

WHAT WE HEARD

Key Insights from the June 2026 Collingwood Mayor's Economic Development Roundtable



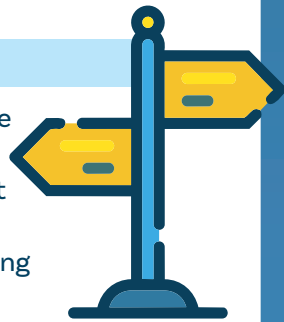
Collingwood as a Four-Season Destination

Opportunities

- ▶ **Expand** shoulder-season tourism through events, festivals, wellness, arts and culture experiences
- ▶ **Grow** sports tourism, training camps, and tournament opportunities
- ▶ **Attract** corporate meetings, conferences, and business travel
- ▶ **Explore** film industry opportunities and streamline permitting processes

Town Support Priorities

- ▶ **Invest** in tourism infrastructure and attractions
- ▶ **Support** product development through grants and funding
- ▶ **Strengthen** collaboration among regional and tourism partners



Branding, Marketing and Audience Growth

Opportunities

- ▶ **Establish** a Collingwood tourism brand identity
- ▶ **Leverage** Collingwood's waterfront, historic downtown, arts, culture, and sports assets
- ▶ **Increase** awareness of local experiences and accommodations

Town Support Priorities

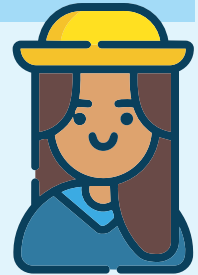
- ▶ **Develop** a centralized tourism platform
- ▶ **Invest** in signature experiences and storytelling
- ▶ **Strengthen** regional marketing partnerships
- ▶ **Expand** promotion beyond Simcoe County & position as a regional hub destination



Visitor Experience and Infrastructure

Opportunities

- ▶ **Enhance** transportation options and regional connectivity
- ▶ **Improve** visitor amenities like washrooms, parking, wayfinding
- ▶ **Activate** the waterfront with experiences and attractions
- ▶ **Regional** collaboration for experiences and itineraries
- ▶ **Improve** visitor data collection



Town Support Priorities

- ▶ **Tourism** kiosks and digital information boards
- ▶ **Invest** in public amenities and diversify waterfront offerings
- ▶ Cross-regional **collaboration**

Workforce Development

Opportunities

- ▶ **Address** housing affordability and availability
- ▶ **Improve** year-round employment opportunities & wage pressures
- ▶ **Reduce** transportation barriers for workers

Town Support Priorities

- ▶ **Support** affordable housing initiatives
- ▶ **Encourage** seasonal job-sharing and cross-sector employment
- ▶ **Build** partnerships with post-secondary institutions
- ▶ **Advocate** for improved wages, benefits, childcare, and transportation solutions



Live More Now
In Collingwood

