



City of Brockville

Economic Development, Recreation & Tourism Committee Meeting Minutes

7:00 PM - Tuesday, September 7, 2021
Virtual Meeting

The Economic Development, Recreation & Tourism Committee meeting was called to order on Tuesday, September 7, 2021, at 7:00 PM, in the Virtual Meeting, with the following present:

| | |
|-------------------------|---|
| Members Present: | Councillor Jane Fullarton, Member Tony Barnes, Member Jamey McTavish, Councillor Matt Wren, and Mayor Jason Baker |
| Regrets: | Nil. |
| Others: | Councillor Jeff Earle and Councillor Larry Journal |
| Staff: | Ingrid Doucette, Administrative Coordinator, Janette Loveys, City Manager, Lynn Murray, Deputy City Clerk, Robert Nolan, Director of Economic and Development Services, and Phil Wood, Director of Operations |

1. CHAIR'S REMARKS

Chair Fullarton wished all the best to the students and teachers who are all heading back to the classrooms.

2. DISCLOSURE OF INTEREST

Nil.

3. DELEGATIONS AND PRESENTATIONS

1. Library Update
Brockville Public Library

Emily Farrell, CEO provided the Library's Mid-year update for the Committee.

2. 2021 Tourism Update
Aquatarium

Thomas Harder, Executive Director reviewed his presentation for the Committee.

[Tourism Quarterly Reporting \(EDRTC\)](#)

4. **CORRESPONDENCE & COMMUNICATIONS**

Nil.

5. **REPORTS FROM BOARDS AND COMMITTEES**

Nil.

6. **STAFF REPORTS**

1. SR2021-165

Tourism Deliverables and Service Commitments

Moved by: Councillor Wren

THAT Council receive staff report SR2021-165 Tourism Deliverables and Service Commitments, for information.

For: Councillor Fullarton, Member Barnes, Member
McTavish, Councillor Wren, and Mayor Baker

CARRIED 5-0 on a recorded vote

2. SR2021-161

Reynolds Park Redevelopment

Moved by: Member McTavish

THAT staff report 2021-161 Reynolds Park Redevelopment be received;

AND THAT, following consultations, staff bring back a finalized park conceptual design drawings to the October 6th, 2021, Economic Development, Recreation and Tourism Committee meeting.

For: Councillor Fullarton, Member Barnes, Member
McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

Mayor Baker exited the meeting at 9:00 pm.

3. SR2021-160
Leeds Grenville Small Business Centre – Regional Delivery Opportunity

Moved by: Member Barnes

THAT Council receive report SR2021-160 - Leeds Grenville Small Business Centre - Regional Delivery Opportunity; and,

THAT in the spirit of regional collaboration, Council's support the transition of the Leeds Grenville Small Business Centre to the United Counties of Leeds and Grenville effective April 2022 which will allow for a more effective delivery of services.

For: Councillor Fullarton, Member Barnes, Member McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

4. SR2021-159
2022 Tall Ships Festival Committee

Moved by: Councillor Wren

THAT Council receive staff report SR2021-159 – Tall Ships Festival Committee and;

THAT Council approve the Tall Ships Festival Committee Terms of Reference,

AND THAT the Citizen Appointees identified in Attachment B be appointed.

For: Councillor Fullarton, Member Barnes, Member McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

5. SR2021-162
Amendments to the Community Flag Raisings and Flag Protocol Policy

Moved by: Member McTavish

THAT Council receive SR2021-162, Amendments to the Community Flag Raisings and Flag Protocol Policy; and

THAT Council approve the amendments to the Flag Policy POL.A.20.172.

For: Councillor Fullarton, Member Barnes, Member McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

6. SR2021-158
Wayfinding Signage RED Grant Update

Moved by: Member Barnes

THAT report SR2021-158 Wayfinding Signage RED Grant Update be received;

AND THAT the Mayor and City Clerk be authorized to execute the agreement.

For: Councillor Fullarton, Member Barnes, Member McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

7. SR2021-166
Communities in Bloom

Moved by: Councillor Wren

THAT Council receive report SR2021-166 Communities in Bloom.

For: Councillor Fullarton, Member Barnes, Member McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

7. **NEW BUSINESS FROM COMMITTEE MEMBERS**
Nil.

8. **EDRTC - CONSENT AGENDA**

Moved by: Member McTavish

THAT the following items as recommended by the Economic Development, Recreation and Tourism Committee be placed on the Consent Agenda:

1. SR2021-165
Tourism Deliverables and Service Commitments
2. SR2021-161
Reynolds Park Redevelopment
3. SR2021-160
Leeds Grenville Small Business Centre – Regional Delivery Opportunity
4. SR2021-159
2022 Tall Ships Festival Committee
5. SR2021-162
Amendments to the Community Flag Raising and Flag Protocol Policy
6. SR2021-158
Wayfinding Signage RED Grant Update
7. SR2021-166
Communities in Bloom

For: Councillor Fullarton, Member Barnes, Member McTavish, and Councillor Wren

CARRIED 4-0 on a recorded vote

9. **MEDIA QUESTION PERIOD**

10. **ADJOURNMENT**

Moved by: Member Barnes

THAT the Economic Development, Recreation and Tourism Committee adjourn its meeting until the next regular meeting scheduled for October 5, 2021.

CARRIED

The meeting adjourned at 9:24 pm.

Tourism Quarterly Reporting September 7, 2021 EDRTC

Provided as a Pre-Read
Supporting the
Slide Presentation



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*Numbers reported may not represent the the complete month of August

Brockville Tourism, 2021

Guiding Principles

1. High touch, In-market
2. Creating the culture of a Marketing and Sales organization
3. Digital first information delivery

Be flexible at every opportunity

Customer Focused Goals

1. Increase dwell time
2. Maximize the number of visitors

Tourism Report

Opening Remarks

Brockville Tourism remains optimistic and excited as COVID-19 vaccines are proving to be successful. Bridges are now open for the American tourist and traveling is increasing.

Albeit a late start to the summer, most of Brockville's businesses are now reopened with modified capacities. The pent-up demand for tourism has been apparent, with many restaurants and vendors having been filled to capacity.

The downtown has been vibrant throughout the second half of the summer and operators are reporting promising sales numbers. Keeping in mind that COVID is not gone, the limitations on maximum occupancy, social distancing, and reduced workforce opportunities have presented many challenges to the operators who have had to work hard this year. Brockville Tourism recognizes the role it plays in ensuring the success of these businesses.

As summer comes to a close Tourism will continue to push forward, encouraging visitation past Labor Day, working with stakeholders, and evolving its strategies as the demographic of visitors shifts with the season.

Staffing

In April 2021, Kim Barr was hired as the Tourism Manager to execute the 2021 Tourism Plan and provide a consistent face of tourism to the stakeholder.

10 staff members were hired to support the summer season. Tourism partnered with the EEC, who supported the hiring of 5 employees. Our team consisted of 2 retirees, 5 students, 2 under 25 and 1 mid 30's, 9 mobile Ambassadors and 1 social media manager. The Ambassadors started their orientation on June 14th and spent the week visiting tourism partner sites. Training concluded with sales coaching. When COVID allowed, the Tourism Operator/Owner spoke directly with the Ambassadors and provided first hand knowledge and insights. The team officially started their mobile ambassador role on June 24, 2021.

Visitor Centres

Brockville Tourism is actively working from two convenient, visitor locations. The main Tourism Visitor Centre is located in the Aquarium at Tall Ships Landing. The second remote location is at Blockhouse Island pavilion.

During peak tourist season, both Visitor Centres were staffed from 10am until 5pm, 7 days a week. Spot counting suggests that it is common to have up to 500 people drop into the centres during peak days.

During the peak season, on average Tourism received 12/day, and 200 emails were processed for the season. It is important to note, that today the visitor has various methods of seeking information and support from Tourism, such as; website ChatBot, Toll-Free Phone Number, FaceBook comments and messenger requests, and contact forms.

The staff at the Visitor Centers contributed 1,303 contacts from June until August.

The Ambassadors

The goals for the Ambassadors were to proactively engage visitors, provide insights and meaningful suggestions to enhance and prolong their stay. Data from the visitor is captured by the Ambassador for two key reasons. First it provides a pathway for automated marketing and secondly it drives insights into future tourism decision making.

Ambassadors are scheduled daily across strategic Brockville Tourism Zones. Each week the team invests some 350 hours to guarantee the visitor has an experience they will remember and share.

During peak times Ambassadors were scheduled starting at 8am and finishing at 9pm; as daylight decreased the schedule moved to finishing at 7pm.

To date, the Ambassadors have engaged, helped, and made suggestions to over 7,600 visitors. Frequently, the Ambassadors make suggestions that enhance the visitor's experience and increase their dwell time in Brockville.

A smaller team of ambassadors will continue to support Tourism as the season moves into the fall.

The Digital Guide was available to support the Ambassador in providing accurate recommendations to the visitor.

Digital Presence

Brockville Tourism continues with a Digital First approach. The website, Social Media, online advertising, digital guides, digital maps and Sharpring software are the foundation of this approach.

Website

The Brockvilletourism.com website continues to grow in both content and engagement. To date the website houses the sections “Things To-Do”, “Eat & Drink”, “Places to Stay” and “Shows & Events”. Additionally, there are some 25 blogs, from Hiking to swimming to having a COVID safe journey ... all encouraging the browser to visit and stay in our city.

The website also includes a “Stakeholder Portal” section where industry updates are provided in blog style format, as directed by the manager of tourism.

The Website also provides access to both the Digital Guide and the Digital Map.

From March until August, the website has seen over 52,000 users driving some 99,000 page views. Top website visitors originate from Ottawa, Toronto and Montreal. This is in keeping with the geographic targeting within digital advertising.

Over the past 30 days, Brockvilletourism.com has seen, on average, over 1,300 unique visitors (Users) per day.

As a comparison, web traffic measured by page views has increased by 260% from the 2020 season. (37,021 in 2020 compared to 99,000 Page Views as of August 2021)

Website ChatBot

The Tourism website ChatBot was developed to conveniently engage the website visitor, while answering routine questions, such as; “When is the Visitor Centre Open?” or “What is Tourism’s Phone Number?”.

In total, the ChatBot was activated some 1,700 times with the majority of activations (1,239) occurring in August. There were 107 Chats with known contacts, 13 Chats ended in a lead and 30 Chats influenced a form to be filled out.

Social Media

Facebook and Instagram remain a pillar for driving excitement into Tourism for the local stakeholder, community, and the Tourist.

Brockville Tourism is also adapting a more contemporary approach to “social” through Facebook stories, videos, and an increased focus on Instagram.

With the focus on digital advertising, Facebook has seen explosive growth resulting in over 500,000 Page Views in August. Five times the previous month's Page Views.

Instagram followers have grown from 300 in June to over 900 in August, with an August reach of 104,000.

Digital Guide

Similar to the website, the Digital Guide continues to grow in both content and engagement. The focus of the Digital Guide is to provide the visitor (or Ambassador) a method of searching restaurants, accommodations and activities. Individually, each listing not only has the address and Google directions but also key features such as “family friendly”.

Currently the Digital Guide hosts a nearly comprehensive directory of eateries, restaurants, and attractions. Each listing includes 3-4 bullet points outlining highlights & key features as well as a direct connection to the relevant Google Maps listing. This enables Ambassadors to provide consistent information to visitors and to send directions straight to Visitors’ email address or mobile devices.

There were 2,009 Pageviews on the Visitor Guide page. This page contains the links to both the Digital Guide and the Digital Map.

Digital Maps

Brockville Tourism is upgrading our overall travel experience for future visitors. The vision of this future experience is built off of a “Digital First” model, as we continue to invest in the modernization of tourism and its methods of communication in 2021. One of the ways that we are embodying this model is through the development of our website as our Visitor Map.

SharpSpring

SharpSpring software has been implemented as the Customer Relationship Management and Automated Marketing tool. This online software manages all tourism contacts from Stakeholders to Visitors.

Sharpspring currently manages over 330 defined stakeholders and over 6,310 contacts that have shown an interest in Brockville. Contacts have been added by various sources, such as; Ambassador interactions, Website inquiries and advertisements. Each Lead has a minimum of first name, last name and Email. Total Lead count is out stripping year-to-date expectations.

Sharpspring has supported virtually all outreach activities such as; the collecting of visitor data from Ambassadors, advertising campaigns, marketing Emails, surveys, Social Media scheduling, information sharing with stakeholders and decision marketing.

A typical SharpSpring automation is, an Ambassador enters visitor's information. The visitor immediately receives an email with key information to enhance their stay. A couple of days later they receive a follow-up survey.

Print Materials & Distribution

Maps

Local tourism operators and stakeholders purchased advertising that fully funded the production, print and distribution of 10,000 maps. Maps had the City of Brockville on side one and the United Counties of Leeds and Grenville on the reverse. The map was branded to be consistent with the new branding on the website and the Guide. The maps were distributed to targeted properties including OnRoute service centres, tourism information centres and key tourism operators throughout Eastern Ontario.

Maps easily identified Tourism properties along with regional advertising. Maps also supported the Ambassador - Visitor interaction.

Guide

The printed Visitor Guide was developed to provide detailed information on some 300 Tourism properties. The new larger format (8 ½ x 11) was produced without ads. The 24 page guide was designed to be brand consistent with the digital guide and the map. The 2,500 Guides were produced and distributed to targeted properties including OnRoute service centres, tourism information centres and key tourism operators throughout Eastern Ontario. Guides also supported the Ambassador - Visitor interaction.

A second production run is being contemplated with a fall/winter theme.

Advertising & Promotion

To date over \$31,570 has been spent on advertising, spanning 20 advertising campaigns using both Google & Facebook Ads. The campaigns have yielded 8 million targeted impressions, 45,298 clicks and 5,458 registered leads. The majority of the activity has occurred in July and August as Brockville Tourism has strategically increased advertising reach in conjunction with the loosening of COVID restriction. The most recent example is August advertising within an expanded reach of a 350km radius of Brockville, including the United States.

As an example, “the Win a Cruise” Campaign is seeing single Ads that yield over 2 million impressions, 5,000 clicks, and over 1000 Email leads generated.

Here is an example of a typical campaign’s ad group targeting and contest.

Boating & sailing enthusiasts, water sport enthusiasts, outdoor enthusiasts, who are actively researching or planning cruises, sports & fitness, trips to Toronto, trips to Ottawa + 9 more. Positive keywords for this campaign include: 1 hour river cruise, 1000 islands, 1000 islands canada, 1000 islands cruise. The associated landing page features a contest to win two tickets for a 1000 Islands & Seaway Cruises as well as a related image gallery.

Stakeholders & Events

Tourism has been actively involved with;

- TIAO
- RTO9
- Employment & Education
- Canada Summer Jobs
- Ontario Tourism

Brockville Tourism has taken an active role in providing key support and tourism information as it becomes available from regional, provincial and federal agencies. This is displayed through Tourism's participation with RTO9 throughout this season.

Key Stakeholders/Tourism Operators Activities

- Selling tickets for Secret Garden Tour
- Ontario by Bike
- Hosted an educational webinar on package building with RTO9
- Collaboration with SOS 1000 Islands Charters
- Relationship / Collaboration with DBIA and delivering maps and guides to their DBIA members
- Relationship and support to 86th Ontario Junior Girls Golf Championships. Providing tourism information at registration and promoting on social media.
- Working with and registered with TIAO for Safe Travel Stamp
- Working directly with B&B, hoteliers, and accommodations
- Brockville Flying Club
- Ongoing relations with RTO9 for packaging and South Eastern Ontario information
- Ontario Yours to Discovery – Website information
- Working with Steve Weir RTO9 on FAM/Travel Influencers coming to visit
 - Carol Ann Davidson, a freelance journalist for the Tribune network of newspapers (Chicago Tribune, Miami Herald, Boston Globe)
 - Isabelle Pion, (Reporter - La Tribune (Sherbrooke))
 - Diana Ballon, writer and editor Education Services, CAMH, Communications & Public Affairs, Travel Writing, Mental Health and Lifestyle Writing, Parenting Writing
 - Adman Waxman, editor Dine Magazine

A Few Key Examples

- The DBIA Shop the Street,
- Theodore the Tugboat
- Captain Andy's 1000 Islands & Seaway Cruises,
- 2021 1000 Islands – Kingston Poker Run
- 1000 Islands Gananoque Poker Run, Railway Tunnel,
- The Aquatarium
- The Brockville Museum
- Railway Tunnel

Insights into the Brockville Tourist

From this tourism season, through various data capture sources Brockville Tourism is gaining invaluable information about the visitor.

Data from Tourism Ambassadors reveals 28% of visitors are from Ottawa. Montreal and Toronto are second and third.

Tourists come as couples.

79% of the time visitors come for a daytrip. 21% of the visitors stay for a night or more.

The Tunnel remains the big draw while going shopping, the Cruise line and the river are strong mentionables.

Early data from Tourism's follow-up survey shows 100% of the visitors would recommend Brockville to family or friends and when asked “how would you rank your visit on a scale of 1 to 5, 5 being the best?” 95% gave a 4 or 5 response.

Finishing the Season

Advertising and Promotions

Over the coming months Tourism is focusing on attracting couples and driving sports Tourism with an overweight focus on maximizing overnight stays. There has been a heavy focus on families and outdoor activities for Spring/Summer 2021 and throughout the Fall the plan is to transition towards targeting retirees & double income no kids.

Key Campaign Themes/Ideas

- Family Fall/winter sports
 - Hockey. Is there funding opportunities to apply for Sport Tourism and help distribute back out to hotels, restaurants, attractions (BAC)
 - Skating in Tunnel Bay - Contest (Offer: DBIA Lunch)
- Dream now Travel later for Fall and Winter
- Thanksgiving. Friends and family, travel. - Contest (Offer: \$500 VISA)
- Couples travelling
 - Fireplaces, Hot Tubs, Shows and History
- Food-based (100 mile diet; local ingredients; farm to fork)
- Fall Cruising, fall colours
- Hiking, kayaking
- Scuba diving before winter
- Viarail & Historical Attractions - Contest (Offer: Train Tickets)
- Small & Unique Event/Conference Venues (begin now for 2022/23)
 - Company retreats
 - Small shows
 - Small events/Parties

Continue to Leveraged Leads with Direct Marketing

Tourism will continue to utilize the growing database of 6,288 contacts utilizing Email outreach, and automated marketing.

Grants and Funding

Tourism is reviewing and evaluating two possible funding opportunities.

Innovation, Science and Economic Development Canada (ISED)

Tourism Relief Fund

Regional Development Agencies (RDAs) - FedDev Ontario

New Release July 2021, [Click Here](#)

Total Dollars (National): \$500 million over two years

Project End Date: March 31, 2023

The Tourism Relief Fund, administered by Canada's regional development agencies (RDAs) and Innovation, Science and Economic Development Canada (ISED), supports tourism businesses and organizations to adapt their operations to meet public health requirements while investing in products and services to facilitate their future growth.

Resilient Communities Fund

Regional Development Agencies (RDAs) - FedDev Ontario

Starting: November 10, 2021

Next Deadline: December 8, 2021

Total Dollars (Provincial):

Project End Date: Max term 12 months

This fund supports the non-profit sector to recover and rebuild from the impacts emerging from COVID-19 so they can effectively meet the needs of communities across Ontario.

Satisfaction Survey

Tourism will continue to drive the Satisfaction Survey ahead. This will establish a larger dataset and the ability to better understand our visitor's experience allowing informed decision making.

2022 Planning

Over the months, Tourism will evaluate the 2021 results, identify the opportunities and the environmental risks which will lead to the development of the 2022 Tourism Strategic Plan.

Funding & Support

Tourism has received funding from several different sources this year. Leveraging \$25,000 in services from the RTO9, tourism will invest much of these funds to develop digital content. This funding has also been instrumental in developing packaging programs and itineraries for influencers and FAM tours.

The federal CEWS program will continue to be used to offset some of the costs associated with staffing for Tourism, while the EEC has helped with funding for several of the Tourism Ambassadors. The Canada Summer Jobs grant also contributed funding, awarding \$27,000 to Tourism.

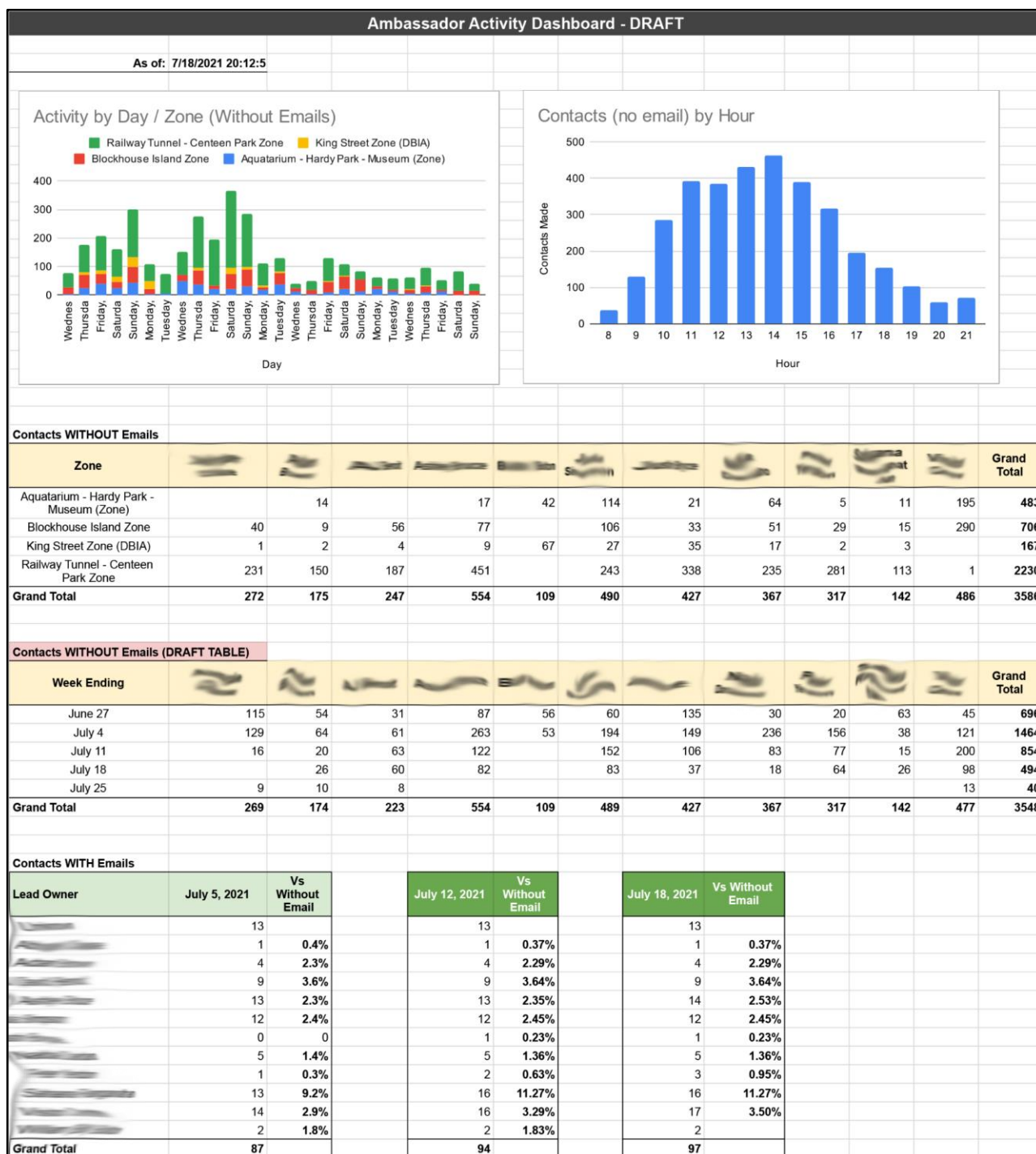
Finances & Budget

| Tourism Services And Stakeholder Management | | Budget | YTD |
|---|------------------------------|------------------|------------------|
| | Grants | \$0 | -\$18,869 |
| | Mobile Ambassador | \$75,000 | \$60,242 |
| | Visitor Center | \$53,700 | \$17,015 |
| | Sales & Stakeholder Services | \$56,800 | \$69,771 |
| | Operation & Capital | \$32,000 | \$14,295 |
| | | \$217,500 | \$142,454 |
| Tourism Marketing and Promotion Services | | | |
| | Marketing Admin | \$23,750 | \$13,036 |
| | Marketing Outreach | \$85,500 | \$37,300 |
| | | \$109,250 | \$50,336 |

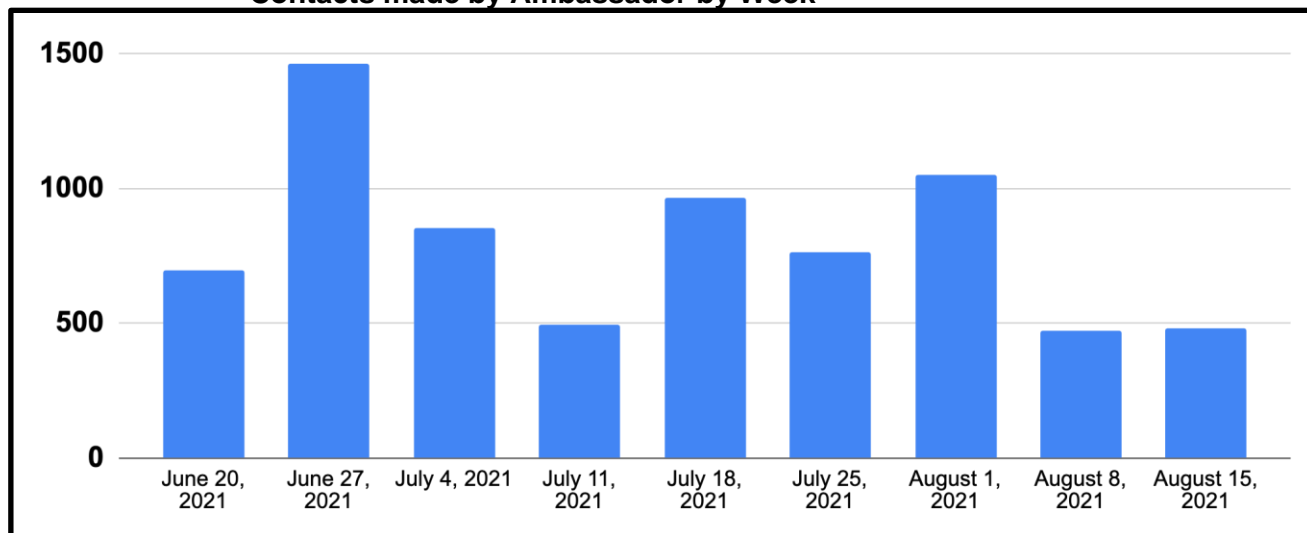
Tourism by the Numbers (& Charts)

Ambassador Activities

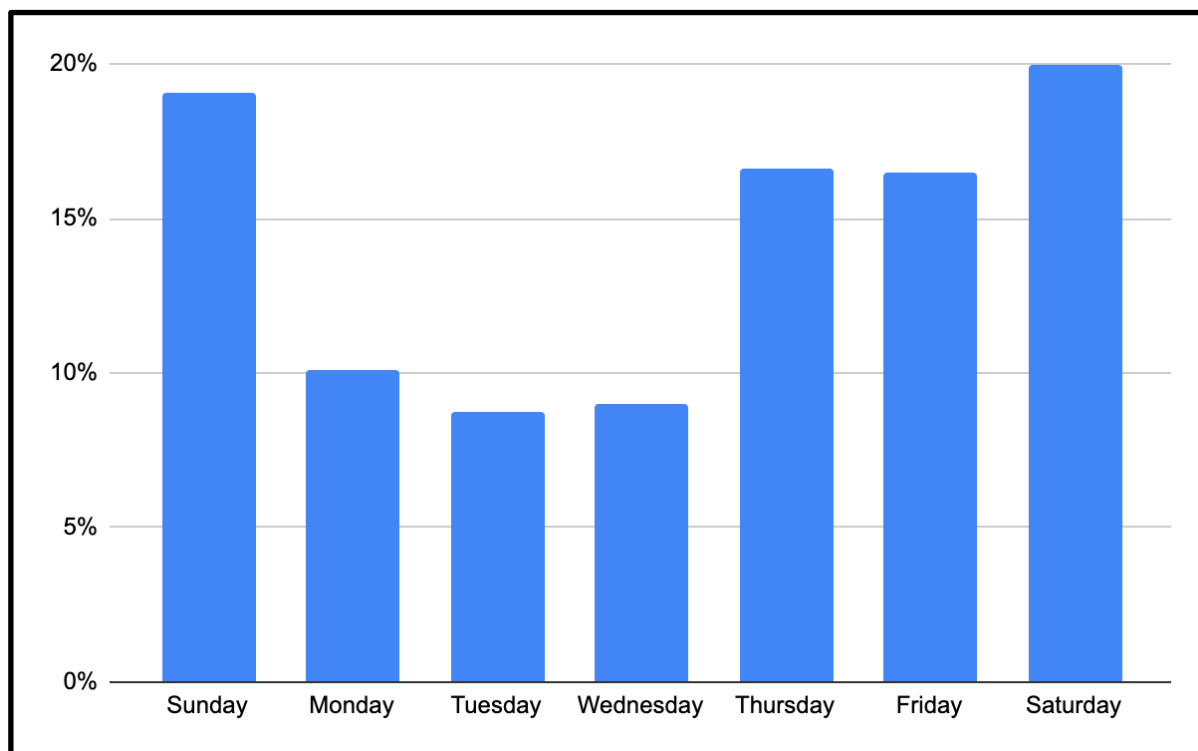
Below is a typical Weekly Report provided to the Tourism Manager.



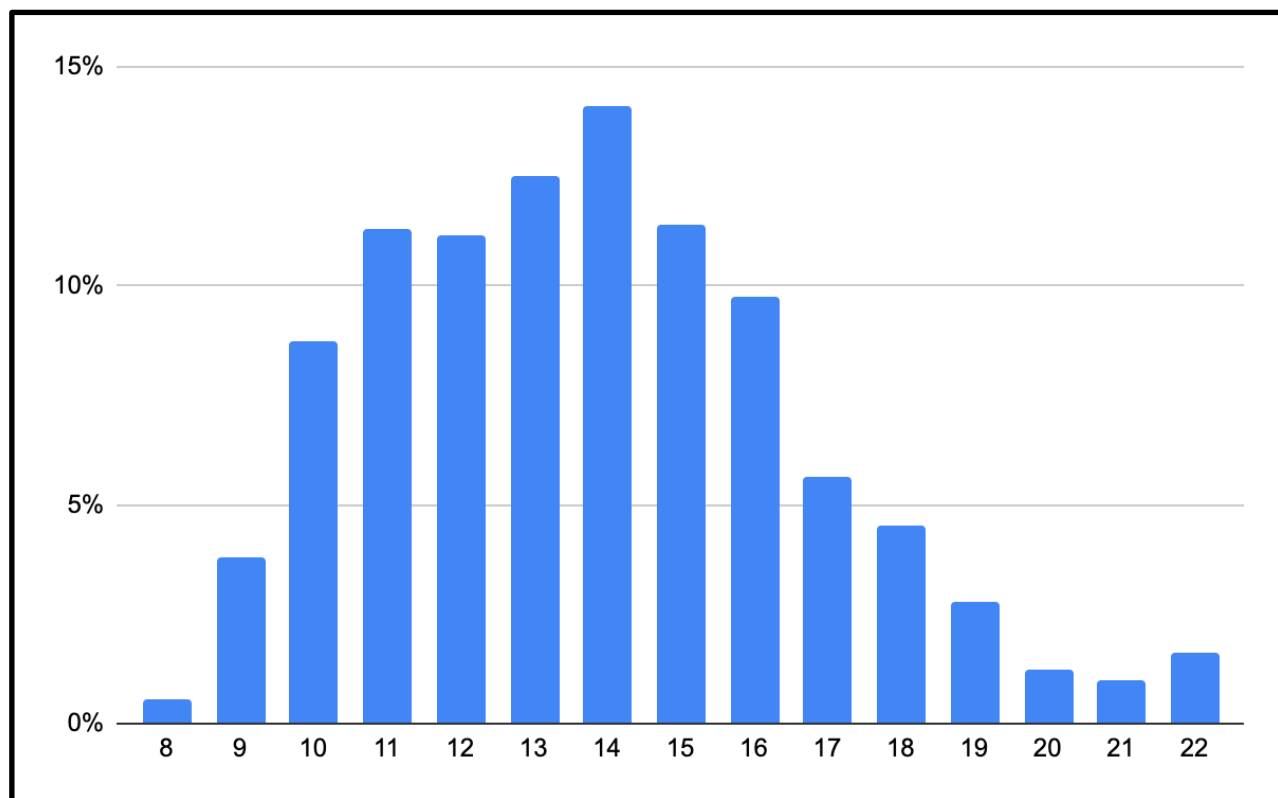
Contacts made by Ambassador by Week



Contacts Made Throughout a Week (June - August, 2021)



Contacts made throughout a Day (June - August, 2021)



Performance

Satisfaction Survey

Below are the early survey results initiated through Ambassador interactions. Currently there are 20 responses. Responses will increase over the next 60 days.

How long did you stay?

50% indicated they visited Brockville for a few hours to a full day with no overnight stay. 20% indicated that they stayed from 1-3 days, 25% indicated they stayed longer than 3 days.

Would you recommend visiting Brockville to a friend or family member?

100% of the responses said "Yes"

Did you do any of the following during your visit? Select all that apply.

Exploring the Railway Tunnel and Dining out were the top responses. Hiking/biking and walking was a close third.

Do you have a highlight of your visit? A restaurant or activity that really stood out to you? (optional)

Exploring the Tunnel, walking the Riverfront were the top mentions. Several restaurants were also mentioned as highlights.

Overall how would you rank your visit on a scale of 1 to 5? With 5 being the best.

95% gave a 4 or 5 response.

Again these are early responses but provide direction and demonstrate very positive responses from this list.

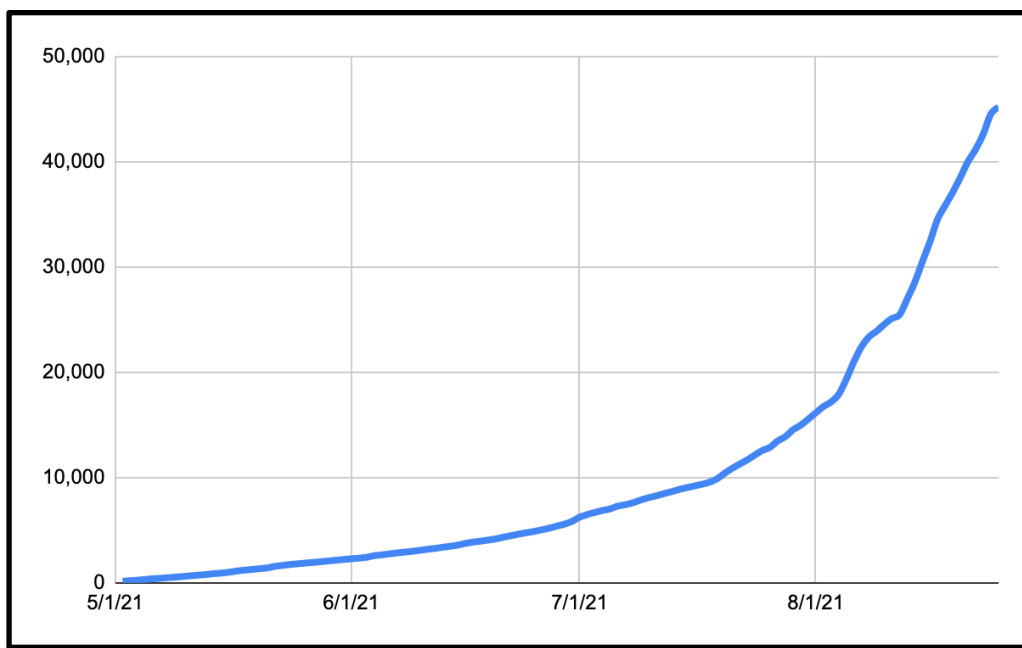
Website (brockvilletourism.com)

After receiving transfer of the domain www.brockvilletourism.com on March 12, 2021 from the previous provider we were able to launch the new website on March 28, 2021. Built on Wordpress the new and improved website was modelled after Tourism Kelowna's, a DMO from which Visit Kingston takes many of its cues. Organization of the information on the website was constructed with foundational SEO and functional useability for the end user in mind, grouping all eateries, accommodations and attractions under simple headings like "Eat + Drink", "Places to Stay", and "Things to Do".

The website also includes a "Stakeholder Portal" section where industry updates are provided in blog style format, as directed by the manager of tourism. Notably, a secondary component to the development of the new website is the Ambassador Digital Guide, which hosts a nearly comprehensive directory of eateries, restaurants, and attractions. Each listing includes 3-4 bullet points outlining highlights & key features as well as a direct connection to the relevant Google Maps listing, which enables Ambassadors to provide consistent information to visitors and to send directions straight to Visitors' email address or mobile devices.

| Website Stats, Google Analytics | | | |
|---------------------------------|-------|--------|---------|
| | June | July | August |
| Users | 3224 | 8,785 | 40,357 |
| Bounce | 73.3% | 64.8% | 76.5% |
| Geographic / Location | | | |
| Ottawa | 606 | 1,993 | 6,710 |
| Brockville | 609 | 962 | 2,330 |
| Montreal | 280 | 974 | 5,403 |
| Toronto | 245 | 499 | 2,832 |
| Kingston | 87 | 383 | 1,179 |
| | | | |
| Page Views | 7,703 | 18,941 | 72,597 |
| Top Pages | | | |
| Home | 1940 | 4,659 | 10,6584 |
| Things to do - Family | ----- | 954 | 900 |
| Things to do | 242 | 598 | 1,350 |
| Things to do - Outdoor | 264 | 576 | 689- |
| Cruise Campaign | ----- | ----- | 1,023 |
| Events | 469 | 954 | 1,803 |
| Visitor Guide | 320 | 515 | 2,009 |
| Places to go swimming | 314 | 497 | ----- |
| Traffic by Source Media | | | |
| Direct | 1131 | 1,812 | 4,482 |
| Search | 1871 | 3,538 | 7,351 |
| Paid | 1140 | 479 | 10,577 |
| Social | 111 | 1,346 | 9,883 |

Accumulated Web Traffic



Social Media (FaceBook/Instagram)

| FaceBook | | | |
|-------------------------|---------------|---------------|----------------|
| | June | July | August |
| Paid Reach | --- | 75,082 | 484,056 |
| Organic Reach | --- | 26,652 | 45,203 |
| Post Engagements | 9,787 | 21,576 | 47,684 |
| Story Reach | --- | --- | 985 |
| Page Views | 1,079 | 1,667 | 3,146 |
| Page Likes | 6,893 | 7,282 | 8,700 |
| Total Page Reach | 23,114 | 96,316 | 529,259 |
| Instagram | | | |
| | June | July | August |
| Followers | 298 | 563 | 966 |
| Reach | 1,434 | 13,600 | 104,000 |

Paid Advertising

| Advertising Run Sheet | | | | | | |
|-----------------------|-----------|--|------------------|---------------|--------------|--|
| Month | Media | Theme | Impressions | Clicks | Email leads | Geographics |
| August 1 | Google | Explore Your Backyard; Day Trips from New York | 20,042 | 997 | 5 | 200km radius Brockville in USA (Canada excluded) |
| August 1 | Google | Explore Your Backyard; Day Trips from New York | 470,291 | 2,133 | 12 | 200km radius Brockville in USA (Canada excluded) |
| August 1 | FaceBook | Explore Your Backyard | 42,196 | 309 | 56 | United States: Alexandria Bay (+40 km), Latitude 43.44 ... |
| August 1 | Google | Win a Cruise | 27,544 | 3,195 | 266 | 200km around Brockville +US |
| August 1 | Google | Win a Cruise | 2,504,351 | 5,469 | 1,123 | 200km around Brockville + US |
| August 1 | FaceBook | Win a Cruise | 598,892 | 8,373 | 1334 | 200km around Brockville + US |
| August 1 | Google | Aquatarium Train | 17,556 | 719 | 47 | 200km around Brockville + US |
| August 1 | Google | Aquatarium Train | 711,530 | 1,726 | 80 | 350km around Brockville +US |
| August 1 | FaceBook | Aquatarium Train | 202,963 | 5,634 | 943 | Canada: Brockville (+80 km), Cornwall (+40 km), Kingston (+80 km), ... |
| July 1 | Google | Aquatarium Train | 299,102 | 936 | 80 | 125km around Brockville |
| July 1 | FaceBook | Aquatarium Train | 130,146 | 4701 | 859 | 125km around Brockville |
| July 1 | Google | AQ/Parks/Stingers/ Ice Cream | 299,357 | 786 | 301 | 125km around Brockville, Belleville |
| July 1 | FaceBook | Tunnel | 37,965 | 691 | 111 | 150km around Brockville |
| July 1 | Google | Tunnel | 1,670,095 | 5218 | 111 | 150km around Brockville |
| June 1 | Google | Dinner & Hotel Stay | 147,666 | 318 | 38 | 87km around Brockville |
| May 1 | Google | Virtual Experiences | 545,705 | 1,301 | 13 | 87km around Brockville |
| May 1 | Google | Virtual Experiences | 166,540 | 551 | 3 | 87m around Brockville |
| May 1 | Google | Cure Your Wanderlust; Local Outdoor Activities | 91,704 | 276 | 7 | 87km around Brockville |
| April 1 | FaceBook | Rainy Day | 5,397 | 80 | 0 | 87km around Brockville |
| April 1 | FaceBook | Covid-Safe Activity Ideas | 79,279 | 1885 | 69 | 87km around Brockville |
| | | | | | | |
| Totals | 20 | | 8,068,321 | 45,298 | 5,458 | |

April 2021 - August 2021

| | Campaigns | Impressions | Clicks | Email leads |
|--------------|-----------|-------------|--------|-------------|
| Total | 20 | 8,068,321 | 45,268 | 5458 |

August Advertising

Explore Your Backyard USA - Search (Google)

Dates: August 19 - 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|--|-------------|--------|-------------|--|
| Explore Your Backyard; Day Trips from New York | 20,042 | 997 | 5 | 200km radius Brockville in USA (Canada excluded) |

Sample Ad:

| |
|---|
| <p>Explore Your Backyard Family Picnic Spots Brockville Tourism</p> <p>Ad brockvilletourism.com/exploreyour/backyard</p> |
| <p>Plan a Day Trip for Your Family or a Weekend Getaway for You and Your Partner. Less Than a 2hr Drive from New York State; Basically Right in Your Own Backyard!</p> |

This campaign had keywords for families and couples. High performing keywords include: brockville, 1000 islands, 1000 islands cruise, thousand islands, places to visit, boat cruises, 1000 islands tour. The associated landing page highlights 1000 Islands & Seaway Cruises, the Brock Trail & our local parks.

Explore Your Backyard USA - Display (Google)

Dates: August 19 - 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|---|-------------|--------|-------------|---|
| Explore Your Backyard; Day Trips from New York | 470,291 | 2,133 | 12 | 200km radius Brockville in USA (Canada excluded) |

Sample Ad:



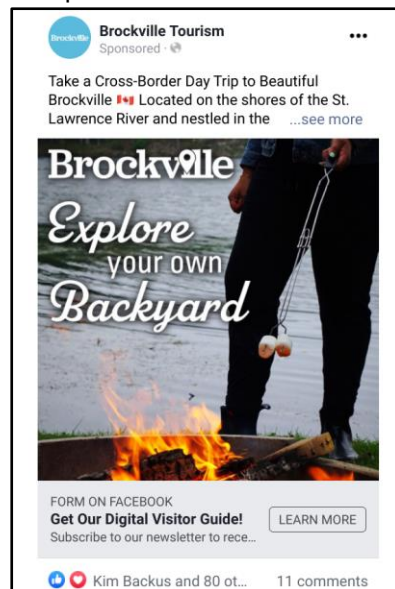
This campaign's ad group targeted swimming enthusiasts, boating & sailing enthusiasts, water sport enthusiasts + 11 more who are actively researching or planning cruises, sports & fitness, trip to Toronto + 10 more. The landing page highlights 1000 Islands & Seaway Cruises, the Brock Trail & our local parks.

Explore Your Backyard USA - Facebook

Dates: Aug 18 - 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|-----------------------|-------------|--------|-------------|--|
| Explore Your Backyard | 42,196 | 309 | 56 | United States: Alexandria Bay (+40 km), Latitude 43.44 Longitude -75.70 Camden (+80 km), Canton (+40 km), Cape Vincent (+40 km), Clayton (+40 km), Henderson (+40 km), Ogdensburg (+40 km), Sackets Harbor (+40 km), Syracuse (+80 km), Watertown (+40 km), Fort Drum (+40 km) New York |

Sample Ad:



Brockville Tourism
Sponsored · 🌐

Take a Cross-Border Day Trip to Beautiful Brockville 🇺🇸 Located on the shores of the St. Lawrence River and nestled in the ...see more

Brockville
Explore your own Backyard

FORM ON FACEBOOK
Get Our Digital Visitor Guide!
Subscribe to our newsletter to rece... [LEARN MORE](#)

👍👍 Kim Backus and 80 ot... 11 comments

The landing page highlights 1000 Islands & Seaway Cruises, the Brock Trail & our local parks.

Cruise the 1000 Islands - Search (Google)

Dates: August 4 - August 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|--------------|-------------|--------|-------------|-----------------------------|
| Win a Cruise | 27,544 | 3,195 | 266 | 200km around Brockville +US |

Sample Ads:

Ad · brockvilletourism.com/cruise/1000islands ⓘ

Explore Your Backyard | Get On the Water This Summer | Enjoy a 1hr Boat Cruise

Win Two Passes To Cruise The 1000 Islands on the Jewels of the St. Lawrence 1hr Boat tour. Explore and Discover the World Famous 1000 Islands aboard the SeaFox.

Ad · brockvilletourism.com/cruise/1000islands ⓘ

Visit Brockville Ontario | Experience The 1000 Islands | Get On the Water This Summer

Explore and Discover the World Famous 1000 Islands aboard the SeaFox. Win Two Passes To Cruise The 1000 Islands on the Jewels of the St. Lawrence 1hr Boat tour.

This campaign had keywords for boat and river cruises. High performing keywords include: 1000 islands cruise, 1000 islands tour, 1000 islands, 1000 islands canada, brockville ontario, thousand islands, brockville cruise, boat cruises, 1000 island boat cruise, river cruise. The associated landing page features a contest to win two tickets for a 1000 Islands & Seaway Cruises as well as a related image gallery.

Cruise the 1000 Islands - Display (Google)

Dates: August 4 - August 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|--------------|-------------|--------|-------------|------------------------------|
| Win a Cruise | 2,504,351 | 5,469 | 1,123 | 200km around Brockville + US |

Sample Ad:



This campaign's ad group targeted boating & sailing enthusiasts, water sport enthusiasts, outdoor enthusiasts + 8 more who are actively researching or planning cruises, sports & fitness, trips to Toronto, trips to Ottawa + 9 more. Positive keywords for this campaign include: 1 hour river cruise, 1000 islands, 1000 islands canada, 1000 islands cruise + 22 more. The associated landing page features a contest to win two tickets for a 1000 Islands & Seaway Cruises as well as a related image gallery.

Cruise the 1000 Islands - Facebook

Dates: August 4 - August 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|--------------|-------------|--------|-------------|------------------------------|
| Win a Cruise | 598,892 | 8,373 | 1,334 | 200km around Brockville + US |

Sample Ad:



Brockville Tourism
Sponsored · 🌐

Enter to Win 2 Passes for the Jewels of the St. Lawrence Cruise! #visitBrockville #exploreBrockville

Brockville ONTARIO's Great Lakes South Eastern ONTARIO

Cruise the 1000 Islands

BROCKVILLETOURISM.COM
Cruise The 1000 Islands – Brockville Tourism [LEARN MORE](#)

👍❤️😮 Linda A... 426 comments 794 shares

This campaign was run with the goal of “engagement”, resulting in 21,492 likes, shares & comments. The associated landing page features a contest to win two tickets for a 1000 Islands & Seaway Cruises as well as a related image gallery.


Family Friendly 3.0 - Search (Google)

August 12 - August 18

| Theme | Impressions | Clicks | Email leads | Geographics |
|------------------|-------------|--------|-------------|------------------------------|
| Aquatarium Train | 17,556 | 719 | 47 | 200km around Brockville + US |

Sample Ad:

Fun Activities for Families | Family Friendly Activities | Family Friendly Brockville

 brockvilletourism.com/family/friendly

The perfect daytrip from Montreal, Kingston, Ottawa, Toronto or Upper New York State. A beautiful little city nestled by the St. Lawrence River - must-visit family destination!

This campaign had keywords for train enthusiasts and families looking for activities. Best performing keywords include: ontario tourist, what to do in canada, what to do in ontario canada, attractions ontario, fun activities, activities, things to see in ontario, canada tourism, tourism ontario. The landing page highlights the Aquatarium rope course & train rides, the hampton inn, stingers, local parks, o'mally kourt fudgery and cowan's dairy as well as a newsletter signup indicating opportunities to win gift certificates.

Family Friendly 3.0 - Display (Google)

August 5 - August 18

| Theme | Impressions | Clicks | Email leads | Geographics |
|------------------|-------------|--------|-------------|-----------------------------|
| Aquatarium Train | 711,530 | 1,726 | 80 | 350km around Brockville +US |

Sample Ad:



This campaign's ad group targeted outdoor enthusiasts, family-focused, travel buffs + 3 more who are actively researching or travel, trips by destination, bus & rail travel + 7 more. Positive keywords for this campaign include: 2021 summer activities, activities, activities for fun + 80 more. The landing page highlights the Aquatarium rope course & train rides, the hampton inn, stingers, local parks, o'mally kourt fudgery and cowan's dairy as well as a newsletter signup indicating opportunities to win gift certificates.

Family Friendly 3.0 - Facebook

August 5 - August 18

| Theme | Impressions | Clicks | Email leads | Geographics |
|------------------|-------------|--------|-------------|--|
| Aquatarium Train | 202,963 | 5,634 | 943 | Canada: Brockville (+80 km), Cornwall (+40 km), Kingston (+80 km), Peterborough (+80 km), Toronto (+80 km) Ontario; Montreal (+80 km) Quebec |

Sample Ad:



Brockville Tourism
Sponsored · 🌐

Experience family-friendly fun all summer long!

Visit
Family Friendly
Brockville

FORM ON FACEBOOK
Choo choo! Take a Train Tour
with the Whole Family [LEARN MORE](#)

👍 🥰 🤔 Nancy Ber... 173 comments 2 shares

The associated landing page highlights the Aquatarium rope course & train rides, the hampton inn, stingers, local parks, o'mally kourt fudgery and cowan's dairy as well as a newsletter signup indicating opportunities to win gift certificates in the future (not a contest).

July

Family Friendly 2.0 - Display (Google)

July 27 - August 3

| Theme | Impressions | Clicks | Email leads | Geographics |
|------------------|-------------|--------|-------------|-------------------------|
| Aquatarium Train | 299,102 | 936 | 80 | 125km around Brockville |

Family Friendly 2.0 - Facebook

July 27 - August 3

| Theme | Impressions | Clicks | Email leads | Geographics |
|------------------|-------------|--------|-------------|-------------------------|
| Aquatarium Train | 130,146 | 4701 | 859 | 125km around Brockville |

Family Friendly 1.0 (Google)

Dates: July 19 - July 31

| Theme | Impressions | Clicks | Email leads | Geographics |
|------------------------------|-------------|--------|-------------|-------------------------------------|
| AQ/Parks/Stingers/ Ice Cream | 299,357 | 786 | 301 | 125km around Brockville, Belleville |

Sample Ads:



Tunnel/Summer Experience - Facebook

Dates: July 7 - July 16

| Theme | Impressions | Clicks | Email leads | Geographics |
|--------|-------------|--------|-------------|-------------------------|
| Tunnel | 37,965 | 691 | 111 | 150km around Brockville |

Sample Ad:



Tunnel/Summer Experience - Display (Google)

Dates: July 7 - July 16

| Theme | Impressions | Clicks | Email leads | Geographics |
|--------|-------------|--------|-------------|-------------------------|
| Tunnel | 1,670,095 | 5218 | 111 | 150km around Brockville |

Sample Ad:



June

Win a Weekend - Display (Google)

Dates: June 11 - June 20

| Theme | Impressions | Clicks | Email leads | Geographics |
|---------------------|-------------|--------|-------------|------------------------|
| Dinner & Hotel Stay | 147,666 | 318 | 38 | 87km around Brockville |

Sample Ads:



This campaign's ad group targeted those who are interested in luxury travel, and travel and tourism who are actively researching or planning hotels & accommodations, sightseeing tours & tourist attractions + 7 more. The landing page offered a chance to win a stay at the Hampton Inn & dinner at the Barley Mow.

May

Explore Your Backyard - Display (Google)

Dates: June 11 - June 20; May 21 - May 31; May 17 - May 25

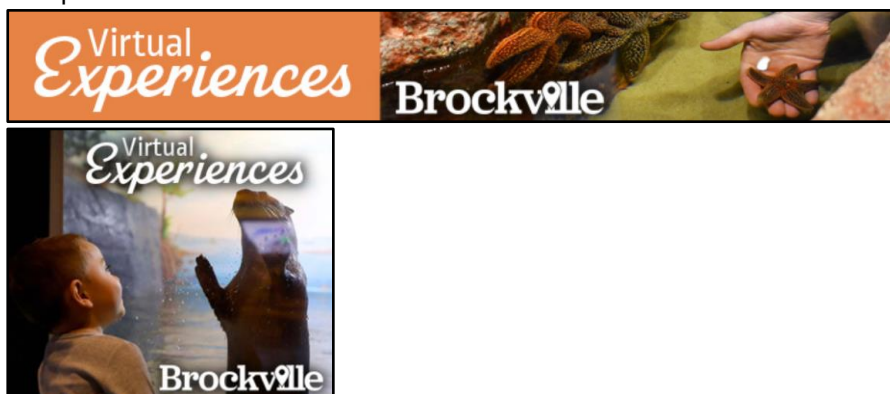
| Theme | Impressions | Clicks | Email leads | Geographics |
|---------------------|-------------|--------|-------------|------------------------|
| Virtual Experiences | 545,705 | 1,301 | 13 | 87km around Brockville |

Virtual Experiences - Display (Google)

Dates: May 17 - May 25

| Theme | Impressions | Clicks | Email leads | Geographics |
|---------------------|-------------|--------|-------------|-----------------------|
| Virtual Experiences | 166,540 | 551 | 3 | 87m around Brockville |

Sample Ads:



Cure Your Wanderlust - Display (Google)

Dates: May 21 - May 28

| Theme | Impressions | Clicks | Email leads | Geographics |
|--|-------------|--------|-------------|------------------------|
| Cure Your Wanderlust; Local Outdoor Activities | 91,704 | 276 | 7 | 87km around Brockville |

Sample Ads:



April

Rainy Day - Facebook

Dates: April 15

| Theme | Impressions | Clicks | Email leads | Geographics |
|-----------|-------------|--------|-------------|------------------------|
| Rainy Day | 5,397 | 80 | 0 | 87km around Brockville |

Cure Your Wanderlust/5 Covid Ideas - Facebook

Dates: April 10 - 14

| Theme | Impressions | Clicks | Email leads | Geographics |
|---------------------------|-------------|--------|-------------|------------------------|
| Covid-Safe Activity Ideas | 79,279 | 1885 | 69 | 87km around Brockville |