

November 17, 2025

The Town of the Blue Mountains
Thornbury, ON

Attn: Mayor Matrosovs, Deputy Bordignon and Councillors
Re: Distribution of the MAT - For Council's Consideration

I found yesterday's presentations regarding the distribution of the MAT very informative but many contributing factors remained unaddressed.

I suggest any decision addressing the Town's portion both premature and imprudent until the root causes of the tourism decline can be explained through statistical collection assessment. Only after this, can possible solutions be determined. There seems nothing to indicate increased funding will have any substantial affect on the decline.

- It is unfortunate the speakers offered no statistical information.
- Speakers indicated visitations declined primarily during the summer and shoulder seasons while numbers increased in Muskoka, Niagara and Prince Edward County but provided no information to answer the why.
- These are well established tourist destinations. Is it possible tourists simply prefer these areas during the summer months?
- Across the Country other destinations have reported notable increases in visitations. Not surprising realizing many Canadian have chosen to spend their dollars at home and yet the area visitation declines.
- There was no consideration attached to escalating living costs that certainly change spending habits.
- Could it be, visitors become familiar with the area and they discover accommodation and dining in Collingwood, Wasaga is more affordable.
- One reality may be that this is a permanent market adjustment or the fault may be with the operators, not the Town or its residents.
- What are the demographics of the Resort visitors?
- All these factors should be considered.

I suggest the following should also be considered.

- The increasing costs such as traffic congestion, parks, trails and road maintenance, water and sewer demands/expansion and landfill.
- Place all our eggs in one basket is a receipt for failure.
- What are the potential impacts on our winter season resulting from climate change?
- The industry is currently unstable. Should Council consider funding other initiatives to diversify our economy. Eco-tourism may be considered to offer a different experience that may appeal to other sectors of the population.
- Promote agro-tourism

- Fund groups that manage the Bruce Trail and offer different forms of accommodation for hikers.
- Fund incentives that attract more stable businesses that provide job security and higher wages.
- It takes time and planning and investment but it will result in a more stable and sustainable economy

Lastly, as a taxpayer is inappropriate for Council to divert tax dollars away from municipal services to fund an amphitheatre on private property. This funding may increase the profitability for the BMVA but it provides absolutely no benefits to the community

Respectfully

Rick Tipping

cc: Town Clerk- Ms Corrina Giles