

# Meeting Notes

## Economic Development Roundtable

**Subject:** Collingwood Mayor's Roundtable on Economic Development – Tourism in Motion: Updates and Opportunities in Collingwood

**Meeting Date:** Thursday, June 11<sup>th</sup>, 2026

**Time:** 9:00 a.m. –11:00 a.m.

**Location:** Collingwood Public Library – Community Rooms B&C

**Attendees:**

- Council Members: Mayor Hamlin, Deputy Mayor Fryer, Councillor MacCulloch, Councillor Jeffery (Regrets – Councillor. Perry)
- Staff: Manager of Economic Development Economic Development Coordinator
- Representatives of the tourism industry, including tourism operators, arts and culture organizations, accommodation providers, marketing agencies, regional tourism organizations, tourism support organisations and other stakeholders (by invitation only)

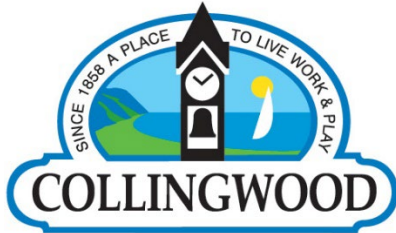
**About:**

The purpose of this Economic Development Roundtable meeting was to provide an update on tourism initiatives in Collingwood, including the Tourism Master Plan (TMP), Municipal Accommodation Tax (MAT), and the establishment of Tourism Collingwood . The session also aimed to gather industry feedback on key tourism priorities, opportunities, and challenges to inform ongoing implementation and strategic directions.

**Welcome and Introductions:**

Chair Mayor Hamlin opened the meeting with a roundtable introductions. Participants represented a broad cross-section of the tourism and economic development ecosystem.

Manager Sharma shared welcoming remarks and introduced the Town's Economic Development team. P



## **Presentation #1: Tourism Update – Master Plan, MAT and Tourism Collingwood**

*(attached as Appendix A)*

*Speaker: Prerna Sharma, Manager, Economic Development*

### Tourism Master Plan (TMP)

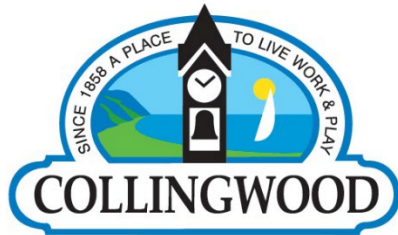
Manager Sharma highlighted that the TMP is a 5-year strategic roadmap to guide sustainable tourism growth to 2030, to be implemented by the Town and the Town's Eligible Tourism Entity (ETE), being Tourism Collingwood, in collaboration with industry and other stakeholders

- Focus areas include product development, investment attraction, supporting the ETE and marketing
- Key progress to date includes:
  - All 11 initiatives that were identified in the 2025 workplan have been completed, and include but are not limited to:
    - Implementation tracking system established
    - Stakeholder database and communications plan developed
    - Tourism asset inventory and research underway
    - Identification of new tourism product opportunities
    - Development of tourism training programs for industry partners
  - A link to the Tourism Master Plan (through QR code) was also provided where attendees can view each initiative in more detail: [Tourism Master Plan - Collingwood Economic Development](#)

### **Municipal Accommodation Tax (MAT)**

Manager Sharma provided an update on MAT since the program was formally initiated in March of 2025

- Approximately \$889,000 in net MAT revenue collected in 2025
- Funding allocation:
  - 2025: 60% tourism / 40% municipal
  - 2026 onward: 50% / 50% split
- Key 2025/2026 projects supported through the Town's portion of the MAT revenue include:



- Economic Development Action Plan refresh
  - Hiring of an Economic Development Specialist to drive forward Tourism and Downtown Master Plans
  - Implementation of Tourism and Downtown Master Plans, with a focus on the redevelopment of 84 Hurontario Street as a public gathering space
  - Event support (i.e. Pride Festival)
  - Offsetting operational budget expenses in 2026, allowing existing programs and services, many of which support sustainable tourism directly or indirectly to continue without cuts
- Promotional portion of the MAT revenue will be disbursed to Tourism Collingwood to support destination marketing and product development in accordance with the organization's ETE mandate

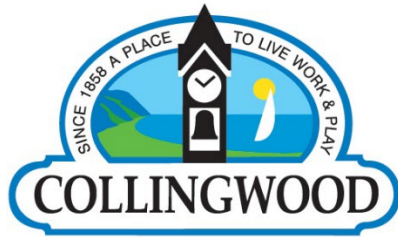
## **Tourism Collingwood**

Manager Sharma reviewed the history and current status of Tourism Collingwood

- Council direction provided to establish Tourism Collingwood as a new and stand-alone ETE for the Town
- Interim Board appointed in July 2025 to guide setup and governance development
- Articles of Incorporation filed in August 2025
- Interim Board, staff, and legal counsel developed foundational governance documents (Aug 2025–Mar 2026)
- Foundational documents presented to Council in April 2026
- Banking and financial infrastructure established in May 2026
- Research completed on governance and recruitment models in comparable municipalities
- Recruitment policy and evaluation matrix being finalized to support Operating Board selection
- Recruitment of inaugural Operating Board to launch in Summer of 2026

## **Roundtable Discussion**

Chair Mayor Hamlin facilitated the discussion, technologically assisted by Mentimeter (results attached as Appendix B). Participants addressed each of the following questions at tables in mixed groups of 5-8 participants per table



### **Theme #1: Collingwood as a Four-Season Destination:**

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

#### **Key Observations:**

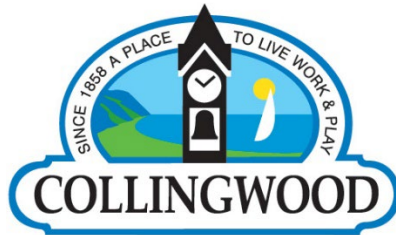
- Strong seasonality with peak summer and winter visitation was acknowledged and underscored as a local reality
- Shoulder seasons (i.e. April, November) present challenges due to weather and limited tourism product offerings
- Opportunities to expand tourism in the off-season include:
  - Events and festivals (e.g. culinary, arts, holiday markets)
  - Sports tourism and training facilities that would attract tourists as audience or participants
  - Wellness and indoor experiences
  - Corporate events and conferences
  - Leverage the film industry, especially by simplifying the permitting process through one point of contact

#### **Suggested Town Supports:**

- Increased investment in tourism infrastructure (e.g. transit, sports facilities for sports tourism, wellness facilities for indoor wellness offerings, arts centre for musical events and weekday conferences, etc.)
- Grants and funding for product development
- Coordinated collaboration across the regional partners and tourism stakeholders and streamlined support for event organizers

### **Theme #2: Visitor Experience and Infrastructure**

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?



### **Key Challenges:**

- Limited regional transportation and access without a car is perceived as impossible
- Parking constraints and costs
- Insufficient public washrooms
- Lack of consistent wayfinding and signage between municipalities
- Fragmented visitor information and marketing platforms

### **Opportunities Identified:**

- Leverage Collingwood's waterfront as a port and/or work with Midland to attract tourists who are dropping off at that port
- On-demand or shuttle-based transit solutions
- Tourism kiosks and digital information boards
- Cycling infrastructure and bike share programs
- Regional collaboration for visitor experiences and itineraries
- Improved data collection on visitor needs and behaviours

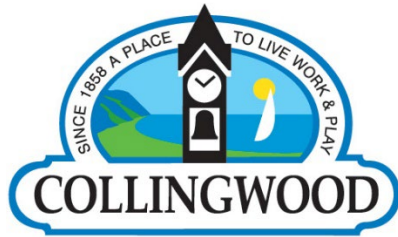
### **Suggested Town Supports:**

- Provide a physical tourism kiosk and digital information boards
- Actively foster partnerships between municipalities within the Simcoe and Grey Counties
- Facilitate diversification of offerings at the waterfront, including more food options, public washrooms, bike share, kid and family events, interactive museum activities

### **Theme #3: Branding, Marketing and Audience Growth**

What is uniquely 'Collingwood' that we should be leaning into more as the marketing and branding of tourism in Collingwood is developed?

### **Key Observations:**



- Lack of a clearly defined Collingwood tourism brand identity
- Limited awareness of local experiences and accommodations
- Need to better differentiate Collingwood from competing destinations

#### **Strengths Identified:**

- Waterfront and historic downtown
- Proximity to and strength within the South Georgian Bay region
- Growing sports tourism assets
- Arts, culture and event offerings

#### **Suggested Town Supports:**

- Position Collingwood as a regional hub destination
- Focus marketing on high-value, overnight visitors
- Invest in supporting signature experiences and storytelling
- Strengthen regional partnerships and joint marketing efforts
- Develop a centralized digital tourism platform (e.g. a website, digital or printed tourist itineraries, tourism kiosks at public locations, etc.)
- Promote Collingwood in markets outside of Simcoe County (e.g. GTA)

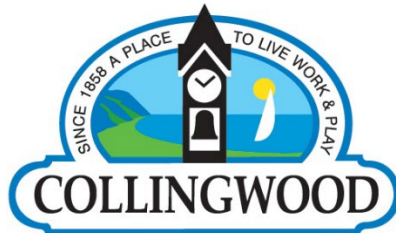
#### **Theme #4: Workforce Development**

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

#### **Key Challenges:**

- Housing affordability and availability
- Seasonal employment and lack of year-round opportunities
- Transportation barriers for workers within the region
- Wage pressures relative to cost of living

#### **Suggested Town Supports:**



- Support affordable housing options
- Support seasonal job-sharing or cross-sector employment opportunities
- Strengthen partnerships with post-secondary institutions for talent pipelines
- Advocate for improved employer offerings (wages, benefits, incentives)
- Support workforce retention through improved municipal transportation options and partnerships and advocate for family supports, such as childcare and housing subsidizes, which are provided by other orders of government

### **Closing Roundtable: Key Takeaways and Priorities: Speaker Mayor Hamlin**

- Participants were thanked for their input and encouraged to stay engaged with the Town through ongoing consultations, newsletters, and partnership opportunities.
- Participants were also encouraged to send their additional input to Manager Sharma through email
- Meeting adjourned

### **Appendix A: Roundtable Power Point Presentation**



*Welcome to the*

*Collingwood*

**MAYOR'S ECONOMIC DEVELOPMENT**

**ROUNDTABLE**

**JUNE 11, 2026**

**TOURISM IN MOTION:**

**UPDATES AND OPPORTUNITIES IN**

**COLLINGWOOD**





*Collingwood*  
MAYOR'S ECONOMIC DEVELOPMENT  
**ROUNDTABLE**

*Introductions*





# AGENDA

## 1. **Tourism in Motion: Updates**

Presentation *by: Prerna Sharma, Manager,  
Economic Development*

## 2. **Tourism in Motion: Opportunities in Collingwood**

Roundtable discussion *chaired by Mayor Hamlin*

*THEME 1 – Collingwood as a Four-Season Destination*

*THEME 2 – Visitor Experience & Infrastructure*

*THEME 3 – Marketing, Brand & Audience Growth*

*THEME 4 – Workforce development*

## 3. Closing remarks



## Question - 1

What was the total foot traffic to Collingwood's 3 waterfront parks – Sunset Beach point and Millenium parks and Arboretum – in 2024?

- a) 12 M
- b) 600,000 +
- c) 1.8 M



## Question - 1

What was the total foot traffic to Collingwood's 3 waterfront parks – Sunset Beach point and Millenium parks and Arboretum – in 2024?

a) 12 M ← Downtown Collingwood

b) 600,000 +

c) 1.8 M ← 12 Collingwood Hotels



## Question - 2

How much net MAT\* was collected in 2025?

- a) \$533k
- b) \$355k
- c) \$889k

\*Municipal Accommodation Tax



## Question - 2

How much net MAT\* was collected in 2025?

a) \$533k ← Tourism Collingwood's share - 60% of \$895k in 2025

b) \$355k ← Municipality's share - 40% of \$895k in 2025

c) \$889k

\*Municipal Accommodation Tax



## Question - 3

How many licensed STAs\* operate in Collingwood, as of June 8, 2026

- a) 35
- b) 153
- c) 42

\*Short term accommodations



## Question - 3

How many licensed STAs operate in Collingwood, as of June 8, 2026

a) 35

b) 153

← total available listings on rental websites, includes licensed STAs, long-term rentals [29 days+], commercial units, etc.

c) 42

← under review by By-law Services

\*Short term accommodations



# Faces behind Economic Development



**Summer Valentine**  
**Director, Growth and Development**  
*(includes, Economic Development, Planning and Building)*



**Prerna Sharma**  
**Manager, Economic Development**  
*(includes, Economic Development, Tourism & Small Business Enterprise Centre)*



**Leah O'Donnell**  
Economic Development  
Coordinator



**Beckett Frisch**  
Economic Development  
Specialist



**Tim Newton**  
Supervisor, Small  
Business Enterprise  
Center



**Stef Richardson**  
Digital Specialist +  
Event/Program Advisor,  
SBEC



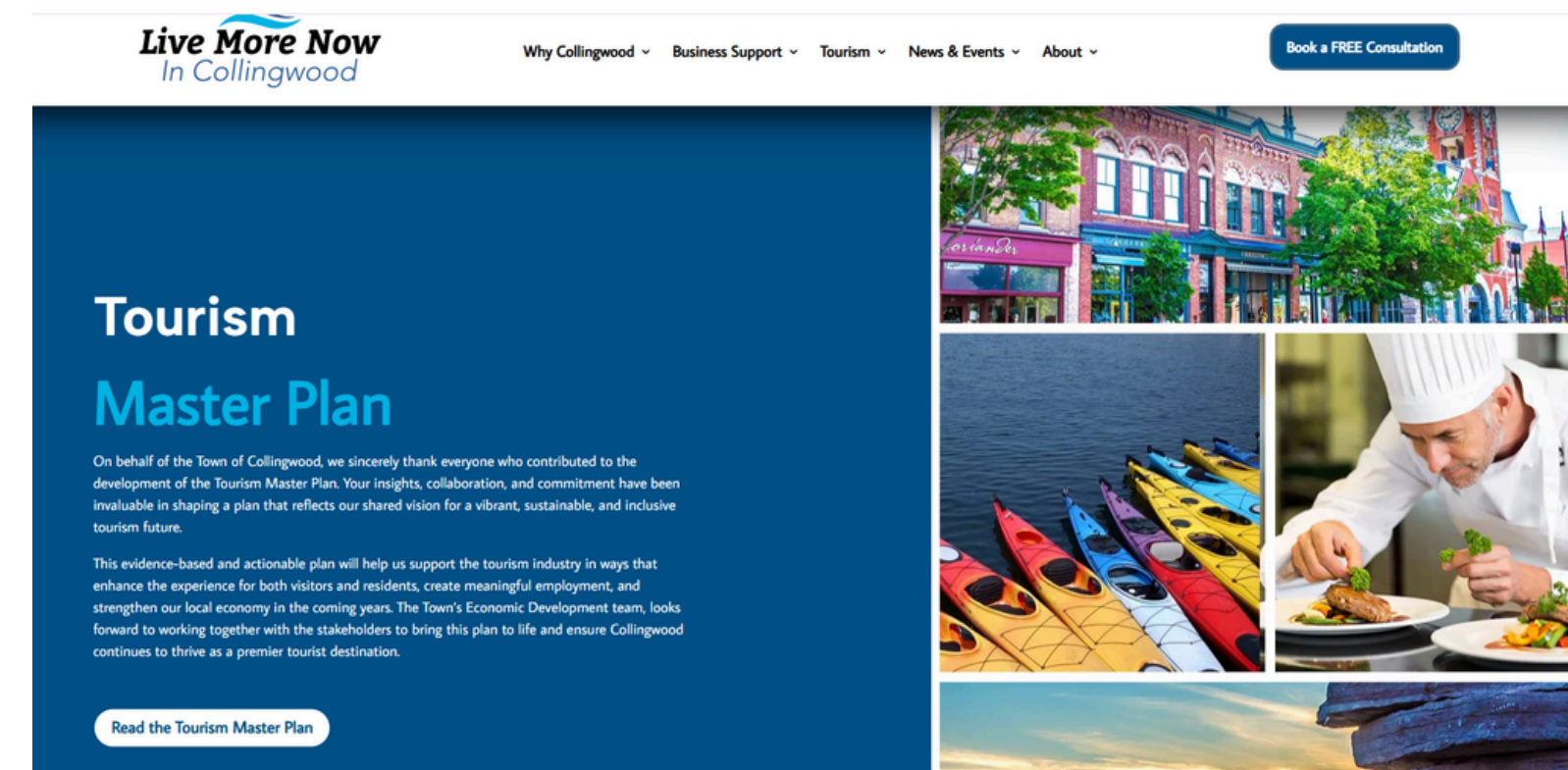
# Tourism in Motion: Updates

- Tourism Master Plan progress
- Update on Municipal Accommodation Tax
- Tourism Collingwood



# Tourism Master Plan progress

- The TMP is a strategic plan designed to be implemented over a **five-year+** period.
- **2030 Goal** - By 2030, tourism in Collingwood will be effectively managed, sustainably developed, and responsibly marketed.
- The TMP identifies **32 action items** to achieve this goal, to be implemented by the Town, Tourism Collingwood, or through a collaborative effort between both organizations and industry



Scan to read TMP



# Tourism Master Plan progress

- Town Council in April 2025 approved the retention of consulting services, supported by a portion of the **Town's share of the net 2025 MAT revenue** and **grant funding received from RT07**, to execute priority initiatives identified in the Tourism Master Plan
- **Bannikin**, as the primary author of the Tourism Master Plan was retained to support EcDev staff to implement key initiatives
- **11 key initiatives** were implemented

## Advancing Collingwood's Tourism Vision

### Tourism Master Plan Status

This overview highlights priority Tourism Master Plan actions and their status as we continue moving from strategy to implementation.

A1.1 – Confirm roles, responsibilities and decision making processes for tourism management, development and marketing – **Complete**

A1.3 – Establish a mechanism for the Town of Collingwood to gather input, insight, and feedback on Tourism Master Plan implementation matters from key stakeholders – **Complete**

A1.4 – Create and implement a financially sustainable revenue model for executing Tourism Master Plan strategies – **Complete**

A1.2 – Develop a Tourism Master Plan implementation tracker and process for monitoring progress **100%**

A3.1 – Create and maintain a contact database of tourism stakeholders within and outside of Collingwood **100%**

A3.2 – Develop and implement a communications plan for sharing Tourism Master Plan and tourism related updates with stakeholders **100%**

B1.1 – Create and maintain an inventory of tangible and intangible local and regional tourism assets **100%**

B1.2 – Identify gaps in market intelligence and undertake research to fill these gaps **100%**

B1.3 – Stay on top of relevant tourism research, including attending select tourism conferences. **100%**

B2.1 – Identify and access tourism product development opportunities, including collaboration opportunities – **Complete**

B2.4 – Collaborate with others to deliver tourism-specific training and supports to industry – **Complete**



Scan to see progress



# Tourism Master Plan progress

## Design and Management of 11 Key Initiatives

- **What:** Bannikin provided targeted and advisory support towards Town's implementation of TMP
- **Why:** It was recommended that a consultant be engaged for a period of up to 12 months to ensure business continuity until a longer-term resourcing plan could be reviewed and approved
- **When:** May 2025 – April 2026
- **How:** Through a program of implementing priority TMP initiatives, as identified and confirmed by Council in advance (i.e., endorsed work plan) to ensure alignment with available experience / capacity, budget, and timeline



# Tourism Master Plan progress

TMP Initiative	Purpose	Audience
<b>A1.2 - Develop a TMP implementation tracker and process for monitoring progress</b>	A spreadsheet that identifies what strategies are being implemented, by whom, over what period of time, processes for monitoring progress, such as check-in meetings or quarterly reports, and level of progress made, etc.	Internal <i>To assist with strategic planning and implementation</i>
<b>A3.1 - Create and maintain a contact database of tourism stakeholders within and outside of Collingwood</b>	Database of tourism contacts across local, regional, provincial, and national jurisdictions. Includes notes on collaboration opportunities.	Internal <i>To assist with strategic planning and implementation</i>
<b>A3.2 - Develop and implement a communications plan for sharing TMP- and tourism related updates with stakeholders</b>	Plan for the Town's and Tourism Collingwood's tourism related communications. Outlines primary audiences; information to share; communication channels; and roles.	Internal <i>To assist with strategic planning and implementation</i>



# Tourism Master Plan progress

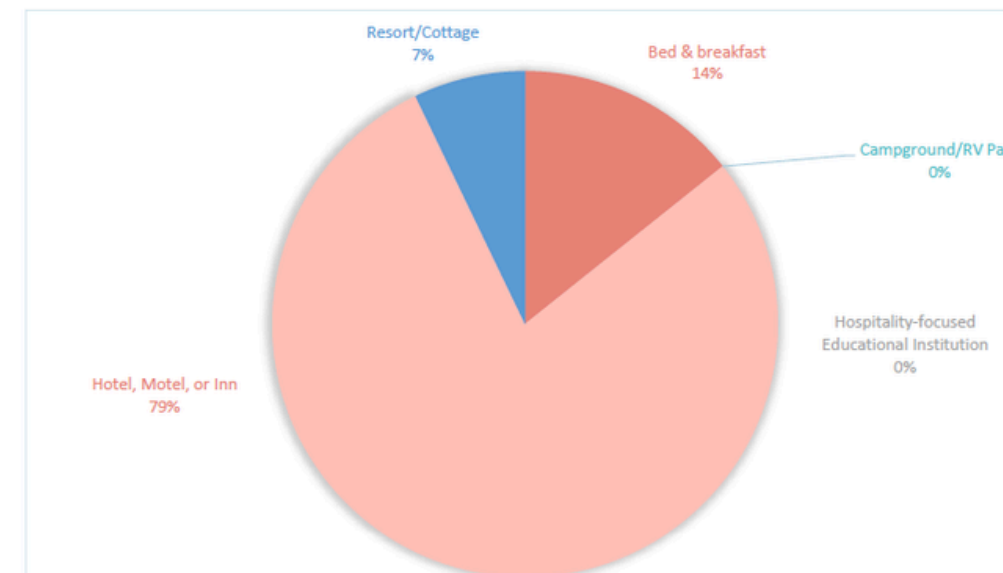
TMP Initiative	Purpose	Audience
<b>B1.1 - Create and maintain an inventory of tangible and intangible local and regional tourism assets</b>	Report presenting a clear understanding of Collingwood's local tourism asset make-up and its associated community values or value proposition, as well as clarity on opportunities for tourism product investment and tourism marketing.	Industry + Internal <i>To be made available on LMN website in July, 2026</i>

For example **Accommodations**

Of the 14 accommodation tourism assets in the Town of Collingwood, the majority were hotels, motels, and inns (n=11, 79%), bed and breakfasts (n=2, 14%), and resorts/cottages (n=1, 7%). See the graph below.

Key Opportunities:

1. Develop tourism packages that offer something different from the mountain resort-focused accommodations (e.g., historic downtown feel, art galleries/studios, shipping history, high-quality food and beverage, waterfront views, etc.).
2. Accommodation providers can partner with tourism assets in other surrounding municipalities, such as Clearview Township, where there may be fewer accommodations.



# Tourism Master Plan progress

TMP Initiative	Purpose	Audience
<b>B1.2 - Identify gaps in market intelligence and undertake research to fill these gaps</b>	Key information about the visitor target group identified for Collingwood through Environics Analytics geofences. Drafted and designed to share with industry and partners.	Industry + Internal <i>To be made available on LMN website in July, 2026</i>

For example



**TG1 Countryside & Suburban Families**

*Younger to middle-aged families living in suburban and rural areas.*



**TG2 Affluent Families**

*Middle-aged to Older Families & Couples*



**TG3 Urban Diverse Young Families and Singles**


*Younger to Middle-Aged Singles, Couples & Families*




# Tourism Master Plan progress

TMP Initiative	Purpose	Audience
<b>B1.3 - Stay on top of relevant tourism research, including attending select tourism conferences</b>	Baseline of tourism knowledge that allows the Town, along with its partners, to make informed decisions and stay in the-know of tourism trends and direction at a provincial, national, and international level.	Industry + Internal <i>To be made available on LMN website in July, 2026</i>

For example

 Collingwood needs to consider how to cater to both tech-savvy youth (e.g. Instagram-worthy attractions) and value-conscious seniors (e.g. easy access, comfort), as it continues to better understand and cater to its visitor segments.

 “Staycations” and regional road trips are boosting visitation. Aligning products to local markets (e.g. weekend getaways, family-friendly attractions) and collaborating on regional itineraries (like driving routes across neighbouring towns) are key short-term strategies. This is true for destination like Collingwood that draw a large base of travellers from the GTA.



# Tourism Master Plan progress

TMP Initiative	Purpose	Audience
<b>B2.1 - Identify and assess tourism product development opportunities, including collaboration opportunities</b>	Presents six (6) product profiles and high-level development plans to support Collingwood's businesses, organization, or individual operators in developing new or enhancing existing product.	Industry + Internal <i>To be made available on LMN website in July, 2026</i>

## Farmers' Market Food and Tasting Tour (Guided tour)

<b>Product name:</b>	Guided tour and tastes of the Farmers' Market
<b>Description:</b>	A guided food and tasting tour (approx. 1.5-2 hours) centred on Collingwood's Farmers' Market, showcasing local producers, regional flavours, and food stories rooted in the vendors present and connected to the surrounding rural communities. The experience highlights the connection between urban and rural Collingwood while supporting wellness, social connection, and multi-generational enjoyment. This is a guided and small-group culinary experience that is led by a host who manages pacing, storytelling, and tastings across a curated selection of market vendors. The guided format adds structure, interpretation, and value, making the experience suitable for private group travel and visitors seeking a deeper, hosted introduction to the local food scene. Visitors book the tour in advance through an online booking platform and scheduled departure times coordinated with the Farmers' Market season, primarily in late spring, summer, and autumn, and visitor demand.

For example

## Downtown and Waterfront Walking Route (Self-led itinerary)

<b>Product name:</b>	Self-led walking tour of Collingwood's downtown and waterfront
<b>Description:</b>	A self-led walking tour (approx. 1-2 hours) that guides visitors through significant sites in Collingwood's downtown and waterfront areas, highlighting local heritage, shipbuilding history, iconic views, and opportunities to experience food, activities, and unique places along the route. Participants follow a clearly defined route with designated stops, stories, and optional experience extensions, allowing them to explore at their own pace and tailor the experience to different interests and group types, including multi-generational and private group travel. Tour materials are accessed independently, either online or through designated visitor-information and signage. The route operates year-round, with seasonal variations in routing, stops, and experience communicated to participants.

## Outdoor Learning and Fishing Excursion (Guided tour)

<b>Product name:</b>	Facilitated fishing and outdoor skills excursion
<b>Description:</b>	A facilitated outdoor fishing learning excursion (approx. 1-2 days) that offers visitors a guided, immersive experience on Collingwood's waterfront, combining hands-on fishing instruction with time spent on and near the water and nature. The experience focuses on light adventure, skill-building, and connection to nature, and is designed to support multi-generational participation and private group travel. This is a guided, facilitated outdoor excursion, delivered as either a full-day experience or an overnight program that may include camping and meals. The facilitated structure ensures safe access, equipment provision, instruction, and a curated flow of activities, making fishing approachable for beginners while offering a deeper, more immersive experience for participants with previous experience. Visitors book the experience in advance through an online booking platform, with clearly defined meeting points and preparation details provided prior to arrival (incl. what is included and what participants need to pack). The excursion operates seasonally during suitable fishing conditions, primarily from late spring through early fall, with delivery windows aligned to weather, daylight, and water access conditions.



# Tourism Master Plan progress

TMP Initiative	Purpose	Audience
<p><b>B2.4 - Collaborate with others to deliver tourism specific training and supports to industry</b></p>	<p>Outlines the topics scoped out and prepared in response to key areas of need and knowledge-building opportunities across the Town of Collingwood’s tourism sector. Notably, it includes the “proposed topics and anticipated outcomes”, “delivery calendar”, and “existing organizations and resources”</p>	<p>Internal <i>To assist with strategic planning and implementation</i></p>



# Municipal Accommodation Tax

- The Town of Collingwood passed a by-law, Town of Collingwood Bylaw 2024-085, to implement a mandatory Municipal Accommodation Tax (MAT), effective March 1, 2025, in accordance with provincial legislation.
- In 2025, a net MAT of **\$889,749** was collected:
  - 60% of the net MAT revenues (\$533k approximately) were allocated for tourism promotion and product development by Tourism Collingwood, with the remaining 40% (\$355k approximately) being available to the municipality.
- Through the 2026 Budget process:
  - The split has been changed to 50%-50%



# Municipal Accomodation Tax

## Use of Town's portion of MAT

<u>Town portion of 2025 net revenues</u> to support the following in 2026	<u>Town portion of 2026 anticipated net revenues</u> to support the following in 2026
<ul style="list-style-type: none"> <li>• \$35,000 – 50% Economic Development Action Plan Refresh (grant dependent for matching funds)</li> <li>• \$60,000 – 50% Economic Development Specialist focused on implementing the TMP and Downtown Master Plan (DTMA) (50% to come from 2026 net MAT revenues)</li> <li>• \$215,000 – Funding to implement the TMP and DTMP for expenses beyond staff costs</li> <li>• \$20,000 – Funding for the Collingwood Pride Festival (interim for one year until Tourism Collingwood is operational)</li> <li>• \$60,000 – Offset operational budget expenses in 2026, allowing existing programs and services, many of which support sustainable tourism directly or indirectly, to continue without cuts</li> </ul>	<ul style="list-style-type: none"> <li>• \$60,000 – Economic Development Specialist, remaining 50%</li> <li>• \$250,000 – Offset operational budget expenses in 2026, allowing existing programs and services, many of which support sustainable tourism directly or indirectly to continue without cuts</li> </ul> <p><i>* Note: there remains unallocated municipal MAT net revenues anticipated from 2026 that will be addressed through the 2027 budget deliberations</i></p>



# Municipal Accommodation Tax

## Use of the promotional portion of MAT

- **50% of net MAT from 2026 onwards, (60% from 2025)** to be transferred to an eligible tourism entity i.e. a non-profit entity whose mandate will include:
  - tourism promotion
  - tourism product development
  - and more as defined by organisation's core mandate



# Tourism Collingwood

**Council directs the establishment of ETE - TC**

APRIL, 2025



01

**Interim Board of TC appointed**

JULY, 2025



02

**Articles of Incorporation for TC filed**

AUGUST, 2025



03

**Interim Board members along with Town staff and legal counsel worked to prepare and finalise TC's Foundational Documents**

AUGUST, 2025 - MARCH, 2026



04

**Foundational documents presented to Council**

APRIL, 2026



05

**ROAD TO SUCCESS**



# Tourism Collingwood

**Town's Member and Alternate to TC appointed**

MAY, 2025



06

**Town staff conducted research on different recruitment models across communities and policies that could be adapted by TC**

APRIL-MAY, 2025



07

**Bank account for TC established**

MAY, 2026



08

**Interim Board Members finalising TC Recruitment Policy and Recruitment Matrix**

MAY-JUNE, 2026



09

**Recruit Inaugural TC Board**

Starting JUNE, 2026



**ROAD TO SUCCESS**





While tourism is not new to Collingwood but Tourism is a new portfolio / sub-service level that has been adopted by the EcDev staff.

The implementation of TMP, MAT and establishment of TC has been a learning curve for all involved and we consider industry partners and stakeholders a valuable part of this journey.





*Collingwood*

**MAYOR'S ECONOMIC DEVELOPMENT**

# **ROUNDTABLE**

**Tourism in Motion:  
Opportunities in Collingwood**

## **Roundtable Discussion & Group Work Chaired by Mayor Hamlin**

- **THEME 1** – Collingwood as a Four-Season Destination
- **THEME 2** – Visitor Experience & Infrastructure
- **THEME 3** – Marketing, Brand & Audience Growth
- **THEME 4** – Workforce Development



# Housekeeping Items: Mentimeter (online answering platform)

- Each group will assign **1 person to record your answers and enter them on Mentimeter**
- Each table will have 10 mins to discuss each **set of** questions
- Group discussions will be followed by a 1-2 minute debrief per table OR 3-5 Key points per table to discuss your answers (one speaker at a time)

*If at any point you have questions Prerna and I are here to help*



## Using Mentimeter:



OR

menti.com  
CODE - 1861 6198

**One person per table will scan the QR code to enter the group's answers**

**Participant Name = Your table number**





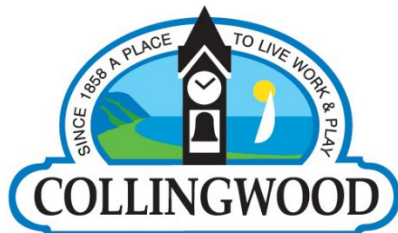
*Collingwood*  
**MAYOR'S ECONOMIC DEVELOPMENT  
ROUNDTABLE**

*Thank you!*



**SCAN TO SUBSCRIBE TO  
TOURISM NEWSLETTER**





## • Appendix B: Mentimeter Roundtable Responses

### Question 1

Date (UTC)

Session

Type

Question: Theme 1: Considering summer and winter being the peak seasons, where are the biggest opportunities to grow tourism in the off-season?

Respondents

Responses

Off-season Festival Events

Marketing the Art & Culture offerings

Indoor campaigns centred around our wellness offerings

Theatre

Fall brings great opportunities - fall colours, hiking, concerts, workshops. Package Collingwood as the SGB tourism hub - place to stay and play, and access to day trips outside of Collingwood.

Christmas markets

Live music

Leverage history of town and historic downtown to drive visitation.

We need a Collingwood Tourism Brand. Who are we, what are we known for?

Family friendly activities

Arts and culture products

August is the strongest month of the whole year, July is iffy. How do you drive up July tourism. Weekday conferences - conference attendees spend money when they are here. Brings in MAT revenues too.

We have no wayfinding in Collingwood

Sport tourism - leverage outdoor assets and tournaments

Conferences partner with local businesses

More business events

Activity central - idea from interest - packaging activities together and make it available for folks

Sports training - hockey, soccer, pickle ball, baseball

Tourism kiosks downtown. Staff walking around downtown Downtown ambassadors

Leveraging the connection to our neighbours. Better transit and shuttle systems from Blue Mountain to Collingwood and back

Targeted Festivals and events

Wellness and culinary

Health and wellness

Materials for business and hotels that show "what to do in Collingwood" Digital too

Opportunities: - Events and festivals - Culinary tourism - Georgian Trail (connecting municipalities)- Off road cycling Challenges: - A lot of tourism is weather dependent

### Question 1

Date (UTC)

Session

Type

Question: How can the Town /Tourism Collingwood help support you to achieve these opportunities & overcome challenges?

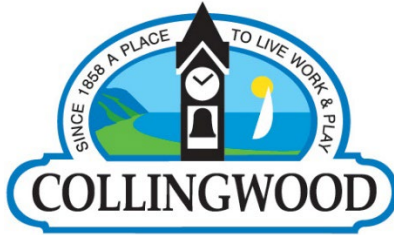
Respondents

Responses

Regional coordination

Invest in Transportation that works

Tourism Collingwood engaging with downtown businesses



Marketing campaigns that attract high value travellers

Get an arts centre going to fit people in for week day conference and music festivals

Influencer campaigns and FAM Tours

Single point of contact for sports tourism to help book facilities, accommodation, restaurants etc

Investment in public assets

Tourism Collingwood as a hub and a resource to businesses and visitors

Build itineraries

Money- invest in infrastructure - grants for new product development

Tourism resource - aggregate all the information: things to do, places to stay, where to eat

Invest in wayfinding all around Collingwood

Transportation and connectivity

Offering resources and information in different languages

Build additional Infrastructure for sports tourism

Facilitation and collaboration across industry

Promoting of transportation options to Toronto

Ensure alignment between tourism master plan and what's actually happening in the community

Concierge service for conference, sports and event tourism inquiries

Promotions at union station or transportation hubs in Toronto advertising visiting to Collingwood

Tangible regional partnerships (municipal)

Simplify permitting for film production

Signage and wayfinding

Invest money in safe cycling infrastructure and public transit

Bike shares

Limited parking for tour buses - also need accessible washrooms by bus parking and needs to be in a place that makes it easy to walk to the main destination

## Question 2

**Date (UTC)**

**Session**

**Type**

**Question: Theme 2: 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?**

**Respondents**

**Responses**

Transportation

Wayfinding - especially trails

Public Washrooms

Transportation

Wayfinding

Transit and active transportation - buses, cycling lanes and safe bike paths

Bike storage and rental facilities

Protected bike storage and places for fixing your bike

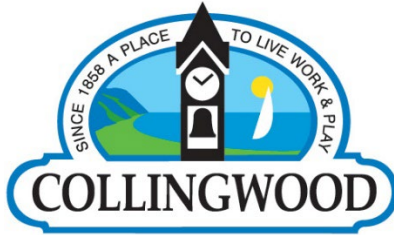
Limited public transportation to get here. Most people need a car to get you

Regional connectivity

Free parking downtown but time limited

Tourism goes beyond Simcoe County. Let's involve Grey County.

- If you don't have a car it's hard to get here. - Parking is expensive for visitors - issues with public washrooms (once provided vandalism and misuse is a big issue)- lack of consistency in wayfinding



Need more information about where clean, accessible washrooms are  
More commercial opportunities near the waterfront to dine and spend money  
More itineraries for visitors when they get here

## Question 2

**Date (UTC)**

**Session**

**Type**

**Question: Theme 2: How can the Town / Tourism Collingwood support you to overcome these challenges and create opportunities for visitors?**

**Respondents**

**Responses**

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Website / one stop shop - how to get around Collingwood

Website

Wayfinding - rather than share distance, share time it takes

Adjust bylaws to enable implementation of innovative parking solutions

Family and kid friendly events

Bike share

Can the towns museum and library offer more kids and family friendly activities on the weekends

ARGO Bus Service

- Physical tourism kiosk - BMVA has digital information boards: would be great to link with signs in the region - facilitating regional partnerships - selling naming rights so generate \$

Digital wayfinding

Trail connecting Collingwood to blue mountain

Outdoor kid friendly activities - night star gazing, nature walks

Define and understand what the "visitor experience" means for Collingwood currently

Start to plan out trade and have packaging and pricing available - buses, cruises, etc

## Question 3

**Date (UTC)**

**Session**

**Type**

**Question: Theme 3: What is uniquely 'Collingwood' that we should be leaning into more as the marketing and branding of tourism in Collingwood is developed?**

**Respondents**

**Responses**

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Wellness and holistic services

Heritage

Arts culture and myaic

Outdoor

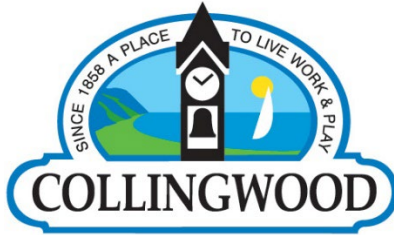
Lodging options - we have something for everyone

Waterfront

Collingwood has no identity

Marketing needs to target the right audience

Inventory of tourism assets



Trail system marketing for walking, hiking and biking

Look at what our businesses offer and develop a marketing plan to ensure we are attracting those folks

Connectivity between water and land

Active living and outdoor lifestyle

Sports tourism, history of downtown Collingwood, access to water

Waterfront & Boat Tours

Identify what the region has to offer

Collaboration is with neighbouring communities.

A regional approach is what's required. We have known this for year, but it needs to be meaningfully actioned. The power of this region is its true four-season nature.

Young active crowd, use term like "base camp" For mature crowd: arts, culture and food

Signature events - art crawl, porch side festival

### Question 3

**Date (UTC)**

**Session**

**Type**

**Question: Theme 3: How can the Town / Tourism Collingwood support you to achieve these opportunities ?**

**Respondents**

**Responses**

Marketing strategy

Tourism Collingwood is the marketer - businesses are the sales force to deliver the services

Stronger marketing - getting the word out

Making festivals and events bigger

Consider future visitors (gen Z) and how to appeal to them

Leverage the retailers, restaurants, waterfront, and connecting the downtown to the waterfront

Investment in tourism infrastructure such as the arts centre, waterfront and downtown development. Money and regional partnerships. .

Stronger regional partnerships

Leverage the trend use of AI and ensure the marketing efforts are picked up by LLMs

Funding opportunities

Infrastructure for waterfront opportunities (rentals)

Create more walkable areas downtown, pedestrianizing streets, while addressing parking

Encourage authentic experiences and promote natural resources

While tourists are here in peak season - how do we engage tourists to come back for the off season.

Be known and the regional hub

### Question 4

**Date (UTC)**

**Session**

**Type**

**Question: Theme 4: What would make someone choose to live and work in Collingwood year-round in the tourism sector?**

**Respondents**

**Responses**

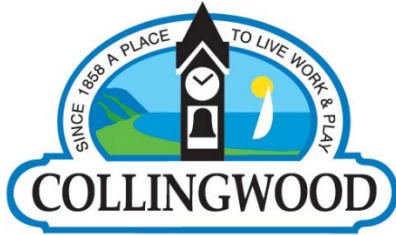
Affordable housing

Affordable housing

Living wages

Workforce is attracted here for the activities and amenities. Collingwood has unique assets and lifestyle

Better lifestyle for youth



Young professionals, retail and hospitality workforce cannot afford to live here  
Making it a true four season opportunity - so people want to work here  
Post secondary training programs or upgrade skills locally  
More housing options  
Affordable housing  
Transportation You shouldn't have to own a car.  
Workforce housing - could employers / businesses come together to build housing for workers  
Better transportation for workers and alignment with work schedules / timing  
There are no people coming - neighbours offer better wages and perks  
Fear of getting laid off  
Takes too long to get to the region from outside of SGB

Quality of life, lifestyle Well known community

#### Question 4

**Date (UTC)**

**Session**

**Type**

**Question: Theme 4: How can the Town / Tourism Collingwood support you to address these challenges and create opportunities for workforce?**

**Respondents**

**Responses**

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Help support housing initiatives  
Facilitate collaboration between businesses  
We need year round work for employees  
Build housing for the seasonal workforce and service sector employees  
Partnerships with post secondary that place their students in coop  
Curbing the shoulder season decline  
Storytelling that this is indeed a good place to live  
This is becoming an unaffordable destination to live in for lower wage jobs so building rent geared to income housing options  
Support employment opportunities for families  
Seneca and Humber do coop placements - increase visibility of region to them  
Build a talent pipeline similar to what Owen Sound and GC have done  
Marketing budgets that actually make a difference and can compete against other regions  
Coordination of seasonal jobs. Collaboration and communication.  
Consistent employment, besides peak season - have certainty in employment  
Try to attract a younger folks to move here  
Reducing impact of shoulder season to give consistent employment  
Post secondary - trade schools connecting with the construction industry  
Rental housing incentives to get more rentals built  
Certified rental and landlord database