

Agenda

Collingwood Mayor's Economic Development Roundtable

Date:	June 11, 2026
Time:	9 a.m. – 11 a.m.
Location:	Collingwood Public Library – Community Rooms B&C
Subject:	Tourism in Motion: Updates and Opportunities in Collingwood

About:

The Town of Collingwood regularly hosts the Mayor's Roundtable on Economic Development to actively engage the sector-based industry representatives. We want to listen to and benefit from your input on how we best focus the Town's resources which will allow us to be strategic in our priorities.

This roundtable aims to gather industry insights on current tourism trends, opportunities, and challenges shaping Collingwood's visitor economy. It will provide a platform for local businesses and industry stakeholders to share their priorities and perspectives on how to strengthen the destination - Collingwood. The discussion will help inform actions by the Town and Tourism Collingwood to support sustainable growth and long-term success.

Agenda:

9 a.m. (5 mins)

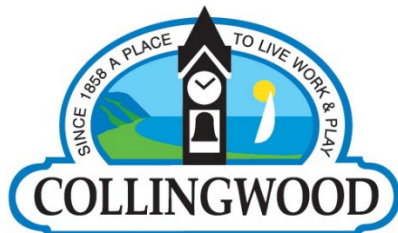
Welcome and Introductions

Speaker: Mayor Hamlin

9:05 a.m. – 9:30 a.m. (25 mins)

Presentation - Tourism in Motion: Updates

- Tourism Master Plan Progress



- Municipal Accommodation Tax
- Tourism Collingwood

Speaker: Manager Sharma

9:30 a.m. – 10:50 a.m.

Roundtable Discussion - Tourism in Motion: Opportunities in Collingwood

Speaker: Mayor Hamlin

ANNOUNCE – Ensure that your table has representatives from diverse industries.

THEME 1 – Collingwood as a Four-Season Destination (9:30-9:50 a.m.)

Explore options to reduce seasonality and diversify tourism offerings to attract a year-round visitor economy

Considering summer and winter being the peak seasons, where are the biggest opportunities to grow tourism in the off-season? (10 mins)

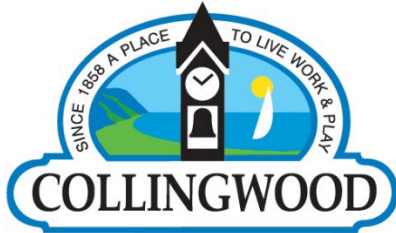
Think about:

1. What would make visitors choose Collingwood year-round instead of competing destinations?
2. What types of experiences could make someone choose Collingwood in November or April?
3. Are there niches (wellness, culinary, arts, outdoor, remote work, etc.) we are under-leveraging?
4. What partnerships (e.g., hotels + experiences, retail + events) could create new demand?
5. What successful ideas have you seen in other destinations that could work here?

Discussion debrief by each group (10 mins)

THEME 2 - Visitor Experience & Infrastructure (9:50 - 10:10 a.m.)

Supporting seamless, high-quality visitor experiences.



Are there bottlenecks in local or regional infrastructure that impact the visitor experience or movement of tourists in Collingwood and South Georgian Bay at large? (10 mins)

Think about:

1. Is the community easily accessible by tourists? How easy is it for visitors to get around once they arrive?
2. Is the visitor experience seamless for Collingwood /South Georgian Bay visitors
3. What types of infrastructure would unlock new experiences or business opportunities?
4. Where is signage or wayfinding insufficient or confusing?
5. How could we better guide visitors between key areas (downtown, waterfront, trails)?
6. What feedback do you hear repeatedly from visitors? At what points do visitors struggle, get confused, or become frustrated?
7. What basic amenities are missing or insufficient (washrooms, seating, shade, etc.)?
8. What major investments would transform the visitor experience? What are small, low-cost improvements that would make a big difference quickly?

Discussion debrief by each group (10 mins)

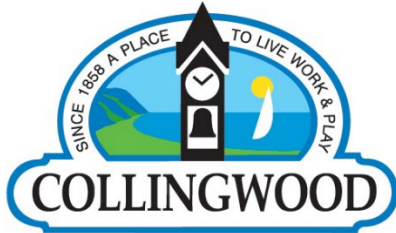
THEME 3 – Marketing, Brand & Audience Growth (10:10 - 10:30 a.m.)

Aligning brand, messaging, and target markets to position Collingwood competitively

What is uniquely ‘Collingwood’ that we should be leaning into more as the marketing and branding of tourism in Collingwood is developed? (10 mins)

Think about:

1. How are we different from competitors like Blue Mountain, Muskoka, Prince Edward County, etc.?



2. How would you describe Collingwood as a destination today? What do we want Collingwood to be known for in 5 years?
3. What marketing channels are working best for your business? What specific marketing support would help grow your business?
4. What investments (public realm, events, cultural programming) would support the brand?
5. How important are signature events in building awareness and visitation?
6. What do competing destinations do better than us? Where do we have a competitive advantage that we're not fully leveraging?
7. Should we position Collingwood independently—or as part of a broader regional experience?

Discussion debrief by each group (10 mins)

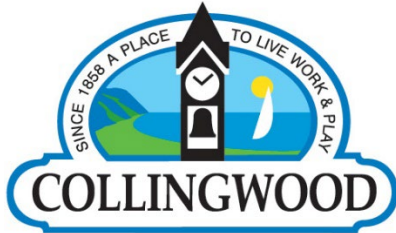
THEME 4 – Workforce development (10:30 - 10:50 a.m.)

Identify workforce challenges and solutions to ensure tourism businesses can attract, retain, and support employees, including addressing the critical role of housing.

What would make someone choose to live and work in Collingwood year-round in the tourism sector? (10 mins)

Think about:

1. Are you or is a business you know of experiencing gaps in hiring, retention, or skills?
2. Are potential employees declining jobs due to lack of housing?
3. How far are your employees commuting—and what impact does that have?
4. What are employees looking for today beyond wages?
5. What role could post-secondary institutions or training programs play?
6. What workforce or housing solutions have you seen work in other communities?



Discussion debrief by each group (10 mins)

10:50 a.m. – 11:00 a.m.

Closing Roundtable

Speaker: Mayor Hamlin