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
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
- COVID-19 Resource Page
- Support Local Pages
- Messaging
- Local Love Campaign
- Advocacy Letter
- Weekly Newsletters
- 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

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
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:

- 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

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

OVER 400 BUSINESSES THAT ARE LISTED

Fashion

The Hive

Products: Apparel, home decor, local products

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

Contact info: (705) 231-0488

Local Restaurants, Markets & Beverages

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's Chophouse & Bar: Takeout and delivery are available from 12 pm – 8 pm. You can view their menu online here.
- Crew Bar & Varity: Convenient back door pick up or delivery Thursday to Saturday 4-8 phones open at 3 order 705-445-0569
- Love Ovens: Offering free delivery within 10 kms 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 March 19.

SUPPORTLOCAL W EBSITE & SOCIAL MEDIA
KEY ACTION #5: LONG WEEKEND MESSAGING

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

Area tourism at less than 10 per cent of normal March business: Local layoffs, closures, and silence on the booking phone lines. COVID-19 is having an... See More

Area tourism at less than 10 per cent of normal March business

CollingwoodToday
19 hrs

LEADER IN THE INDUSTRY

www.collingwoodtoday.ca

A local business owner or an employer in the tourism industry, you are asked to participate in order to collect the data required to adequately determine the amount of financial support needed by the tourism operations in the region.

Melissa Twist, director of regional tourism with South Georgian Bay Tourism says residents can support the area and local businesses through this time by shopping online, ordering takeout/delivery from local restaurants, supporting them online with good reviews, showing love on social media, donating instead of requesting refunds, and purchasing gift cards now that you can use at a later date.

“The local business community is resilient and they are coming together to support each other during this difficult time,” Twist says. “They are trying to stay positive and are looking ahead to when the dust settles to have a great plan of action in place so that they can come out of this stronger than ever.”

Collingwood-area tourism at less than 10 per cent of normal March rates, local businesses say

$2/week for 6 months Subscribe Now
South Georgian Bay tourism businesses fear the worst as pandemic carries on

May 19, 2020 by Jan Adams

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.”
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
**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

TOTAL BUDGET
$48,800

RT07 CONTRIBUTION
$13,800

REQUEST FROM EACH MUNICPALITY
$7,000
South Georgian Bay Tourism is requesting $7,000 from the Town of the Blue Mountain to support the Recovery & Resiliency Development Plan.
thank you!