

QHBA Marketing Program Fee Introduction Letter:

The QHBA has had a long-standing relationship with the Bay of Quinte Regional Marketing Board. We have not only supported the initiatives through funding but also through member contributions. Most of you have seen the direct benefit of the marketing campaigns and programs of the BOQ RMB.

The QHBA Marketing Program Fee was introduced to allow us to continue this mutually rewarding partnership with the Quinte Regional Marketing Board. If you weren't able to attend the March 21st dinner meeting where Dug Stevenson took us through the structure and some hard facts on the results of the marketing efforts, and you have questions regarding this initiative, we've included some relevant details regarding the Bay of Quinte Regional Marketing Board Partnership structure below. More detail is available upon request by either contacting Dug Stevenson or Ruth Estwick. Both Dug and I, joined by members of our Executive would be happy to meet with you on a one to one basis if you are interested in gaining further insight into this initiative.



As per the Bay of Quinte Regional Marketing Board partnership, we have received confirmation from all the following organizations that they will be participating as paying partners for the 2017-18 fiscal year, contributing to our anticipated budget of: \$458,000

- City of Belleville
- City of Quinte West
- Tyendinaga Mohawk Territory
- Quinte Accommodations and Attractions Association
- Quinte Home Builders Association
- Quinte Restaurant Association

We will appoint/nominate our 2017-18 Board of Directors at the April 26th General Meeting. Monthly updates will be provided to funding partners with respect to how marketing funds are rolling out through the year and will be holding monthly lunch-and-learn sessions for partnership members to take individuals through our 2017-18 business plan. We are also happy to attend any upcoming QHBA member meetings to make a similar presentation so all members can be informed as to Bay of Quinte Regional Marketing Board activities.

Please contact Dug Stevenson, Executive Director, for any additional details on the BOQ: dug@bayofquinte.ca / [613.438.2579](tel:613.438.2579).

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