



Loring-Restoule Business Association

Membership Package

The Loring-Restoule Business Association (LRBA) is a non-profit, membership-based organization, dedicated to promoting member businesses and tourism in the Loring-Restoule area. The LRBA is committed to networking within the industry; building partnerships; strengthening business development and competitiveness of its membership.

Members have equal input into association business and can share ideas & concerns, get involved and network with other tourism operators, participate in special projects & marketing opportunities or join the board. The LRBA board is made up of volunteer individuals working collectively to strengthen our communities & businesses. The board is dedicated to providing its member businesses with development & networking opportunities that will provide marketing & exposure to the Loring-Restoule area.

The membership fees go directly towards marketing projects & operating costs. The goal of the LRBA is to develop & target cost effective, results-oriented tourism strategies for business in Loring-Restoule. As an LRBA member your business, attraction, or event will receive the following benefits:

Membership Has It's Benefits

- **Website Directory**

www.loringrestoule.com is the official website of the LRBA. Information on member businesses are featured as well as a searchable database. Your business information, including description, photo or logo and a hotlink to your website is included in your membership.

NEW! Members Website www.lrba.ca

- **Rotating Member Spotlight**

Member listings on the front page of the LRBA website are in seasonal rotation, so that a new business is featured regularly.

- **Facebook & Blogs**

“Like” our Facebook Page: www.facebook.com/Loringrestoule to take part in updates, upload photos of your business, share special promotions and moments from the Loring-Restoule area. All member businesses are welcome to share photos from their business page to engage our Facebook Fan base. Have a blog you want posted? Email our marketing & communications director to have your blog posted, please include a photo! Loring.restoule@gmail.com or Hilary@pinegroveresort.com

- **Printed Business Directory**

Every paid member will receive a listing in the guide that is distributed to tourist centers across Ontario, sent via admail and locally throughout the Loring-Restoule Region. The Brochure is currently printed every year.

- **Display Your Materials**

Information Boards are set up at Trash & Treasures, & Roxies Diner in Port Loring, as well as, Boards Honey Farm, The Commanda Museum, The Port Loring Legion #415, & in Restoule. These boards have racks that can accommodate standard brochures or rack cards to advertise your business, free of charge to LRBA members. Please take advantage of this!

- **Receive Referrals**

If a request is made for information on a service or business in the area, the LRBA refers to its membership base first.

- **Industry Relations**

The LRBA Directors meet with other organizations & government bodies to discuss our area and answer questions about the area on behalf of our businesses. The LRBA represents the Loring-Restoule area with tourism & marketing groups in Ontario, such as RTO12/Explorers Edge, RTO13, OTMPC, FedNor, NOTO, etc.

- **Marketing Opportunities**

LRBA members are included in the marketing, training, promotion and exposure through the RTO12/Explorers Edge initiatives in our area, creating a wide range and professional way to attract and connect with consumers through the most innovative marketing strategies available.

- **Networking Events/Seminars**

Throughout the year the LRBA holds one or two FREE networking events, where you can come out, share your promotional material, and connect with others in the business community. The LRBA also hosts workshops & seminars at a reduced or free rate to its members on topics such as social media marketing etc.

Membership-Strength in Numbers

Joining the Loring-Restoule business Association is like joining a team. Together we are a force to be reckoned with, an identifiable group of successful business people with the common goal of enhancing the prosperity of our area. We can strengthen the organization by increasing our membership and resources.

You do not have to be a business catering to tourists to benefit from the Loring-Restoule Business Association efforts. Tourism is critically important to our local economy and all area retailers and businesses will benefit from an increased number of visitors to our area.



2017/18 Board Members

Bill Chambers- Pine Grove Resort

Elaine Dare- Beautiful Wilson Lake Resort

David Sheepway- Remax

Hilary Chambers- SunDog Gallery/Lost Fox B&B

Barb Dougherty- Bookkeeper

Owen Van Ooyen - Northern Lights Resort

Jaime Board- Boards Honey Farm

Tom Beck- Parolins Cottages

Linda Lange & Gary McFadden –Box On The Rock Garden Centre

Please consider joining our board and help make a difference in your local businesses & community.

Contact: loring.restoule@gmail.com or one of our Executive Members to learn more.

