



DEVELOPMENT SERVICES DEPARTMENT

October 29, 2012

Regional Tourism Organization 7
c/o Alexandra Hogan
Administrative Coordinator
P.O. Box 973
Thornbury, Ontario N0H 2P0

Re: Stakeholder Input 2012

Dear Regional Tourism Organization 7 Board of Directors

On behalf of the Town of Innisfil, I would like to express my thanks for being able to provide you with a brief update on some tourism related initiatives in Innisfil. Regretfully due to a previous engagement, I am not able to present this information in person as you move forward on your strategic planning.

The Town of Innisfil is located along the western shore of Lake Simcoe, 45 minutes north of Toronto, with Highway 400 going through the municipality. In 2010, Innisfil Council adopted Inspiring Innisfil 2020 (I2020), a community-based strategic plan. I2020 is a strategic plan that looks at the economic, cultural, heritage, tourism and social needs of the Town of Innisfil and consists of various strategies to be implemented by the community to make Innisfil the "place to be by 2020." Through this broad community engagement with residents, organizations and businesses it was deemed that tourism was a priority that needed to be cultivated and expanded upon. We have many assets including our proximity to the GTA, our natural location along Lake Simcoe, unique shopping experiences, agri-tourism opportunities, sports recreation infrastructure and activities (marinas, car racking, skydiving, etc). Through I2020, Town Council and staff have been working on developing new initiatives to support and tourism section in our area.

Please find below a brief summary of some of the projects and initiatives that Town Council and staff are partaking in as part of I2020.

Wayfinding Signage

The Town is currently working to develop a wayfinding signage program based on the guidelines prescribed by RTO7.

Cookstown Heritage Conservation District Study

In conjunction with the Innisfil Heritage Committee, we are working on a Heritage Conservation District Study for Cookstown.

Tourism Microsite/Marketing Collateral

Staff are working on launching a new microsite specific to tourism within Innisfil and marketing collateral to accompany the site. The microsite, marketing collateral and map(s) will highlight the tourism sector within our borders.

Special Event Planning Guide

Town staff are currently working on developing a Special Event Planning Guide that will help event organizers with holding events on Town property. The purpose of this document is to help streamline the application process through one central contact. Instead of event organizers having to contact each department to determine what permits, applications or documents they need, the Special Event Planning Guide will be supplied to them with a list of requirements.

Tourism Measurement Tool

The Town of Innisfil has recently completed work with a consulting firm to develop a tourism economic impact measurement tool incorporating TREIM (Tourism Regional Economic Impact Model) with known data from the Town. The measurement tool with input from our local tourism sector will be able to measure economic impact of tourism within a given year.

As RTO7 works on developing a strategic plan for the region, it would be great if key stakeholders could be communicated with to provide content for upcoming marketing materials. We had the opportunity to recently meet with Bill Sullivan to learn more about the proposed 2013 marketing plan for RTO7. If the marketing plan could be communicated to municipal staff on regular basis it would be beneficial as they can then including new op-ed/human interest pieces to help support our local tourism sector.

As the Town of Innisfil moves forward we would like to avoid duplication and find opportunities for partnerships. We look forward to receiving the RTO7 strategic plan and to continue working with you and others to promote and develop our region. Again, thank you for allowing the Town of Innisfil the opportunity to provide an update on our tourism initiatives.

Sincerely,



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