsoredads from the partner's social media platforms (Facebook and Instagram).
- The sponsored ads will have a call to action that will directvisitor traffic to the operator's website home page or Facebook page.
    - The $1,000 ad spend is applicable to HST and Agency Fees. OLC will cover the full cost of the campaign including HST and additional Agency Fees.
    - There is no cost to the partner, unless you are unable to accept the advertiser request.

Facebook/Instagram Sponsored Posts

- Maximum 6 ads can be created.
- Minimum 5, maximum of 10 **current images** and/or 1-3 videos must be providedfor use in the campaign. Images MUST be high resolution (min 1MB) and videos should be 60 seconds or less.
- An OLC staff person will be your point of contact and will liaise between the partner and the Agency of Record.
- The Agency of Record will write the ad copy and create the sponsored ads using the information provided in your application and during your application review call with OLC.
- In order to launch the campaign, you will need to allow The Aber Group to act as an advertiser on your page. In the new Pages experience on Facebook, only individuals with "full control" (not partial) will be able to accept or assign task access. If you have **Facebook access** to a Page, you can view your access.
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    - Log into Facebook, then click your profile photo in the top right.
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    - Click your name to view access.

If you do not have full control of the Facebook Page, and cannot determine how to move forward at this stage of the program, the campaign will need to run through the OLC platforms and you will be required to pay a $200 administrative fee.

PROGRAM OPPORTUNITIES

The sponsored ads will run for approximately 4 weeks.

You are responsible for managing comments from the post daily with accurate and positive engagement.

You will receive a final report following the campaign that details:

- Impressions
- Reach
- Click Through Rate (CTR)
- Total Clicks
- Cost Per Click (CPC)
- Reactions/Comments/Shares/Saves
- Total Spend

- You will receive support from OLC staff to develop the demographics and geographic targeting, as well as interests for each of the ad campaigns.
- You will receive one midterm report approximately halfway through the campaign highlighting performance to date.

Please note that targeting will not change for the duration results are below industry standards as identified by the agency and/or OLC.

Applications will be accepted on an ongoing basis until January 31, 2026 or until the program is fully subscribed.