



Town of The Blue Mountains – Destination Development Plan and Tourism Marketing Strategy

EDAC Roundtable

Date/Time: Thursday 7 November; 11:00am – 12:30pm ET

Location: Virtual Microsoft Teams Meeting (included in calendar invitation)

Participants

Economic Development Advisory Committee

- John Ardiel
- Patti Kendall
- Paul Saniford
- Pamela Spence
- David Thomson
- Michael Thompson

Council Representatives

- Deputy Mayor Peter Bordignon
- Councillor Paula Hope
- Councillor Gail Ardiel

Town of The Blue Mountains

- Tim Hendry, Manager of Communications & Economic Development

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- Camilo Montoya-Guevara, Project Manager
- Caroline Morrow, Research and Engagement
- James Arteaga, Research and Engagement

Roundtable Objectives:

1. To provide background information about the Destination Development Plan and Tourism Marketing Strategy project.
2. To engage EDAC members as residents of The Town of The Blue Mountains and explore their perspectives about the current state of tourism.
3. To gather input and feedback from EDAC members on economic development areas closely related to tourism to inform the strategic direction for tourism development and marketing.

Agenda

1. Welcome and Introductions
2. Project Overview – *Please read the below before the roundtable*
 - a. Project Goal
 - By end of February 2025, the Town of The Blue Mountains will have led and completed the research, engagement, and collaborative planning activities to create an industry and community-informed destination development plan that outlines the Town's role and strategy for destination development and management, and a separate but related tourism marketing strategy that outlines the role and strategy for the confirmed Destination Marketing Organization.
 - b. Project Objectives
 - To identify and engage local and regional tourism organizations and businesses, tourism and municipal partners, residents, Council members, and others as identified across the research process and toward understanding the Town's tourism ecosystem.
 - To baseline the current context of tourism products, services, and tourism supportive infrastructure toward identifying a sustainable and strategic direction for destination development, management, and tourism marketing that responds to identified challenges/needs and opportunities.
 - To understand and prioritize the sustainability of the environment, society, and the tourism economy and four-season hosting capacity of the destination when exploring the future of destination development and tourism marketing.
 - To identify tourism development and marketing solutions/initiatives that mobilize resources (incl. MAT) to enhance the built and natural environment, elevate the experience of the Town of The Blue Mountains as a place to visit, support the well-being of the community, and ultimately aim to increase the quality of life for residents.
 - To explore and provide considerations for the positioning of the Town's tourism brand with a focus on promoting the entire municipality, while building on well-established brands (e.g., Blue Mountain Resort, Blue Mountain Village, Thornbury, etc.)
 - c. Project Webpage: <https://www.thebluemountains.ca/planning-building-construction/current-projects/strategic-projects-initiatives/tourism-strategy>
3. Facilitated Discussion
 - a. See question-set on page 3
4. Wrap-up

Question Set

Business Retention, Attraction & Investment

1. If you were talking to an entrepreneur and/or business owner in tourism, how would you describe the Town of the Blue Mountains in relation to being a place to start a new and/or move an existing business?

Infrastructure & Services for Businesses

2. What opportunities and challenges do you see to improve existing, and/or develop new services and/or infrastructure to support entrepreneurs and/or business owners in the Town of The Blue Mountains?

Workforce Development & Retention

3. What opportunities and challenges do you see to improve existing, and/or develop new programs, services, initiatives and/or partnerships for workforce development and retention in the future?

Cross-Sector Communication & Collaboration

4. How are non-tourism entrepreneurs and/or business owners in the Town of The Blue Mountains currently connected to the tourism sector? How could further connections be encouraged and supported through tourism development?

Success as a Tourism Destination

5. When you think of the Town of The Blue Mountains as a successful tourism destination, what does that look like?
6. Is there anything else you think we should keep top of mind when thinking about the TBM's destination development & management, and destination marketing?