

2025 TOWN MUNICIPAL ACCOMMODATION TAX ALLOCATION

TEAM BLUE RECOMMENDATIONS

PRESENTED BY CASEY THOMSON - BLUE MOUNTAINS CHAMBER

December 1, 2025

AGENDA

- Who is Team Blue
- Municipal Accommodation Tax
- Perspective on Town-Led Projects
- Recommended Projects
- Summary and Recommendations

WHO IS TEAM BLUE

Team Blue is a collaboration between the local business associations and the Town. The purpose of Team Blue is to share operational updates, exchange ideas and explore opportunities to support local businesses.

Members Include:

- Blue Mountains Chamber of Commerce
- Blue Mountain Village Association
- Clarksburg Village Association
- Thornbury BIA
- Town of the Blue Mountains



MUNICIPAL ACCOMMODATION TAX

- MAT is an exciting opportunity for our community. If it's used strategically, it can make a significant difference in supporting the tourism economy, our local businesses and strengthening the community for both residents and visitors
- Team Blue supports the principle that the Town's share of MAT funds should be invested into tourism-related infrastructure and projects that increase overnight stays and strengthen the experience for all.
- Team Blue met following the Committee of the Whole meeting to review the list of Town-led projects and to discuss priority projects from each business association

PERSPECTIVE ON TOWN-LEAD PROJECTS

While some projects are clearly and directly related to tourism and meet the objectives of MAT, others provide minimal benefit to the tourism economy

Team Blue supports the following Town projects for funding through MAT

- Destination Strategy - \$150,000
- Gateways Signs - \$210,000
- Town Wide Parking Strategy - \$50,000
- Public Transit Service - Team Blue recommends that MAT is used to cover maximum 50% (\$87,500)

The remaining projects are not aligned and should not be funded through MAT:

- Economic Development Action Plan - \$60,000
- Open Spaces & Leisure Activities Plan - \$125,000

RECOMMENDED PROJECTS 2025 MAT FUNDED

Team Blue has worked collaboratively to prepare a list of funding recommendations for Council to consider:

- Destination Branding Infrastructure \$25,000
- Water refill stations \$40,000 (0.03%)
- Blue Mountain Village - \$221,000 (15%)
- Clarksburg - \$140,000 (10%)
- Thornbury - \$100,000 (7%)

This investment equals \$526,000, 36% of the Town's share of MAT for 2025 (\$1.45M).

TOURISM INFRASTRUCTURE: BRANDING

Amount Requested: \$25,000

Includes 'Explore Blue' branded street light banners in Thornbury, Clarksburg and Blue Mountain Village.

By raising awareness for 'Explore Blue', we aim to lead tourism promotion efforts and engage our entire community, without losing the charm and brand equity of the individual locations.



WATER BOTTLE REFILL STATIONS

Amount requested: \$40,000

On behalf of the Blue Mountains Chamber of Commerce, Team Blue is recommending the addition of water bottle refill stations region-wide to support sustainability & active tourism.

The Opportunity

- Georgian Trail: Popular multipurpose path from Collingwood to Meaford, well maintained
- Missing: Convenient water access for hikers, cyclists, families

Phased Plan

- 2026 Launch: 1 at Chamber Office + 1 at Craigleith Depot

2027+ Expansion: Blue Mountain, Georgian Trail, Thornbury, Clarksburg, .



TOURISM INFRASTRUCTURE: AMPHITHEATRE PARTNERSHIP

MAT Funding request: \$200,000

Location: On the mountain between South Base Lodge and the Village

Capacity: up to 3000 people

Visitation Increase: ~15,000 visitors Year 1



The one-time infrastructure partnership funding is for the initial purchase of the tent structure, landscaping, permitting fees and professional consultants. Blue Mountain's investment includes the annual construction and teardown of the seasonal structure, site preparation, and ongoing maintenance.

TOURISM INFRASTRUCTURE: AMPHITHEATRE PARTNERSHIP

This seasonal amphitheatre at Blue Mountain will provide an immediate, high-quality outdoor venue for concerts and festivals, significantly boosting summer and shoulder-season visitation where capacity exists. It will increase overnight stays, drive broader economic impact across the region, and strengthen Blue Mountain's position as Ontario's top summer destination.



Ontario Economic Impact Model

Year 1 Amphitheatre projections:

- 15,000 Visitors
- 30% = 4,500 visitors will stay 2 nights generating:
 - \$2.4M Visitor Spending
 - \$2.3M GDP
 - \$43k Direct Municipal Taxes
 - \$100k Total Municipal Taxes
 - \$40K Municipal Accommodation Tax

TOURISM INFRASTRUCTURE: THORNBURY

On behalf of Thornbury BIA, Team Blue is recommending \$100,000 for the following:

Investment in beautification infrastructure, enhanced décor elements, and essential electrical upgrades to support impactful seasonal installations and year-round placemaking. An example is the replacement of lights on all lamp posts and upgrade of GFIs to insure performance.



TOURISM INFRASTRUCTURE: WORLD CUP PARTNERSHIP

MAT Funding Request: \$21,000

Month long 'Watch Parties in Blue Mountain Village featuring a large outdoor rental screen to host community and visitor gatherings during this global/Toronto event. An infrastructure partnership investment, combined with a strong DMO & BMR marketing campaign, will drive incremental overnight stays from international travelers visiting Ontario and Torontonians who want to escape the city, Off-peak timeframe (mid-June -mid-July). Increases MAT revenue.

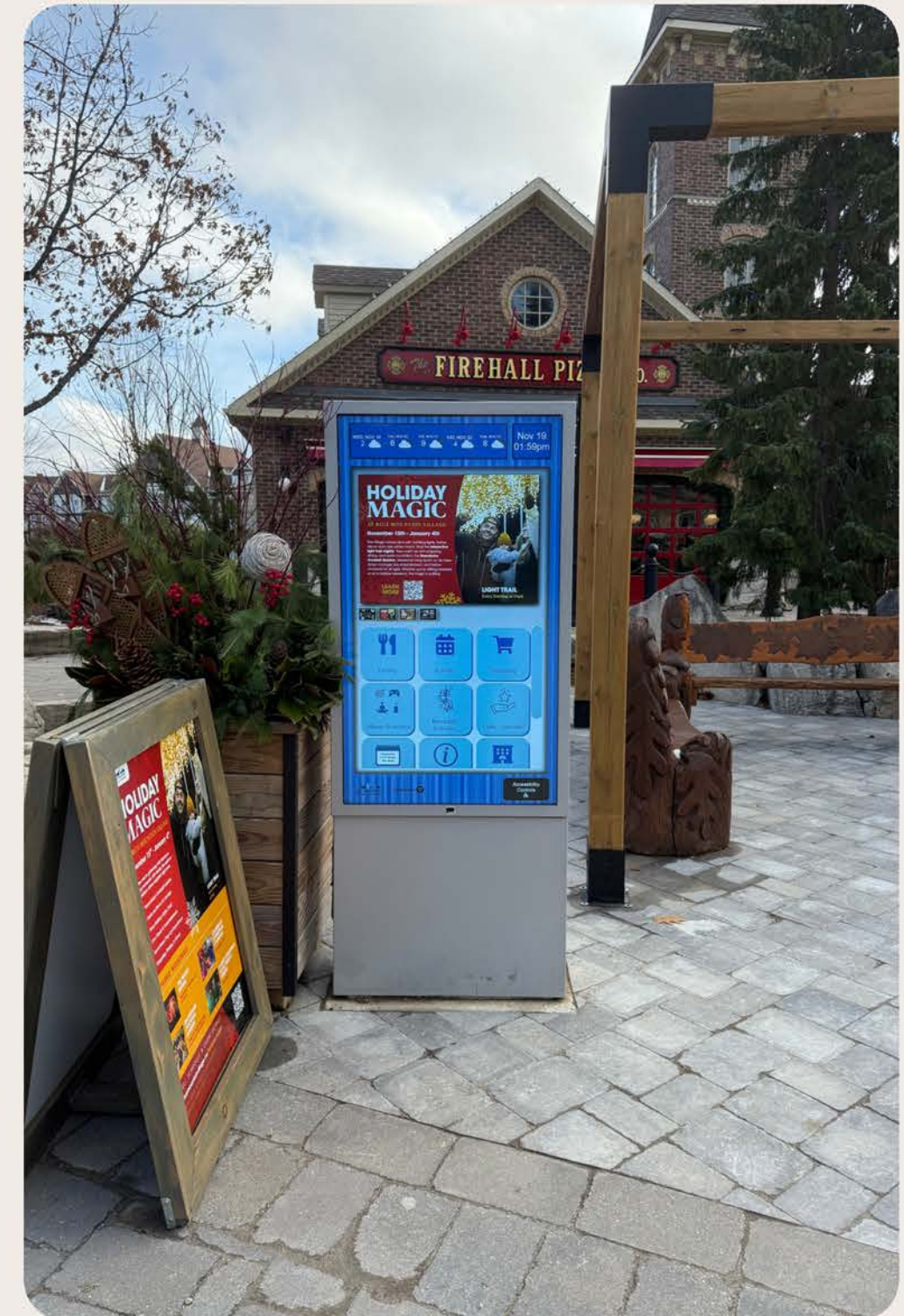


We recognize the need to remain nimble and ready to respond to opportunities like the World Cup - opportunities that our competing destinations are already preparing to leverage

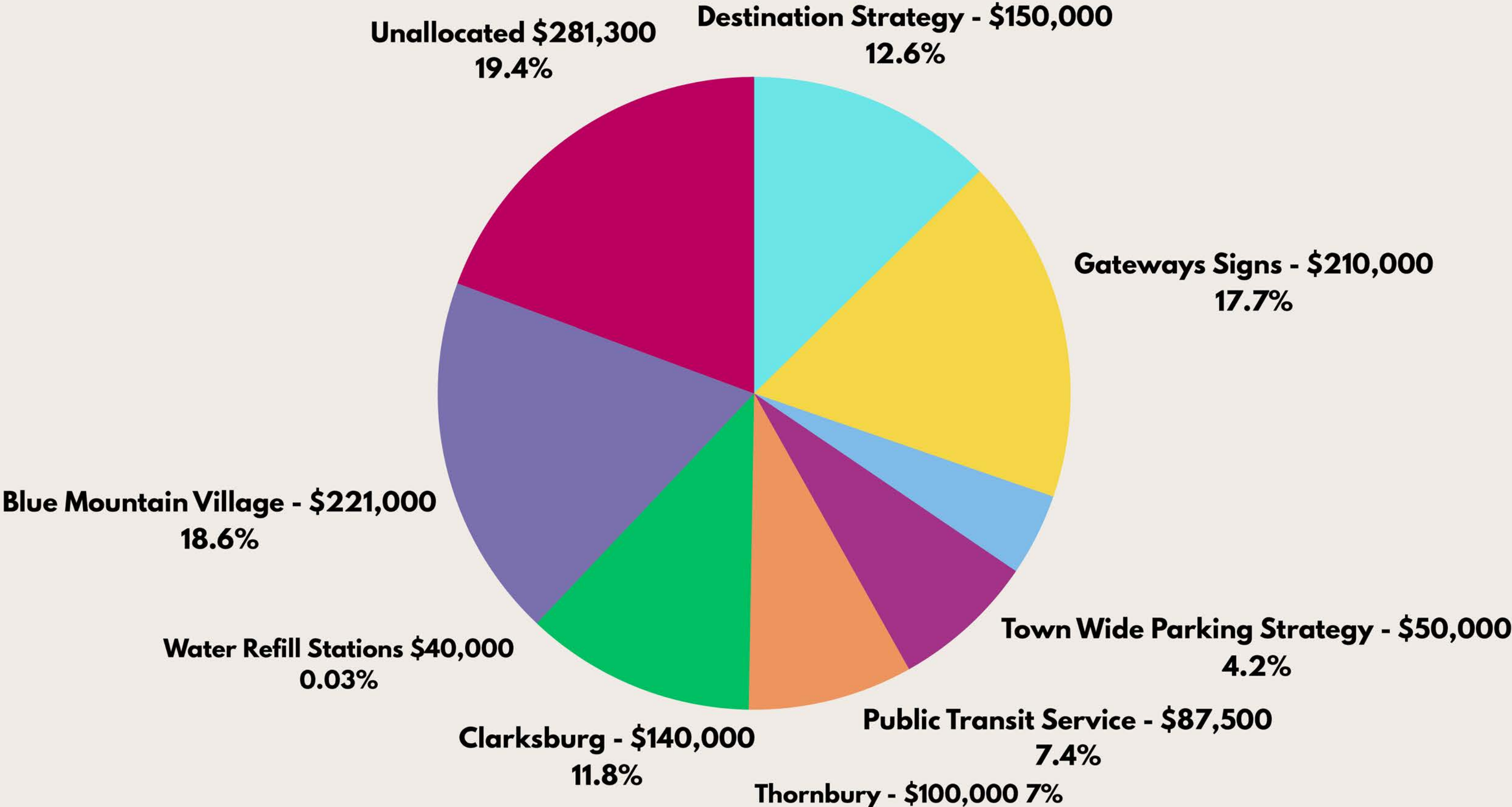
TOURISM INFRASTRUCTURE: CLARKSBURG

On behalf of the Clarksburg Village Association, Team Blue is recommending \$140,000 for the following initiatives:

- 2025 MAT Funding: 50% Contribution to permanent washrooms ~\$120,000 (remaining 50% in 2026 funded by grant/subsidy and/or MAT)
- Information & Wayfinding Kiosk ~\$20,000



ALLOCATION OF FUNDS



CONCLUSION

Team Blue recognizes the need for a cohesive, long-term plan for sustainable tourism growth. Timely investment in strategic 2026 initiatives is essential to ensuring recovery momentum and maintaining our competitive edge. By focusing MAT allocations on projects that deliver measurable tourism benefits, we can strengthen our community, our economy, and our shared future.