

# 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.