April 24, 2019

Moved by: Rob Sampson  
Seconded by: Andrea Matrosov

THAT Council acknowledge the BMVA deputation on the Apple Pie Trail, and refer the request for the Apple Pie Trail funding commitment to the E.D.A.C. Committee for consideration.

AND THAT Council direct the Interim CAO, Communications and Economic Development Coordinator and Councillor Bordignon to:

1. develop a strategy for better collaboration between B.M.V.A and the Town on economic issues, and economic and tourism development initiatives in The Town of The Blue Mountains that involve directly or indirectly the BMVA and Blue Mountain Resorts, and

AND THAT future funding projects between B.M.V.A. and The Town for economic and tourism development initiatives be referred and flow through the TBM E.D.A.C. Committee, CARRIED.

CERTIFIED TO BE A TRUE COPY

Krista Royal, Deputy Clerk

This document can be made available in other accessible formats as soon as practicable and upon request.
1. Award-winning, year-round tourism marketing program with a 10 year history as a successful demand generator and economic driver for TOBM.
2. Recognized as the best-in-class culinary tourism model by Ontario Culinary Tourism Alliance.
3. Recognized and promoted by Destination Ontario and Destination Canada.
4. The only regional tourism program outside of Blue Mountain Resorts that is marketed internationally, in 11 countries.
5. The only non-resort brochure available in all BMR hotels, Conference Center, Activity Central and Information Center exposing the area to 2.5M annual visitors and referring visitors from the Village to Thornbury, Clarksburg and the Beaver Valley.
6. $100,000+ annual investment financially supported and managed by BMVA, includes $45,000 in partnership fees.
7. The APT Action Committee made up of representatives from business, County and TOBM is implementing the newly developed 3-year strategic plan.
8. New initiatives in 2019 include: investment in Crowdriff (user generated content tool), investment in an App, newly designed website/brochure, tracking, new collaborative events.
9. The largest driver of domestic and international media for TOBM
10. Economic impact on local economy includes; sales, tours and employment.
Supports The Blue Mountains Strategic Plan

Goal #1: Create opportunities for sustainability
Objective #4: Support value-added agricultural and culinary tourism

Goal #2: Engage Our Communities & Partners
Objective #3: Strengthen partnerships

Goal #3: Support Healthy Lifestyles
Objective #1: Promote The Town as a healthy community

Request of Council:

Blue Mountain Village Association requests Council move Apple Pie Trail funding out of the Grants and Donations program and into the 2020-21 Economic Development budget and commit to developing a collaborative multi-year plan.

Thank you,
Patti Kendall
Blue Mountain Village Association