



SOUTH GEORGIAN BAY TOURISM

THE TOWN OF BLUE MOUNTAIN

ORGANIZATIONAL ROLE & FUNCTION

South Georgian Bay Tourism is an In-Destination Education Organization (IDEO) whose ROLE is to enhance the visitor experience through seamless connection between visitors and unique products and experiences.

MEAFORD THE BLUE MOUNTAINS COLLINGWOOD CLEARVIEW WASAGA BEACH



Brand Promise



**GENTLY NUDGE AND
GUIDE VISITORS WITHIN
THE REGION TO SEIZE
THEIR DAY BY
DISCOVERING UNIQUE
PLACES, ACTIVITIES,
EXPERIENCES AND PEOPLE**

The background of the slide features a photograph of a calm lake under a soft, hazy sky. A dark blue horizontal band is positioned across the middle of the image, serving as a backdrop for the title text.

Board of Directors

Mylisa Henderson - Scandinave Spa Blue Mountains

Susan Nicholson - Collingwood BIA

Cheryl McMenemy - Collingwood Olive Oil Co.

Tim Hendry - Municipal Rep , Town of Blue Mountains

Amanda Murray - Municipal Rep , Clearview Township

Janet Sperling - Municipal Rep, Municipality of Meaford

Martin Rydlo - Municipal Rep, Town of Collingwood

Tyler King - Municipal Rep, Wasaga Beach

PARTNERS

Kathryn Stephenson - Tourism Simcoe County

Bryan Plumstead - Grey County Tourism

MEET OUR TEAM



MELISSA TWIST
**DIRECTOR OF REGIONAL
TOURISM**



SABRINA RANNALA
**COMMUNICATION
SPECIALIST**

Key COVID-19 Actions to Date



INDUSTRY CALLS



**LOCAL LOVE
CAMPAIGN**



COVID-19 RESOURCE PAGE



ADVOCACY LETTER



SUPPORT LOCAL PAGES



WEEKLY NEWSLETTERS



MESSAGING

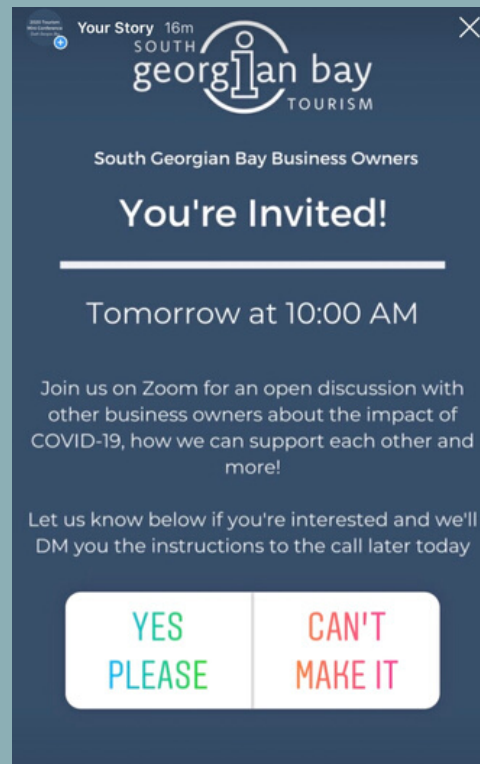


**SUPPORT LOCAL SOCIAL
CAMPAIGN/GIFT CARD
CAMPAIGN**


Key Action #1: Industry Calls

MADE THE DECISIONS:

To support the tourism industry, SGBT moved to a new model that supports all tourism related businesses (not just membership based)



Key Action #2: Local Love Campaign



The graphic is a dark blue vertical rectangle. At the top is the South Georgian Bay Tourism logo, which includes a stylized 'i' inside a circle. Below the logo is the title 'Local Love' in large white font. The main text is in a smaller white font, explaining the challenge. The challenge instructions are listed in white font, with the first instruction 'Jump on your Instagram stories' being bolded. The text is centered throughout the graphic.

SOUTH georgian bay TOURISM

Local Love

We've seen challenges pop up on Instagram like, "See 10, Do 10, Give 10" and we wanted to come up with our own to keep us all connected and to spread some positivity!

If you accept, we challenge you to:

Jump on your Instagram stories

Share something positive you've seen in your community or say a thank you to someone who has made a positive impact

Tag a few friends to continue spreading positivity!

LOCAL LOVE CAMPAIGN

- RT by Minister Macleod + TIAO
- Lots of support from local businesses



Lisa MacLeod ✓ @MacLeodLisa · 2m
#OntarioSpirit

South Georgian Bay Tourism @SGeorgianBay · 5m

Looking for ways to support local?

We've put together a few non-monetary ways that you can help ❤️
#ONSpirit #SGeorgianBay



Key Action #3: COVID-19 RESOURCE PAGE

DEDICATED PAGE ON OUR WEBSITE - BANNER
LOCATED AT TOP OF WEBPAGE
RESOURCES FOR THE BUSINESS COMMUNITY
UPDATED DAILY

FREE RESOURCES
WEBINARS
CONFERENCE CALLS
SURVEYS
GENERAL UPDATES

USING TOURISM MINI CONFERENCE PAGE TO
PROMOTE WEBINARS

Business Support

For support and programs, please click the links below:

- [Government of Ontario: Business Guidelines During Covid-19](#)
- [Canada's COVID-19 Economic Response Plan: Support for Canadians and Businesses](#)
- [Facebook Small Business Grants Program](#)
- HR Support for Small Businesses- Your FAQ's Answered
- HR Guide for Managing your Employees
- Stop the Spread: Business Information Line Now Open at 1-888-444-3659
- COVID-19 SUPPORT FOR BUSINESS
- Georgian College: Free & Discounted Courses

The province has [launched a toll-free line](#) (1-888-444-3659) to provide support to Ontario businesses who have questions about the province's recent emergency order to close at-risk workplaces following recommendations by Ontario's Chief Medical Officer of Health.

Key Action #4: SUPPORT LOCAL PAGES



Looking for ways to help support local shops? Please check out our list of South Georgian Bay shops, their hours of operation, and how to place an order right now. Thank you for supporting local!

Please note our team is trying our best to keep this page up-to-date from Monday – Friday. Please send us an email to info@southgeorgianbay.ca with your business information to be added to the list or to update current listing.

Updated: May 20, 2020 (4:00 PM)

Fashion

The Hive:

Products: Apparel, home decor, local products

Where to shop: Shop in-person at the Collingwood location (60 Pine St, Collingwood) – please check their Instagram account here for up-to-date store hours, or online at thehivehoneyharbour.com

Contact Info: (705) 230-0488



We want to create a resource for those looking to help support South Georgian Bay businesses, especially during this time. Below will be a list of local businesses that allow gift cards, or have other ideas for how you can help support them:

RESTAURANTS

Collingwood

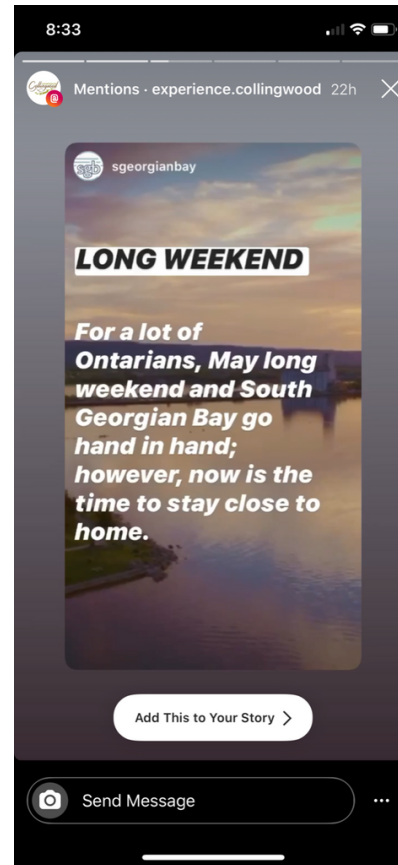
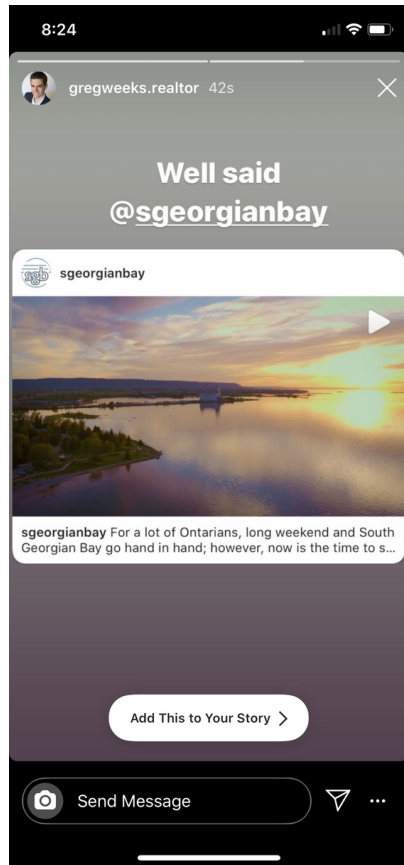
- **Gustav Chophouse & Bar:** Takeout and delivery are available from 12 pm – 8 pm. You can view their menu online here.
- **Crow, Bar & Variety:** Convenient back door pick up or delivery Thursday to Saturday 4-8 phones open at 3 order 705-445-0509
- **Low Down:** Offering free delivery within 10 km of the store and takeout. Gift cards are now available online on their website!
- **Heavenly Cafe:** Offering takeout Tuesday– Sunday from 9:30 am – 4:30 pm. They have delicious coffee, tea, meals and treats available. Please contact Heavenly Cafe for more information.
- **The Wild Stand General Store:** Pre-orders are available and encouraged. Takeout starts March 19.
- **The Smoke:** Takeout and delivery available from Wednesday – Sunday Noon – 6pm!



On March 20th we created dedicated pages on our website to support local businesses + social media shoutouts to showcase the businesses that were operating

OVER 400 BUSINESSES THAT ARE LISTED

KEY ACTION #5: LONG WEEKEND MESSAGING



🌞 Long Weekend 🌞

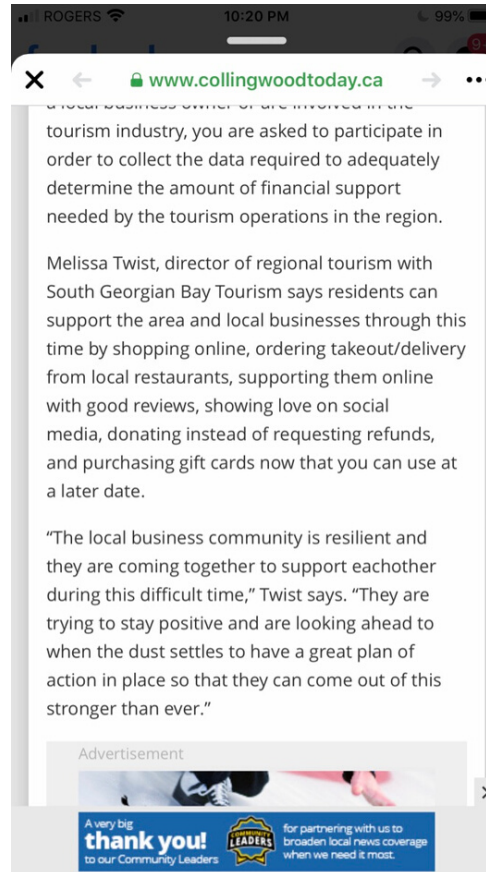
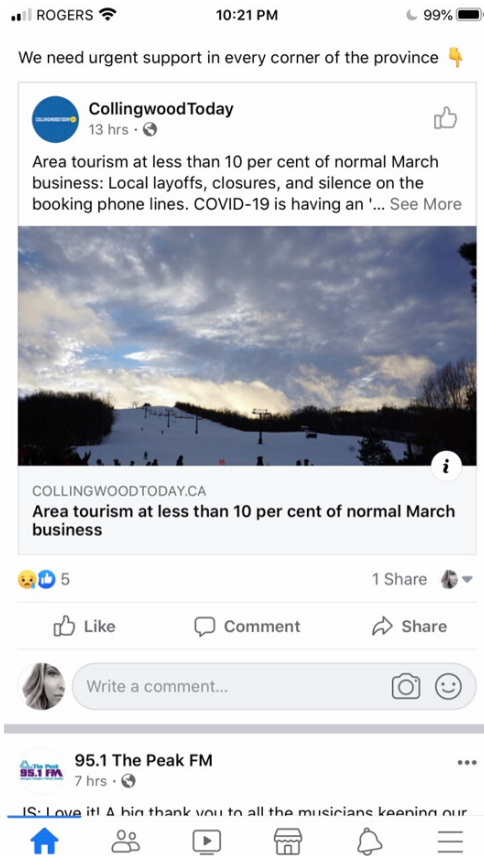
For a lot of Ontarians, May long weekend and South Georgian Bay go hand in hand; however, now is the time to stay close to home.

Views like this will be waiting for you when the time is right. Until then, we thank you for helping keep our communities safe and following the recommendations of the [Ontario Government](#) and health officials by avoiding unnecessary travel.

For local updates, resources and future travel inspiration, please visit: www.southgeorgianbay.ca




Collingwood Today & Toronto Star



LEADER IN THE INDUSTRY

South Georgian Bay tourism businesses fear the worst as pandemic carries on

NEWS May 19, 2020 by [Ian Adams](#)  Wasaga Sun

She is not alone in her worries. In a May 6 letter to politicians at all levels, South Georgian Bay Tourism director Melissa Twist outlined a litany of concerns her organization has heard from its members, who have “effectively laid themselves off” as restrictions during the pandemic have drastically affected their ability to operate.

“The operators fear their temporary closures may turn permanent and have had to test the patience of suppliers with unpaid bills,” she wrote. “Tourism operators have had to make tough business decisions, including putting insurance policies on hold or cancelled them entirely.”

South Georgian Bay Tourism has presented a list of measures that could be undertaken by governments, including sector-specific grants, forgiveness of the 2019 HST remittance, and protection from creditors.

“Statistics suggest that some of our local tourism businesses will not survive this devastating economic impact without government intervention, which needs to be robust and mindful of the realities of our small businesses,” Twist wrote.

While Langman said she feels there’s enough support for businesses from both the provincial and federal governments, she is concerned about 2021. While it operates year-round, the busy summer season sustains her business through the winter months, and allows for preparations for the upcoming season.

“We’re going to be able to survive at this time, but it’s next spring I will worry because we’re not going to have the store ... we’re just going to scrape by because, if we can’t open until June or July, then that’s really cutting into our busiest time when we bring in the most income.”

SIMCOE.COM

COVID –19 RESILIENCY PLAN

To help support the tourism economy as we move forward, SGBT has identified four key actions items as part of the COVID-19 Resiliency Plan

Safety Protocol + Education

Providing local businesses with the information necessary to properly follow government regulations

Leadership + Consistent Messaging

Acting as the leader for South Georgian Bay and bringing people together to use consistent messaging in order to give clear information with the public

Marketing

Focusing on in-bound marketing and ensuring people feel safe when in the community. Giving them things that they can see at each stage, ensuring we follow government rules.

Ambassadors

Using our local businesses and members of the community to help promote the area through social media.

PHASE 1 : SUPPORTING THE LOCAL BUSINESS COMMUNITY AND SHOWCASING SOUTH GEORGIAN BAY

Objective:

Preserve and protect visitor economy, help support businesses, enhance awareness of local stakeholders and industry

To keep South Georgian Bay top of mind and to build trust with local residents & visitors.

Efforts

- Bi-weekly Local Tourism Chats
- "Local Love" campaign : focus on supporting local businesses
- Shop Local Campaign
- Video Campaigns

PHASE 2: REGIONAL PROTOCOL FOR BUSINESSES AND COMMUNITY AMBASSADOR CAMPAIGN

Objective:

Educating and creating a healthy, clean and safe environment for business owners, residents and visitors and demonstrating that we are taking the proper precautions to put people at ease. Educating the consumer and businesses on these best practices. Working with the Blue Mountain Village Association on protocol to ensure that the region is aligned with best practices.

Efforts

- Education to businesses on new protocol, capacity and traffic control:
- Awareness Campaign:
- Public Relations

PHASE 3: STABILIZE EFFORTS AND START TO REBUILD CONFIDENCE OF THE PUBLIC TO TRAVEL AGAIN

Objective:

Targeted marketing campaigns, short-haul market for immediate conversions, revenue flow and recovery. Make sure that we are using the right tone and relying on reliable sources from the government to pass along to the community and businesses.

Efforts

- Brand Ambassador/Influencers & Social Media Campaign:
- Step 1: Downtowns Are Open Event
- Step 2: Experience "Natural Distancing"
- Step 3: Incorporating the virtual experience
- Step 4: Experience-based Activities
- Step 5: The Local Experience + Customer Appreciation

Why is it important to act now and support local tourism businesses

- TOURISM CREATES JOBS
There are more than 1,400 businesses employing upwards of 17,000 in Grey Bruce Simcoe
- TOURISM SPEND STRENGTHENS THE LOCAL ECONOMY
In 2015, RT07 reported more than nine million tourists spent more than \$1.3 billion in Bruce Grey Simcoe
- TOURISM INDUCES MORE CONSUMPTION
Tourism induces more consumption of services and products which boosts the local economy

COVID-19 Resiliency Plan Budget

\$48,800

TOTAL BUDGET

\$13,800

RT07 CONTRIBUTION

\$7,000

REQUEST FROM EACH
MUNICIPALITY

South Georgian Bay Tourism

is requesting \$7,000

from the Town of the Blue Mountain to support
the Recovery & Resiliency Development Plan

thank you!
