

IGNITE:

A Transformational Experiential Tourism program to grow the depth, breadth and vitality of the visitor economy in rural communities.



IGNITE is EPIC.

Attendees are EMPOWERED to create PEAK experiences that rise above every day travel and allow behind-the-scenes access to people and experiences. Attendees leave transformed; inspired by new INSIGHTS and community CONNECTIONS that are uniquely provided by the IGNITE training program and setting.



**NORTHERN
EDGE**
ALGONQUIN

Overview:

IGNITE is an transformational training experience grounded in Appreciative Inquiry. Tourism experiences and learning sessions are deliberately sequenced to:

- Gradually build attendee confidence, understanding and appreciation of the value of delivering enriched experiential tourism,
- Create trusting relationships with co-attendees,
- Identify community assets and new experience opportunities,
- Participate in travel experiences, learning activities and utilize toolkit resources to plan new experiences.

Why IGNITE?

The program delivers:

- Innovation,
- Partnership and collaboration,
- Establishment of community resource inventory; identifying your traditional and non-traditional tourism assets: stages, talent (hosts, storytellers, actors, artists, crafters & performers), local activities, local props (locally grown, locally produced, offering a taste of this place, something to take home), hosts (places to rest your head, be fed local amazing food), and events.
- Design and delivery of new and enhanced experiences with an empathic understanding of the desires of different types of travelers and their needs/desires.
- Identifying your ideal guests and appreciating regional marketing themes, ideal guest profiles and discovering their most desired travel experiences.

How to IGNITE?

- Northern Edge Algonquin is unlike any other venue available for tourism training. The Edge is a private, off-the-grid, unplugged location (east of South River, Ontario), with no cellular service and internet / phone access that is reserved for emergencies. There are no distractions, just you and your cohorts exploring new ideas about tourism, establishing new partnerships and designing new experiences for your region.
- Establish new relationships and build trust with transformational experiences, structured and unstructured learning / social time for community team-building.
- Diverse attendees including traditional and non-traditional tourism folk, collaborate and learn from one another.
- Engaging with a wide range of experiences and experience providers that highlight the value of under-utilized resources including stages, talent, products, activities and experiences, local culture and stories.
- Investigate your assets: Appreciate the magic in your own backyards waiting to be shared with guests.
- Practice holding conversations and planning experiences with diverse range of experience providers, interviewing people on the ground in our rural community to learn how their peers can be found and engaged in tourism within your own community.
- Hands-on designing of experiences,
- Comprehensive continually-evolving toolkit that includes every aspect of experience design and planning.
- S.M.A.R.T. commitments by attendees.
- Followup conference calls to help attendees move from idea to action and be accountable for their commitments.
- Commitment to continual improvement and Celebrating Success.

Who is IGNITE for?

Community tourism development is most successful when it engages traditional and nontraditional partners and community tourism enablers. Ideally, attendees come as a cluster groups of people who can support one another after the training. Attendees can represent a mix of: traditional and non-traditional tourism businesses including: accommodation providers, food service providers, tour operators, community cultural, artistic, recreation representatives, retail, visitor services / municipality staff, tourism association team members, DMO representatives, Chamber of Commerce, Business Improvement Association members, Federal/Provincial economic development staff.

Number of Attendees: Individuals and cluster groups of participants from rural communities who can support one another after the training are welcome. 12 - 24 attendees in total (at least 50% at the traditional operator level of engagement) MAX 24 attendees.

Identifying Ideal Candidates:

Attendees need to be pre-screened to ensure they are:

- **Confident:** A positive outlook towards innovation and growth.
- **Committed:** Value the contributions of others and will work with others where it makes sense, expanding their business-to-business connections.
- **Caring:** Are willing to learn new ways of engaging with visitors.
- **Called:** Support the vision for growing the visitor economy in the region including an understanding and appreciation for the regions ideal visitors.
- **Competent:** Are willing to commit to action resulting in new or enhanced tourism experiences.
- **Courageous:** Will report on the level of success of new ventures and share their ideas openly before and after the training.

Are you ready to IGNITE your visitor economy with experiential tourism?

IGNITE Critical Path

All time periods below refer to time required prior to day one of IGNITE Program:

- **10-12 weeks:** Proposal confirmed with signed letter of agreement
- **10 weeks:** Deliver a pitch for potential participants and community outreach as needed.
- **4-6 weeks:** Applications Evaluated. Confirmation of delegates.
- **4-6 weeks:** Confirm Project Elements and Delivery Partners and Contract Services
- **4 weeks:** Partner content for training manual including partner participant welcome messages, information about partnership programs, or marketing programs.
- **3 weeks:** Welcome Email / Welcome Package to participants
- **1 week:** Final check-in with your organization.
- **Program Delivery**

- **6 weeks post program:** First of First of four after-care conference calls (Other calls scheduled four to six weeks apart)
- **6 months Post Program:** Attendee Follow-up Survey.

Roles and Responsibilities

Northern Edge Algonquin will:

- Provide program promotional material and application questions.
- Develop and present pedagogical model and itinerary of experiences including interactive tourism experiences with community tourism partners from in Almaguin Highlands, team and individual think sessions, formal and informal dialogue among attendees, product development and planning sessions.
- Interview each of the organizations and experience providers to update their contribution to the IGNITE training experiences and align their contributions to the business sessions ensuring they weave together and create a building of knowledge that taps into the excellence that each company can provide.
- Negotiate and secure quotes and pay all experience providers.
- Review the program advertising/promotion copy for IGNITE and review IGNITE application questionnaire as required.
- Prepare all pre-participant communications the 'things to bring' and 'things to think about' list and Northern Edge Algonquin "Welcome Package" for participants before they depart.
- Prepare all pre-arrival communications with the host companies prior to departure and managing connections during the event.
- Create and administer an online participant questionnaire to secure information relative to food allergies, physical limitations, and personal learning goals for the Ignite program.
- Plan accommodations for attendees based on availability. Generally most accommodation at Northern Edge Algonquin will be two per cabin with single guests being partnered with same sex roommates.
- Update the IGNITE Mission Manual (with recommended editorial considerations from your organization and produce copies to be distributed on arrival day.
- Coordinate the participants waivers as part of the registration survey.
- Lead and facilitate the IGNITE Mission!
- Post mission, send thank you notes to all Experience hosts, participants and upload links to memorable photographs for attendees to share their experience with others.
- Plan, schedule and host After-care conference calls. Communicate after-care agendas and invitations as well as call preparation email messages.

Your organization will:

- Develop and distribute a pitch for potential participants.
- Promote, plan and host a social / information sessions as appropriate.
- Promote the IGNITE Project and recruit participants.
- Implement an application survey to identify ideal candidates to attend IGNITE.
- Review applicant surveys and invite attendees as appropriate.
- Undertake reasonable efforts to attain the minimum number of qualified attendees from across the region. A minimum of 12 total attendees are required in order for IGNITE to go forward. Total attendees not to exceed 24.
- Select attendees ensuring they meet the Ideal candidate qualifications herein described.
- Provide the contact information and survey responses of all selected participants as soon as the group is confirmed. This includes name, phone number, email, website, and the individual participating and their position in the company. The name of the individual, their company, position and website will be shared with those involved in IGNITE so they can have a sense of who will be attending. Northern Edge Algonquin will also use this information to fulfill some of the roles and responsibilities listed above.
- Provide copies of all general participant communications and promotions.

- Inform Northern Edge Algonquin of any special participant requirements the facilitation team, host facility or experience providers should be made aware of.
- Identify any specific learning objectives (beyond those provided in the IGNITE Mission Manual) that should be explored with presenters.
- Communicate with participants as required to prepare them for IGNITE.
- Provide small Thank you gift and/or card and make presentations to each experience provider during the IGNITE program as appropriate.
- Provide prompt decisions regarding evolutions to the itinerary, mission manual and budget that may emerge and require changes or approval.
- Arrange for prompt payment of all invoices provided for services.
- Provide feedback on the success of the IGNITE Bay of Quinte Marketing Board mission, the individual contributors, and areas to improve.
- Incorporate a support person to assist with logistical planning and preparation, in-transit ground support, and photography.
- Co-host after-care conference calls and follow-up with participants as required.
- Provide opportunities for attendees to connect face-to-face following the training.
- Plan the celebration and support of new experiences as appropriate.
- Provide results of attendee follow-up survey.

Budget

Professional Fees: \$15 000 + HST

Program Experience Provider Fees: \$3000 + HST

Special Off-site Meals (1): \$30/p/meal + HST

All-inclusive meals and snacks (arrival day dinner - departure day lunch), accommodation, meeting spaces and equipment where required: \$220/p/n (shared accommodations are discounted over 20%). Upgraded private accommodation options can be provided at additional cost.

Four hours of conference calls: Calls will be invoiced at a rate of \$375/hr. Rate includes call preparation, communications with participants, the use of a toll free number and hosting of calls for participants, take-away Action items as appropriate, conference call recordings (where possible). Additional calls can be added at the same rate to coach or support the entire group, a cluster, or individuals as requested.

Invoicing

Northern Edge Algonquin will invoice for 65% of the professional fees and experience provider fees upon IGNITE program confirmation no later than 6 weeks prior to the program start date.

Accommodation and meals for participants and the remaining 35% professional fees and any outstanding project costs will be submitted one week prior to the training at Northern Edge Algonquin. (Additional \$250 will be invoiced for contingencies like printing binders and certificates, name-tags, etc.)

NOTE on Project Confirmation: Signed contract (final page of this document and payment of preliminary portion of fees) is required to confirm project.

Insurance Disclosure

Northern Edge Algonquin Inc. is a tourism industry organization specializing in education and training and is insured to the value of \$10 million, commercial general liability.

What's Next?

To confirm an IGNITE program for your community, sign and return the last page of this document and we'll get to work transforming the way your community does tourism.

June, 2019



RE: IGNITE: Activating the Potential for Experiential Tourism

This letter of agreement confirms the "Contract" between Northern Edge Algonquin Inc. and _____ as outlined in the attached proposal.

The roles and responsibilities are outlined in the agreed-upon proposal and the parties agree to the proposed fee schedule below.

Fee Schedule

Date	Amount	Services
six weeks prior to program	\$3000 + HST	Experience Provider Fees
six weeks prior to program	\$10000 + HST	Professional Fees (65%)
one week prior to program	\$220/p/n + HST (as per number of individuals attending)	meals, accommodations, meeting spaces for three nights
one week prior to program	\$30/p/meal	one off-site meal
one week prior to program	\$5000 + HST	Professional Fees (35%)
one week prior to program	\$250 + HST	Contingencies (printing, etc.)
one week prior to program	\$375/hr conference call coaching and followup +HST	Post-program coaching to be invoiced at conclusion of project.

Todd Lucier.
Co-founder of Northern Edge Algonquin Inc.
& Tourism Cafe Ltd.

Organization: _____

Name: _____

Position: _____

Signature: _____

Date: _____