

BMVA Update:

Blue Mountain Village Association would like to share our upcoming FREE Summer & Fall Events Schedule:

**May Long Weekend** – Family Programming & Fireworks - May 18-20

**British Car Show** – June 1

**Ciderfest** – As part of Apple Pie Trail, a Focus on Local Cider Producers & Experiences - June 7-16

**Rosé All Day** – Charity Walk, Run, Yoga & Rosé! – June 8-9

**Salsa At Blue** – June 21-23

**Canada Day Weekend** – Featuring Family Entertainment, The Carpet Frogs & Fireworks – June 29-July 1

**Sea Otter Canada** – 1<sup>st</sup> Annual Road, Downhill and Gravel Cycling Festival and Expo – July 4-7

**Peak to Shore Music Festival** – 5 days, 10+ venues, 30+ concerts throughout Thornbury, Blue Mountain Village & Collingwood, Village Main Stage Concert Featuring The Skydiggers & Tragically Hip's Paul Langlois– July 17-21 – See full lineup: <http://peaktoshore.ca/>

**Opera Under the Stars** – An Intimate Wednesday Night Concert – July 17

**Collingwood Elvis Festival at Blue** – Elvis & Inspired Musical Acts including a Beatles Tribute Show – July 26-28

**Mosaic World Music** – Concerts Featuring Artists & Sounds from Around the World – August 3-5

**Woodstock: 50 Years Later** – Meaford's Finest Musicians bring us back to Woodstock in the Village – August 14

**Latin Passion with Romulo Delgado** – An Intimate Wednesday Night Concert – August 28

**Summer Sundown** – Family Programming & More – August 31 – September 2

**Canada's Only Guitar Trail** – A Mountain of Music, Hiking & Special Concert by The Sheepdogs – September 7

**Creemore Springs Oktoberfest** – Traditional Local Oktoberfest Fare, Drink & Entertainment – September 21

**Georgian Triangle Humane Society Walkathon** – Furry Friends Take over the Village for a 3 or 5 km Walk & Entertainment – September 22

**CIBC Run for the Cure** – 5km Family Run and the Base of the Mountain – October 6

**Apple Harvest Festival** – Thanksgiving Weekend Showcasing our Region’s Apple Harvest, Apple Pie Trail, Fall Colours – In Partnership with Thornbury BIA, Meaford and other Regional Locations – October 12-14

**Mountain Music Series** – A variety of Musical Acts on Select Weekends all Summer

**Themes & Priorities:**

Below is a list of the themes, priorities and strategic approach to our summer and fall programming:

- Focus on Families – visitors as well as local
- Regional event collaboration across South Georgian Bay in order to grow overall destination brand, encourage longer stays, support off-resort tourism partners (Collingwood, Thornbury, Meaford, Clarksburg, etc.)
- Celebrate local musical and performance artists on the main stage at Blue Mountain Village
- Mid-week programming to encourage visitation and for locals to enjoy the Village with less crowds
- Celebrating diversity and welcoming guests from across the GTA and beyond, including international and visiting friends and relatives
- Leveraging the Village platform to support local charities and social causes
- Elevating our regional cycling brand & experience
- Promoting local food, drink, experiences & agricultural roots
- Promoting the Region as a music & cultural hub
- Integrating recreational offerings (private and public) into programming to promote to our core outdoor enthusiast market
- Outreach to Millennial and Generation X cohorts