

## Citizen Delegations

---



### Request for Recommendation

#### Georgian Bay Coastal Route Development Project

Presented To:	Priorities Committee
Presented:	Wednesday, Mar 05, 2008
Report Date	Tuesday, Jan 08, 2008
Type:	Regular - Citizen Delegations

#### Recommendations

It is recommended that Council pass the following resolution of support:

Whereas Georgian Bay, often called "the sixth great lake," is an outstanding natural treasure that lies wholly within the province of Ontario And, whereas the Georgian Bay region contains a wealth of tourism assets including fascinating villages, towns and cities, heritage attractions, aboriginal cultural experiences, unsurpassed scenery, and historically significant places. And, whereas the 740 km loop around Georgian Bay has the potential to become an internationally-recognized Tourism Icon Destination for Ontario.

And whereas the Georgian Bay Coastal Route initiative brings together tourism marketing organizations and industry stakeholders from around Georgian Bay, including the City of Greater Sudbury, to cooperatively foster the development of...

[recommendation continued...](#)

#### Finance Implications

This project does not include budget impacts at this time.

#### Signed By

**Report Prepared By**

Rob Skelly  
Manager of Tourism, Programs & Partnerships  
*Digitally Signed Feb 29, 08*

**Division Review**

Rob Skelly  
Manager of Tourism, Programs & Partnerships  
*Digitally Signed Feb 29, 08*

**Recommended by the Department**

Doug Nadorozny  
General Manager of Growth and Development  
*Digitally Signed Feb 29, 08*

**Recommended by the C.A.O.**

Mark Mieto  
Chief Administrative Officer  
*Digitally Signed Feb 29, 08*

(Recommendations continued from cover)

...this tourism icon destination. Therefore be it resolved the Council of the City of Greater Sudbury supports the efforts of the Georgian Bay Coastal Route organization to develop and promote Georgian Bay as an Icon Destination, Council directs staff to cooperate with and assist with the organization, Finally, that Council calls upon the provincial and federal governments to provide financial assistance to ensure the continued development of this destination.

## BACKGROUND

Georgian Bay features more than 30,000 islands and 2,000 kilometres of shoreline all uniquely contained within the province of Ontario. Often referred to as the sixth great lake, Georgian Bay's serene beauty conjures images of windswept pines, majestic towering cliffs, endless beaches and clear blue water.

Destination Marketing Organizations (DMOs) and businesses have been working collectively over the past 6 years to develop Georgian Bay as a signature touring and outdoors destination. In 2006, the Ministry of Tourism, Investment and Development Office (IDO) provided a contribution of \$45,000, through its Destination Development initiative, allowing the partners to move one step closer to achieving this goal.

## Destination Development

Goal: To develop, position and communicate Georgian Bay as an icon tourism destination in Ontario; enhancing economic and community benefit, while respecting local traditions and environment.

## Organization

The Georgian Bay Destination Development partnership is a product development and marketing alliance formed of Destination Marketing Stakeholders around Georgian Bay. Through sharing of resources, leveraging funding from other sources, and encouraging participation from additional stakeholders around Georgian Bay, the group uses a cooperative approach with a Memorandum of Understanding amongst the partnership. Each is committed to seeing it through to completion. The partners working together on Georgian Bay Destination Development include:

### *DMO Representatives*

**Bruce County**, CHRIS HUGHES

**Grey County** – BRYAN PLUMSTEAD

**Georgian Triangle Tourist Association** – NANCY KINDLER

**Town of Wasaga Beach** – BONNIE SMITH

**Southern Georgian Bay Chamber of Commerce** – DENISE HAYES

**Georgian Bay Country – CHRISTINE KING**

**Sudbury Tourism – SCOTT RENNIE ( for MEREDITH ARMSTRONG)**

**Rainbow Country Travel Association – DONNA MACLEOD**

**Manitoulin Tourism Association – JENNIFER SAYYAE**

*Industry Representatives*

**Scenic Caves Nature Adventures – ROB THORBURN**

**Blue Mountain – DON BRADEN**

**Lambac – JOHN HODDER**

**Owen Sound Transportation Company – IAN DEAN**

**Parks Canada – DON WILKES**

**Ontario Parks - CHRIS TOMSETT**

### **Phase I Project – Georgian Bay Touring Route**

Phase I of the Georgian Bay destination development initiative resulted in development of tourism product around the Bay comprising the Georgian Bay Coastal Route.

- Motorcycle Tour
- RV Tour
- Beach Tour
- Lighthouse & Marine Heritage Tour
- Scenic Vistas
- Outdoor Adventure
- Top Ten Things to See & Do

The partners feel strongly that these product offerings are good enough to entice Ontarians to vacation in Ontario, and compete on a global scale to attract cross boarder US, Quebec and international travellers, creating the Georgian Bay Icon. To take this product to market quickly, a website has been created featuring the tours and communities around Georgian Bay: [www.visitgeorgianbay.com](http://www.visitgeorgianbay.com).

The Ministry of Tourism's Investment & Development Office (IDO) furthered their support by committing \$60,000 to the completion of Phase II of the project. Currently, NOHFC support is pending and the group is also working in consultation with FedNor. Together, the partners have committed many hours and dollars to this project. In 2006, it is estimated that the partners contributed over \$54,000 in time and effort to the Georgian Bay initiative. For 2007, in kind contributions are expected to reach \$93,000 by the end of the year. This coupled with a financial contribution of \$22,500 takes the investment by the partners to well over \$115,000 for this year.

The Tourism Section has made a financial contribution to this project from its regular operating budget. There are no additional financial implications to this presentation and resolution of support.

### **Summary**

With the foundation of support in place from DMO partners, the Ministry of Tourism Investment and

Development Office is requested to continue its support of this project to help reach the critical mass necessary for a self-sustaining initiative. The partners are quite confident in bringing more stakeholders and communities into these conversations over the next year to fulfill the vision of Georgian Bay as a tourism destination icon in Ontario; enhancing economic and community benefit, while respecting local traditions and environment.