



## RTO7 News & Updates

### Summer's Big Here

In the few weeks month of our summer campaign [BruceGreySimcoe.com](http://BruceGreySimcoe.com) enjoyed almost 55,000 visits, with 85% of those visits from new users. Over 165,000 pages were viewed in this period, including visits to operator offers and promotions sparked by our online advertising campaign.

If you represent a BruceGreySimcoe tourism businesses or organization, you can take advantage of this great traffic to promote your business, organization, attraction or event. Here's how:

### BruceGreySimcoe.com Listing

Just a reminder that if your business or organization hasn't yet taken advantage of this free promotional opportunity, don't miss out! Just go to [BruceGreySimcoe Operator Registration](#) and follow the instructions to find your organization or business (or create a new listing).

For security purposes your registration will be verified and you'll receive a confirming e-mail within one – two business days. You can then login to create offers and post information about your business.

If you have questions or require assistance, contact us at [info@brucegreysimcoe.com](mailto:info@brucegreysimcoe.com).

### Here's to August

We've partnered with The Tailgate Team at KICX106 and 1041The Dock for a great August deal to put made-for-summer BruceGreySimcoe t-shirts on the backs of visitors to next weekend's Orillia Waterfront Festival and Owen Sound's Summerfolk taking place August 17-19.

Listen in leading up to these events, or follow on Twitter at [@kicx106](#) and [@1041thedock](#). We'll also be posting on our BruceGreySimcoe [Facebook page](#) and on Twitter [@BruceGreySimcoe](#).

### Call for Nominations Reminder

The deadline for applications to fill an "at large" vacancy on the RTO7 board of directors is

Friday, August 17, 2012. Information and the application form can be found [here](#).

## Ongoing Projects

Downloadable summaries and timelines are available on [RTO7.ca](#) for the following projects:

- Partnership Council / RTO7 [Tourism Functional Assessment](#) initiative
- Development of a [Tourism Workforce Strategy](#)

## Great Lakes Guardian Community Fund

The Ontario Ministry of Environment has launched to a new program to support community and non-profit organizations with clean up, infrastructure and habitat revitalization. Up to \$25,000 in project funding is available. The application deadline is October 12, 2012.

Visit the [Great Lakes Guardian Community Fund](#) web page to learn more, including how to take advantage of information sessions the Ministry is holding throughout August.

Read about a successful local project involving the Pine River Watershed [here](#).

## We Appreciate Your Input

Please visit [RTO7.ca](#) to stay abreast of news and updates.

Questions? Comments? Please feel free to [contact us](#).