



PREMIER'S AWARD FOR
AGRI-FOOD INNOVATION EXCELLENCE

Award Recipient





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

