

## Town of Wasaga Beach Destination Development Action Plan RFP

### Q&A

February 12, 2018

Q How would you define a “high-level marketing strategy”, and what would you expect to be included in this strategy?

A It’s anticipated that this strategy will form the foundation from which a detailed marketing plan could be developed. As part of *this* strategy, a high-level marketing strategy is requested, which would outline marketing goals and objectives (which might include things like increasing brand awareness, extending reach, establishing a social media presence, increasing stakeholder engagement, increasing visitation/sales, etc.) set the marketing message and tone, and indicate the types of marketing initiatives that would be recommended. Such a strategy would take into account past experience/efforts, and speak to ideal visitors, roles of various organizations in marketing, potential partnerships/collaborations, budget, a SWOT including competition and trends, etc. Beyond this, a marketing plan (to be developed separately in future by Wasaga Beach) would detail specific tactics to be used to realize each of the identified goals/objectives, identify timelines, etc.

Q To what degree has the municipality integrated a focus on tourism into planning and development up to present?

A For many years the town was subject to urban sprawl and did not focus on developing the tourism industry. The current Council has made a significant effort to curb that sprawl and focus on integrating tourism and economic development into planning policies.

Q Page 3 states: “The town is well positioned to redevelop, with a clear direction and strategic approach to developing the destination ...and... to evolve and regain its position...” – What strategic documents or plans support this statement? Is the reference to the Downtown Development Master Plan alone?

A This refers to the Downtown Master Plan.

Q Was the 2007 Tourism Strategy implemented? If not, why? And why has there not been a strategy re-fresh since 2007?

A Some of the recommendations were implemented while some were not for various reasons. One of the priorities of the current Council is to review and update the 2007 strategy, which this Destination Development Plan intends to address.

Q Are tourism asset mapping and tourism visitation profiles available for Wasaga Beach specifically?

A Asset Mapping and Prizm Analytics Visitor Profiles for 2017 are available.

Q Does the scope of this project require a specific analysis of festival and event opportunities or of the 2011 Special Events Strategy?

A The scope of the project includes evaluation of current events as well as identification of new tourism and community-oriented Festivals & Events that the town should be investing in. This should include the following:

- Review of current events and evaluate where strengths and weaknesses are to appeal to the identified target audience. Identify where/what growth is required and where investment is needed to strengthen existing events, throughout all four seasons while keeping in mind current restraints.
- Identify new tourism and community-oriented Festivals & Events that will appeal to the identified target audience, including opportunities to enhance events during all four seasons while keeping in mind current restraints.
- Identify events of neighbouring communities/municipalities that could be leveraged throughout the year

The scope of this project does not include evaluating the execution and implementation of events.

Q What level of collaboration is there currently between the municipality and Ontario Parks, given the role of Ontario Parks as stewards of the beach? How major a role is Ontario Parks taking in this project?

A The municipality and Ontario Parks have recently established an agreement that enables the Town to manage operations of Beach Areas 1 and 2. Ontario Parks will be a key stakeholder in this project.

Q Is the redevelopment plan for the Beachfront District focused on Beach Areas 1 & 2 only? Does the scope of this project include a strategy for the entire beach area and its incumbent partners?

A The Town currently has plans to redevelop Beach Areas 1 and 2 as found in the Downtown Master Plan, but no other beaches are included in that project. The scope of this strategy is to be town wide.

Q What is the current collaboration on tourism between all layers of government /industry and the municipality?

A Municipal staff work closely with neighbouring municipal, County, Regional and Provincial staff as well as industry stakeholders and key public sector organizations that support tourism such as Georgian College, the local Community Futures Development Corporation and Small Business Enterprise Centre. Collaboration extends from product development to marketing initiatives to workforce development to industry capacity building and beyond.