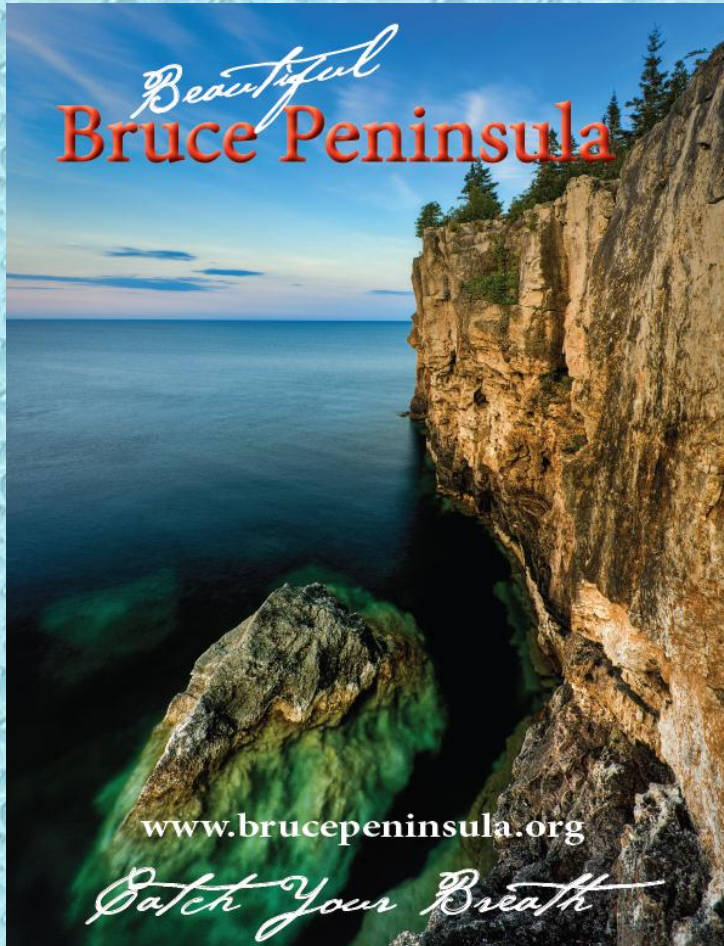


Bruce Peninsula Tourist Association (B P T A)



RT07 Stakeholder Input Session

November 1st, 2012

**Blue Mountain Inn
Conference Centre**

Who is BPTA?

- **An association of Bruce Peninsula-based businesses and organizations**
- **Board members consist of past and current business owners and stakeholders.**
- **In many ways, BPTA functions similarly to a Chamber of Commerce, with a focus and emphasis on promoting tourism.
Unlike a BIA, membership is by choice.**

Who does this include?

BPTA includes businesses and organizations located North of Hwy 21 in Grey & Bruce counties, including:

- ❖ **Sauble Beach**
- ❖ **Shallow Lake**
- ❖ **Hepworth**
- ❖ **Warton**
- ❖ **Ferndale**
- ❖ **Lion's Head**
- ❖ **Tobermory**
- ❖ **Saugeen & Nawash First Nations**
- ❖ **And many other smaller centres around the Peninsula**

BPTA's Strategic Plan

(from BPTA's Member booklet)

BPTA Proposed Strategic Plan

Initiative	Description
1. Objective	To support healthy & prosperous development, operation, promotion & growth of sustainable tourism on the Peninsula.
2. Bruce Peninsula	Area north of Hwy 21: Northern Bruce Peninsula; South Bruce Peninsula; part of Georgian Bluffs; Saugeen & Nawash FN's
3. Membership	Members are the owners of the Ass'n; membership development & engagement crucial.
4. Governance	Board "governs" (makes plans & sets policies) on behalf of members, and raises money; board development & engagement crucial.
5. Staff	Staff operate programs & services, assisted sometimes by operating volunteers.
6. Partnerships	To include Tourism Region 7; Grey-Bruce RTMP & economic dev; counties; municipalities & FN's; local chambers & tourist groups.
7. Member Services	To include promotion, information (regular newsletter), training, business support.
8. Marketing I: Niche	To encompass the Peninsula as a whole; the "Bruce Peninsula Experience"; niche defined by behaviour, not demographics.
9. Marketing II: Web & New Technologies	To make most effective use of our web site and new technologies for both promotion and enrichment of BP Experience.
10. Marketing III: Guidebook & Print	To promote (1) the Peninsula, and (2) member businesses, each most effectively; high quality design & appearance. (applies to web site too)
11. Development I: Interpretation	To "add value" to the BP Experience and experiences we already have (and new ones), by enriched interpretive services
12. Development II: Experiences	To develop new experiences, especially those that will extend the season.

What does BPTA currently provide?

Promotion of, and support for, Bruce Peninsula businesses and organizations through:

- **“Beautiful Bruce Peninsula” Guidebook**
- **Website**
 - **Calendar of Events**
 - **Member listings**
 - **Online Guidebook with live-links to businesses**
 - **Current News Alerts, primarily in high season**
- **Operation of the Ferndale Park Information Centre**
- **Representation on RT07, RTMP, PAC for Bruce Fathom Five National Park, Bruce Coast Lighthouse Partners**
- **Advocating to Municipalities and Counties**

What makes The Bruce Peninsula unique?

- **Wildlife** – genetically distinct black bears, Massasauga rattlesnakes (endangered)
- **Flora** – 1000 year old cedars clinging to rock face; over 40 types of Orchids
- **Birds** – Migratory path for many rare types, such as the Snowy Owl
- **Butterflies** – Monarch Butterflies have roosting spots at Cape Hurd on their migration path
- **Geology** – flowerpots/karsts, Niagara Escarpment, alvars, sandy beaches , wetlands, quarries/rocks
- **Lighthouses** – 11 of the 13 lighthouses listed in the touring brochure are located within our borders; 9 are located North of Wiarton
- **Designated Dark Sky Community** – Bayside Astronomy Program
- **Sunken ships**
- **Part of a designated World Biosphere Reserve on the Niagara Escarpment**
- **First Nations Communities** – Saugeen Ojibway Nation, Southampton, and Chippewas of Nawash, Cape Croker

What can our visitors do on The Bruce Peninsula?

Activities that are low cost, single day or free:

- Swimming
- Hiking – Bruce Trail
- Rock Climbing
- Bouldering
- Cross Country Skiing
- Snow Shoeing
- Ski-dooing
- Biking
- Boating – sea-do, kayak, canoe, sailing
- Birding
- National Parks
- Motorcycling
- Caves – Bruce, Greig

Activities that support business enterprises:

- **Camping**
- **Scuba Diving** – open water certified here
- **Boat Tours** – glass bottom, fishing, island hopping, photography
- **Golf** – Hepworth, Sauble Beach, Owen Sound, Wiarton , Tobermory
- **Boating** – power & sail boats requiring marinas; canoe & kayak rentals
- **Shopping** – From larger commercial centres to small, scattered offerings throughout the Bruce Peninsula, there are a variety of shopping experiences
- **Arts and Entertainment**– museums, story-telling, art galleries, art co-ops and garden tours
- **Dining** – From fine dining experiences through to small, eclectic shops and cafes, offering a variety of food for general or refined tastes

Festivals

(often resulting as a spin off from an activity or unique feature of The Bruce Peninsula)

- Orchid Festival
- Bayside Astronomy
- Outdoor Festival
- Sources of Knowledge
- Monarch Butterfly
- Pow Wows
- Pumpkin Toss
- Wiarton Willie
- Woolly Bear Caterpillar
- Chi-cheemaun
- Artist Tours
- Sauble Beachfest

Farmer's Markets

(celebrating local produce, baked goods and artisans)

- **Wiaraton**
- **Crow's Creek, Purple Valley**
- **Lion's Head**
- **Tobermory**
- **Mar – Handicraft House**
- **Owen Sound**
- **Port Elgin**
- **and various others through-out the area**

What are some challenges that face tourism on The Bruce Peninsula?

- **Increasing use of area for land conservation which does not always lend itself to economic increases in the business community**
- **An area that provides more activities that do not require visitors spending money in the community**
- **An antiquated infrastructure – need better roads, water, sewage, internet to support increased and varied businesses**
- **A shift in the ethnicity of visitors – day trippers more prevalent, overcapacity of motel/cottage rooms**
- **An increased trend to single seasonality**

What are some challenges that BPTA faces?

- Engaging members
- Engaging member participation
- Updating technology to include social media, mobile apps, increased web use
- Limited funds

***We invite you to come
to the Bruce Peninsula
and ‘Catch Your Breath!’***

