



Memorandum

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Date: August 12, 2019

To: Economic Development Advisory Committee

From: Tim Hendry, Communications & Economic Development Coordinator

Subject: Department Status Update

The following information has been provided as a status update regarding highlights from the Communications and Economic Development Department for the Town of The Blue Mountains.

- Grand Opening Ribbon Cutting- The Grey, Thornbury and Birch Cabin, Thornbury
- Summer Company Launch Event
 - Two new businesses from TBM: Next Level Promotions & Escarpment Marketing
- Digital Main Street Program
 - Working with Ben Frisch to approach interested businesses for the DMS program
- Town Branded Merchandise
 - Exploring retail sale opportunities with local businesses
- Development Signage Update
 - New look and feel to communicate development information
- Explainer Videos for Building and Planning Department
 - 1-2 minute videos explaining various topics such as: building permit process, landscaping & drainage, subdivision assumption, etc.
- Town of The Blue Mountains Tourism Map
 - Contracted a local map designer to create a tourism base map for the Town of The Blue Mountains
- Business Outreach & Engagement: Farmer's Pantry, Thornbury Pharmasave, New Orleans Pizza, Royal Harbour Resort, Bruce Street Technologies, The Grey, Birch Cabin, TD Canada Trust, Masaba Canada, and Breaker Technologies