



July 4, 2025

Re: Letter of Support - "This is Frontenac" campaign video

To Whom It May Concern,

On behalf of Regional Tourism Organization 9 (RTO 9) and South Eastern Ontario, we are pleased to offer our strong support for the *This is Frontenac* campaign, led by Visit Frontenac.

This campaign is a powerful example of destination storytelling rooted in authenticity and community voice.

Our role in this initiative focused on amplifying awareness through both our industry and consumer channels, ensuring the campaign message reached far beyond local borders. We were proud to collaborate on a dedicated blog for our consumer-facing website, supporting the video rollout and enhancing digital visibility.

Working alongside Visit Frontenac was an absolute pleasure. Debbi and Richard maintained clear, open communication throughout the project, creating a seamless and professional working relationship. The coordination between RTO 9, RTO 11 (Ontario Highlands), and Destination Ontario enabled us to deliver consistent and impactful messaging across the region, while reinforcing shared priorities around sustainability, rural tourism, and community-first marketing.

We commend Visit Frontenac for their dedication to showcasing the full geographic and cultural diversity of their region. *This is Frontenac* has quickly become a valuable asset across multiple channels, and we are confident it will continue to inspire visitors and residents alike for years to come.

Sincerely,

A handwritten signature in black ink, reading 'L. McDougall'. The signature is fluid and cursive, with the first name 'L.' and last name 'McDougall' clearly legible.

Lesley McDougall
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