



Tourism Simcoe County Update

December 9, 2015

simcoe.ca



Mission Statement



To promote Simcoe County as a first class tourist destination by further developing the tourism industry and community partnerships and to provide tourism leadership throughout Simcoe County

experience
Simcoe County
experience.simcoe.ca



Connect and Share  

Services



- Local distribution of tourism industry marketing collateral to more than 50 racks in Simcoe County
- Spring and fall border run distribution along Highway 401 corridor and into Quebec
- 12-month operation of visitor information centre, located at the Simcoe County Museum
- Summer Student Training



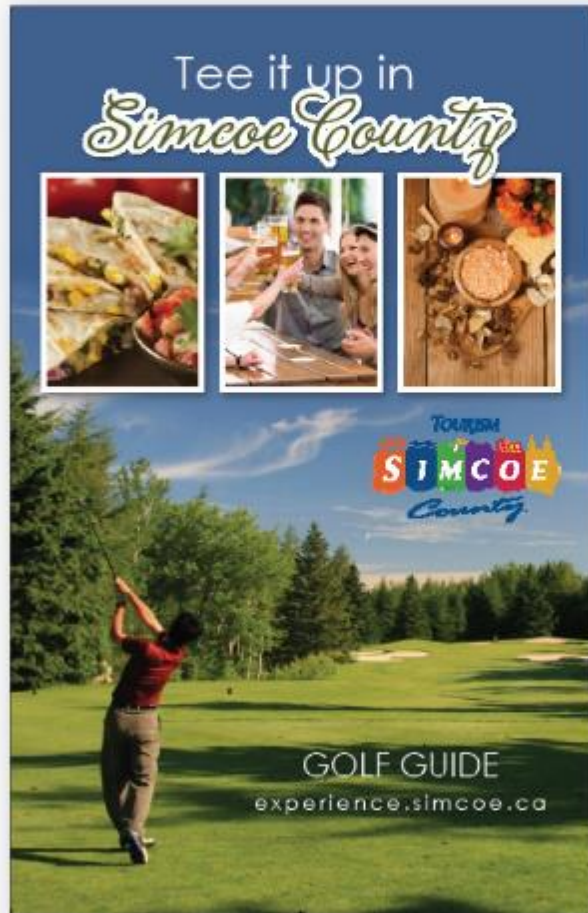
2015 Consumer & Trade Shows



- Toronto Boat Show
- Toronto Golf & Travel Show
- Ottawa Travel & Vacation Show
- Spring Cottage Life Show
- Toronto Bike Show
- Rendez-Vous Canada
- What's Happening? – Travel Ontario Expo (Chinese Market)



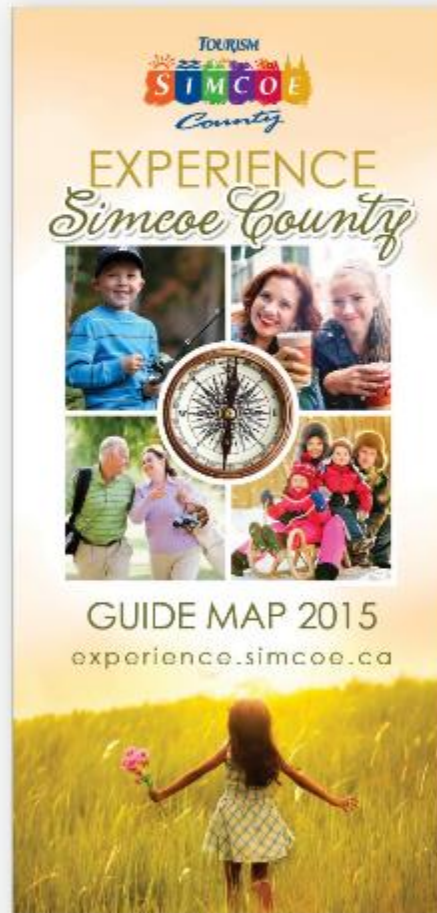
2015 Tourism Publications



- Golf Guide
- Boating Guide



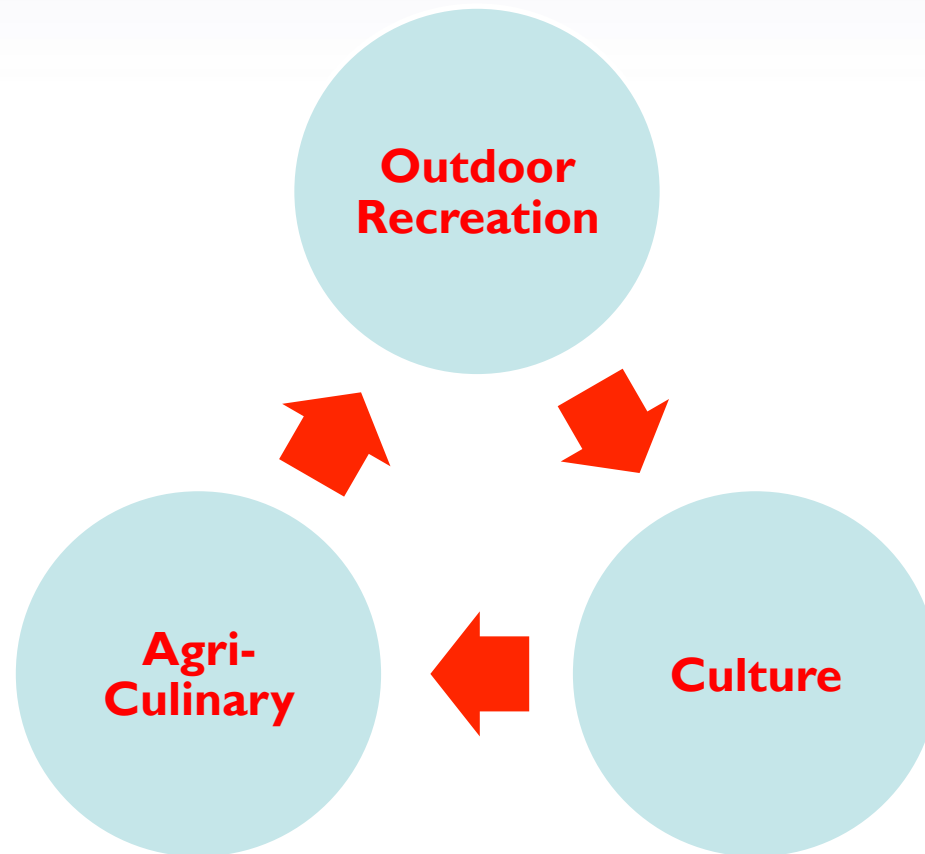
2015 Tourism Publications



- Partner Lure Piece
- Guide Map



Tourism Development



Outdoor - Cycling



Partners

Oro-Medonte, Trillium Foundation, RTO7

Outcomes

- 3 route maps produced
- Interactive website
- Digital Marketing Campaign
- Yearly participation in Toronto Bicycle Show
- Research project
- Over 300 + signs throughout Simcoe County
- Share The Road and Directional signage by Spring 2016
- Cycle and Stay program



Cycling



120 Cyclists from Quebec, 1 week
stay in Simcoe County

Hub and Spoke approach,
coordination by Tourism Barrie and
Cycle Simcoe

2 routes per day - avid and
recreational



Cycling



Brendan and event organizer

42 Cyclists from Belleville area
3 night stay in Simcoe County

Hub and Spoke, coordinated by
Ontario's Lake Country and Cycle
Simcoe

All recreational



Cycling

Bike Repair Stands

- 5 installed
- 15 installed by Spring 2016
- Locally produced
- Custom advertising



Outdoor - Waterways



Partners

- RTO7
- Town of Wasaga Beach
- NVCA
- Innisdale Secondary School
- Georgian College

Outcome

6 Trails head signs:

- 2 Wasaga
- 2 Springwater
- 2 Essa



Edenvale Conservation Area

The main branch of the Nottawasaga River is 121 km in length, dropping 302 m from its source to its mouth. The river drains almost 3,000 km² of land in the Nottawasaga Valley.

Possible spring, through fall, sections of the river upstream of the Essa Centennial Park access may require portaging and lining during times of low water. During summer, paddlers are encouraged to check with NWCA regarding water levels and the best starting point along the river.

From Angus, downstream to Schooner Town Parkette in Wasaga Beach, the main branch of the canoe route is 63 km in length. At a comfortable pace, it is possible to travel the route in two to three days.

Essa Centennial Park to Nottawasaga Fishing Park

Along this section of the Nottawasaga, the river has cut a 25 m gorge through layers of sediment deposited here during the retreat of the Wisconsin Glacier 12,000 years ago. The swift rapids found in this area are thought to have stirred up gravel beaches and bars along the ancient shorelines of lakes left in the glacier's wake.

Nottawasaga Fishing Park to Edenvale Conservation Area

This section of the route passes through the 6,000 ha Mining Wetlands. The internationally significant wetlands showcase a number of habitats, including areas typical of both Hudson Bay Lowlands and Carolinian Boreal/Low Forests. Home to countless plants, birds, fish, amphibian, reptile and mammal species, the wetlands provide plenty of opportunity for exploration.

Wasaga Sports Park to Schooner Town Parkette

This short section of the Nottawasaga River, easily travelled in a few hours, features spectacular views of the largest group of parabolic sand dunes in the province. After winding past homes and cottages in Wasaga Beach, the river spills into Georgian Bay. Paddlers are advised to exit the river at the Schooner Town Parkette, located at the base of the River Road Bridge on the east side, as the busy recreational boating area further downstream can make canoeing difficult.

Distance between Access Points along River

- Essa Centennial Park to Nottawasaga Fishing Park - 17.4 km / 3.5 - 4.5 hr
- Nottawasaga Fishing Park to Edenvale Conservation Area - 19.1 km / 4 - 5 hr
- Edenvale Conservation Area to Wasaga Sports Park - 15.3 km / 3 - 4 hr
- Wasaga Sports Park to Schooner Town Parkette - 10.1 km / 2 - 2.5 hr

Side Trip – Willow Creek Canoe Route

This side route along the Willow Creek takes you through Mining Wetlands before joining the Nottawasaga River upstream of Edenvale Conservation Area. The 19.8 km (4 - 5 hr) paddle remains passable for most of the year, but can be quite low in spots during the summer months. This route winds through open wetlands, which in the high water levels of the spring flood give the impression of a lake.

For more local paddling excursions in Simcoe County, visit brucegreysimcoe.com and look under Trails & Paddling.

Safety Tips

Paddling conditions on the river are affected by natural processes, the season and continual change. This sign provides general information only and should not be regarded as a detailed guide of actual conditions you may encounter. Please remember that canoeing and kayaking can be dangerous activities. Be sure to take all necessary precautions when planning your trip. By law, canoes and kayaks must be equipped with one personal flotation device (PFD) or lifejacket for everyone on board, a buoyant heaving line at least 15 m long (50 ft), a spare paddle, bailer or manual water pump, and a sound signalling device. Safety gear can be rented or purchased from outfitters. Since river conditions can change quickly, make sure to bring along appropriate clothing for both dry and wet weather. Always let someone know where you are going and when you plan to return. Paddlers are advised to take extra caution when travelling through the Mining Wetlands, particularly in early spring as the river channel disappears with high water levels. Treat the Mining as an isolated wilderness area, and plan accordingly.

Lower Nottawasaga River



You are Here (Edenvale Conservation Area)



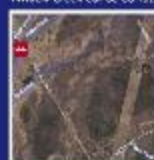
Town of Mining



Nottawasaga River Access Points



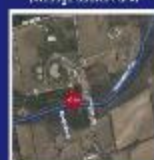
Upstream Access (Willow Creek Canoe Route)



Upstream Access (Nottawasaga Fishing Park)



Downstream (Wasaga Sports Park)



Closest Service Community – Angus

A small town in the heart of Simcoe County, Angus offers every convenience, from fast food and sit-down restaurants to groceries, gas, and a new library that provides much more than printed material.

Three rivers converge in Angus, providing picturesque scenery for trails and parks, while the Utopia Conservation Area, a 50-acre back-to-nature space, is home to the GO's Grindmill. Is the perfect spot to celebrate Canada Day with a Concert in the Park.

Angus is home to a number of popular annual festivals, including the Salmon Festival and Riverbank Derby, held the third weekend of September, and the Barrie Fair, a fun and exciting event hosted by the Essa & District Agricultural Society during harvest. Every second June, the Canadian Armed Forces Day and Air Show at Canadian Forces Base Borden showcases military and civilian air demonstration and acrobatic teams, including the pre-eminent Canadian Forces Snowbirds.



Trail Head Kiosks



Kiosks

- Built by students at Innisdale Secondary School, Barrie



Culture



- Cultural Development Co-ordinator as a resource to partners
- Cultural Grant \$200,000 in 2016
- Cultural Vignettes partnership with RTO7
- Champlain Commemorations
- Pan Am Games



Culture – Pan Am Games



Culinary



- Tap into Maple
- Savour Simcoe
- Saints and Sinners
- Revival of The Huronia Food Trail, North Simcoe
- Agri-culinary mapping



GBDDP update



- RTO7 partnership funding project to develop new business model
- Ferrell + Partners - 3 year strategy for the Georgian Bay Coastal Route
- F+P has met with key stakeholders to gather input
- Currently working with Steering Committee to develop the strategy
- So much has been accomplished since 2008
- Further develop product around Georgian Bay
- Communication and engagement is major priority moving forward
- New website being developed
- Details of the strategy will be revealed in the new year



THANK YOU

Contact

kathryn.stephenson@simcoe.ca

705-726-9300 ext 1239

experience.simcoe.ca

