

Priorities	Strategic Actions	Status at Jan 2013	Status at Jan 2014	Status at Nov 2015	Proposed for 2016	Cost	Lead	Timing
<b>Priority 1: Strengthen the Branding of the Region</b>	• Modify the logo as suggested to depict a softer wave, sunshine and elements of land;	Done						
	• Change the name from "North Channel" to "Lake Huron's North Channel"	Done						
	• Employ a consistent "look and feel" and consistent messaging in all marketing materials	Ongoing	Ongoing	Ongoing	Ongoing			
	• Begin to develop new marketing materials with the first priorities being a new lure brochure and magazine advertisements in various formats		Some revisions to existing continued	GBAy continued. TO Boat Show partnered. Shopping Bags purchased/distributed. TrackMaps update secured.	Reprint of 2 page map/handout with wifi symbol. Start a FB page. Develop a social media strategy over 2016 (best use of FB - geo-targetted ads). Link to GreatLoop. Investigate new print channels such as adverts in TTC. Reprint the shopping bags.	FB Page start Q1 and initiate likes/admins etc. Then hand off to Intern to flesh out detailed implementation.	Intern	
<b>Priority 2: Enhance the Web Site</b>	• Implement the recommendations for web site SEO and marketing as contained in Appendix A	Updated and optimized for SEO and mobile	Blogs, links and photos to be pursued and addition of links etc.	ongoing	Intern to review and provide report as to planned changes/updates.			
	• Register the domain names: lakehuronboating.com and lakehuronnorthchannel.com	Done						
	• Incorporate increased photography to better communicate the beauty of the area	100 generic slides scanned and put to DVD. Updated DVD	Still need to update photos from members		Consider update to website allowing logins and uploads to make updates easier.			
<b>Priority 3: Strengthen Marketing and Municipal Partnerships</b>	• Strengthen partnerships with Algoma Country, Rainbow Country, Boating Ontario and the Ontario Tourism Marketing Partnership as discussed. Allocate funding as available to the programs that best fit the needs of the NCMTC.	Discussion ongoing with DMO's. Partnered with TNO for new booth, counter and banner. Need to develop content for Northern Web Portal. Start identifying/working with other partners	Active outreach required.	Discussion being had update to follow on POS System and data collection.	Investigate potentials and report on progress. Consider twinning/partnering with others for shared marketing role/position. Reach out to First Nations to gauge participation interest (Wkwemikong, Serpent River, Mississauga, Sagamok etc).		Stan	Jan-March
	• Gain a greater level of municipal support by more adequately communicating the economic benefit of boating in the region and the importance of working together to further build this vital industry	Communications strategy needed						

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<b>Priority 4: Seek Additional Financial and Human Resources</b>	• Strengthen membership solicitation as discussed	Letters sent Dec 2013 - 3 new members. Need to continue sponsor/member solicitation	Ongoing presentation of benefits and solicitation.	Ongoing presentation of benefits and solicitation.	Ongoing presentation of benefits and solicitation.			
	• Recruit a youth intern	Oct 2012 internship initiated and completed successfully. Need to recruit part-time position.			Meet with partners to lay out work program and shared elements/financials and proceed to application.	\$ 7,500.00	Stan/Stoney/Pam	Dec-15 to Feb-16
<b>Priority 5: Develop Product</b>	• Seek government support to offer packaging and product development workshops with the communities in the region. Target 4-6 packages annually.	March 2013 workshop completed - FedNor assisted - look to do more. No count of packages. Next need to do additional workshops and do a count.		Is it time to do again?	Consider workshop with AGM as well as Social Media Workshop (Meridian ??)			
<b>Priority 6: Gather Data and Market Intelligence</b>	• Survey boaters regarding length of stay, expenditures, origin, boat size, sources of trip planning information, boater preferences and needs etc.	Survey 2013 completed. (length of stay, expenditures, origin, boat size, sources of trip info, preferences/needs etc. Need to repeat annually - need data submissions.		Surveys are tough.	Survey Monkey or the like? Incorporate into electronic media strategy. Common survey - common card handout dockside - common thankyou email after visiting inviting to complete survey - then incentives for completion.		Virginia - sample to follow for review by members.	
	• Encourage boaters to provide contact information (especially email addresses) through a contest						See above	
	• Summarize and communicate results	Results communicated/summarized. Need to continue.						
	• Undertake a competitive analysis of other boating regions					Stoney to investigate and report on possible support through TNO.		
	• Track results: web site traffic, response to advertisements etc. and evaluate					Incorporate in surveys.		