



## STAYCATION IN ALMAGUIN PROPOSAL

**PREPARED FOR:** PARTICIPANTS OF ALMAGUIN

**PREPARED BY:** STAYCATION IN ALMAGUIN TEAM

### DESCRIPTION:

Let's face it, the pandemic has everyone knocked off of their axis, searching for fun things to do, and not knowing where to turn. As a result, the many amazing things that still can be done often go unnoticed and underappreciated. *Staycation In Almaguin* is the answer that we have all been looking for.

Almaguin residents, businesses, organizations and associations now have an opportunity to collaborate and contribute to our region, by supporting innovation and marketing that will leverage socially responsible investment in Almaguin while adhering to public health protocols. This will be done by partnering with local tourism organizations to promote *Staycation In Almaguin* itineraries and activities. A webpage on the ACED website will have itineraries and fun activities that include:

- Virtual events (ie. online concerts, book clubs or games or other hobbies or talents);
- Active living opportunities and outdoor adventures;
- Activities that can be participated in while social distancing or adhering to household bubbles; and,
- Opportunities for safe interactions with local businesses.

### THE PROGRAM WILL BE CENTERED AROUND 3 KEY PILLARS:

1. Widespread regional collaboration (involving strategic coordination and investment)
2. Promoting and supporting our diverse businesses, events and communities
3. Promoting socially responsible, safe use of our community's features, programs, and activities



## EXECUTIVE SUMMARY:

*Staycation In Almaguin* will feature a combination of virtual and socially distanced activities that will alternate weekly between towns/villages/municipalities and activities that connect multiple municipalities across Almaguin. Each program element will contribute pictures and video clips that can be used for the creation of stock video to compile a videography-based marketing initiative for our region.

<b>ANTICIPATED LAUNCH DATE:</b>	<b>MAY 1, 2021</b>
<b>DURATION:</b>	<b>24 WEEKS</b>
<b>COMPLETION DATE:</b>	<b>OCTOBER 9, 2021</b>

The rationale behind this program is to offset the restrictions that pose a threat to the regional influx of visitors during the tourism seasons. Encouraging residents of Almaguin to actively participate in advertised activities, programs, and contests within their social/household bubbles, will enhance knowledge and expertise of our regional assets at the community level. The campaign will also promote safe interactions with local businesses (ie. using curbside pickup, calling ahead, or using delivery services). *Staycation In Almaguin* will discourage any activities that may provoke mass gatherings, or any other activity that would contradict health unit orders or recommendations.

*Staycation In Almaguin* will encourage residents to stay within the region as opposed to travelling while the pandemic continues. As restrictions are loosened, we will have the local support, marketable material, and a brand strategy for Almaguin prepared and ready to launch as a campaign to increase visitation from outside the region. This will stimulate attention, interest and economic growth for our region, partnering organizations, and sponsors. Any grants and funding contributions to *Staycation In Almaguin* will contribute to resident income, program incentives, marketing, online upgrades to move to a virtual platform, or safety equipment. In the process, we hope the themes (being developed by local coordinators) will stimulate ideas for new collaborations and business start-ups that will qualify for the increased funding opportunities through the Trillium Foundation which the ACED department will be willing to support.

## STAYCATION ALMAGUIN HIGHLIGHTS:

- Theme weeks which switch back and forth between activities spanning throughout the Almaguin region, then localized activities that are specific to a municipality or town. *For example, one week could highlight the Powassan Farm Stand tour, and the next week could be pedal through the highland farms.*



- Prosperity and innovation can be showcased by stemming off the recommended themes:
  - **Activities** (healthy lifestyle *ex. Biking, hiking, canoeing ...*)
  - **Connectedness and engagement** (inclusive initiatives, all-encompassing health and wellbeing services or activities. *ex. yoga, virtual concerts, scavenger hunts, book clubs...*)
  - **Green** (healthy and sustainable environment *ex. Farming, eco-tours, gardening events*)
  - **Enrichment** (Arts, heritage, culture, history *ex. Museums, art tours, ghost walks*)
  - **Youth** (targeted at positive development for youth *ex. Options for field trips, scavenger hunts, virtual crafts and activities, reading challenges, obstacle courses*)
- Concerts, Raffles, Virtual Classes, Challenges with Rewards can also be leveraged by partnering with sponsors

## FINANCIAL CONSIDERATIONS

*Staycation In Almaguin* will involve coordinated, strategic investments from a variety of stakeholders. Municipalities may consider using provincial COVID-19 and/or funds generally allocated to support events that are unable to be held. Support for businesses could also be leveraged via sponsorship, advertising, in-kind, or donations. Organizations could consider allocating funds generally reserved for events and/or other programming that will not be permitted due to COVID-19 (where it does not negatively impact cash flow or fundraising efforts).

### ***Expense categories for consideration could include the following:***

1. **Marketing:** A mix of in print, digital and social media marketing will ensure that residents (seasonal and permanent) and visitors will be aware of the program.
2. **Program Development:** ACED Proposes that a budget be established that will support program development. This will enable organization and potential partners, community members, businesses, and with limited resources to create and deploy activities within the Staycation program.
3. **Incentives:** Incentives will help encourage residents to participate as well as provide some benefits to individuals who may otherwise not be able to participate.



## ITINERARY FOR THE EVENT

<b>Date</b>	<b>Activity</b>	<b>Description</b>
<b>February 11, 2021</b>	Pitch idea to key supporters/Partners	Nicky Lacey-Recreation Coordination BF
<b>March 15, 2021</b>	Submit Proposal to the Board	For discussion with Municipalities of Almaguin
<b>March 17, 2021</b>	Working Group Establishment and meeting agenda	Discuss initiative, answer questions, incorporate additional feedback
<b>March 22-31, 2021</b>	Launch campaign to interested supporters	Final copy of the invitation letter to be emailed, delivered or verbally distributed to communities
<b>April 1-9, 2021</b>	Contact Sponsors	Incoming events and participant activities can be proposed to potential sponsors for funding contributions
<b>April 1-15, 2021</b>	Onboard Coordinators	Community connections will be briefed for organizational purposes, and begin contacting local or regional participants.
<b>April 9-25, 2021</b>	Onboard events, activities, participants, volunteers	Working group and Coordinators will collaborate to organize calendars and connect services, businesses, events and communities to host events and leverage assets.
<b>April 19-25, 2021</b>	Final week for event submissions	Organize and onboard participants
<b>April 25-30, 2021</b>	Complete website for launch, begin advertising	
<b>May 1, 2021</b>	Launch Date	Boost advertising
<b>October 25, 2021</b>	Prepare final report, send out gratuities to participating businesses	Compile statistics available from participants and organizers. Brief report prepared. Send gratuities to organizers.