



Staff Report

Administration – Communications

Report To: COW_Finance_Admin_Fire_Community_Services
Meeting Date: July 8, 2024
Report Number: FAF.24.084
Title: Beaver Valley Sustainable Tourism Project Partner MOU
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.24.084, entitled “Beaver Valley Sustainable Tourism Project Partner MOU”;

AND THAT Council endorses the Memorandum of Understanding between the project partners, Town of The Blue Mountains, Grey County, Grey Highlands and Regional Tourism Organization 7: BruceGreySimcoe, confirming the Town’s commitment to the principles as outlined;

AND THAT Council further acknowledges that any financial commitments associated with the Memorandum of Understanding or Beaver Valley Sustainable Tourism Strategy be included annually in the budget process for Council consideration.

B. Overview

This report seeks Council endorsement of the project partner Memorandum of Understanding (MOU) related to the Beaver Valley Sustainable Tourism Strategy that was co-developed by the Town of The Blue Mountains, Grey County, Municipality of Grey Highlands, and Regional Tourism Organization 7: BruceGreySimcoe.

C. Background

This report is a follow-up to [FAF.23.170 – Beaver Valley Sustainable Tourism Strategy](#) that was presented to Council on November 6, 2023 regarding the Beaver Valley Sustainable Tourism Strategy.

At the meeting in November, Council supported the staff report by supporting the following motion:

THAT Council receive Staff Report FAF.23.170, entitled “Beaver Valley Sustainable Tourism Strategy”;

AND THAT Council endorse the Beaver Valley Sustainable Tourism Strategy as presented;

AND THAT Council supports that the project partners being, Town of The Blue Mountains, Grey County, Municipality of Grey Highlands, and Regional Tourism Organization 7: BruceGreySimcoe develop a formal memorandum of understanding that outlines partner commitment to achieving the goals and allocating and/or securing resources to achieve desired outcomes of the strategy;

AND THAT Council directs that any financial commitments associated with the memorandum of understanding or strategy be included annually in the Town's budget process for Council consideration.

D. Analysis

Since the Beaver Valley Sustainable Tourism Strategy was endorsed, the project partners have met monthly to share relevant information and discuss the next steps, including creating the MOU.

The purpose of the MOU is to outline the guiding principles for the project partners. The MOU will be supported by the specific goals and tactics outlined in the [strategy document](#).

The MOU is included in Attachment 1 on this staff report.

Next Steps

Following Council endorsement of this report, the project partners will finalize the MOU for signature by the respective signing authorities.

Project Partners will continue to meet monthly to prioritize the next steps and will meet twice more with Destination Stewardship Core Members to continue the dialogue and seek collaborative opportunities over the coming months.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

No direct financial impacts are anticipated as a result of this report.

Any financial commitments associated with the Memorandum of Understanding or Beaver Valley Sustainable Tourism Strategy will be included annually in the budget process for Council consideration.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer
Grey County
Municipality of Grey Highlands
Regional Tourism Organization 7: BruceGreySimcoe

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development communications@thebluemountains.ca.

J. Attached

1. Beaver Valley Sustainable Tourism Project Partner MOU

Respectfully submitted,

Tim Hendry
Manager of Communications & Economic Development

For more information, please contact:
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Report Approval Details

Document Title:	FAF.24.084 Beaver Valley Sustainable Tourism Strategy Project Partner MOU.docx
Attachments:	- Attachment-1-Beaver-Valley-Sustainable-Tourism-Strategy-Project-Partner-MOU.pdf
Final Approval Date:	Jun 6, 2024

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Jun 5, 2024 - 12:20 PM

Shawn Everitt - Jun 6, 2024 - 4:04 PM

Beaver Valley Sustainable Tourism Strategy Project Partner MOU

Strategic Plan (2024-2028) Vision:

The Beaver Valley provides a world-class experience for visitors and locals alike, all of whom value the spectacular geography of the region and respect the need to create a long-term legacy of economic and social vibrancy and environmental sustainability.

This Memorandum of Understanding (MOU) is intended to outline the principles the project partners will use to guide their work and implementation of the Beaver Valley Sustainable Tourism Strategy (2024-2028).

Project partners: The County of Grey, the Municipality of Grey Highlands, the Town of the Blue Mountains, and Regional Tourism Organization 7: BruceGrey Simcoe.

There are currently many stakeholders involved in tourism throughout the defined project area, as well as the emergence of a number of related tourism initiatives. As such, the Beaver Valley Sustainable Tourism Strategy, and the actions identified within the Strategy, are focused on recommendations that can be undertaken by the project partners to move forward the larger vision for sustainable tourism development in the Beaver Valley, while respecting and being informed by the work being done by other stakeholders throughout the area.

The project partners agree to abide by these guiding principles related to the Beaver Valley Sustainable Tourism Strategy (2024-2028):

- That all partners agree to work collaboratively to implement the actions and goals outlined in the Strategy.
- That the project partners agree to respect the roles & responsibilities of the other partner organizations.
- That the project partners agree to share information with other project team members, to ensure that all partners are fully informed related to items that could impact the project implementation.
- That all partners recognize that no one organization is deemed to be the lead for this project, and that all partners share equal responsibility in working to achieve the desired outcomes.
- That all partners ensure that the principles of the Beaver Valley Sustainable Tourism Strategy are considered in any work undertaken by the respective partners outside the parameters of this project.
- That all partners commit to exploring opportunities to leverage resources (cash and in-kind) to achieve greater impact and increase the collective impact of projects being undertaken.
- That all partners agree to work collaboratively to source grants and funding to enhance the project outcomes.
- That this MOU does not preclude any of the project partners from undertaking their own work in this space.