



**AGENDA**  
**Wasaga Beach**  
**Economic Development and Tourism Advisory Committee**  
**Meeting**

Tuesday, July 30, 2024, 10:00 a.m.  
Council Chambers

Pages

**1. CALL TO ORDER**

**1.1 Land Acknowledgement**

The Town of Wasaga Beach acknowledges it is located upon the traditional territory of the Anishnaabe people of the Three Fires Confederacy and the Wyandot Nation.

We respect the spiritual interconnection among these nations to the land and to the water, and acknowledge that waterways were the lifeblood of the Indigenous people by trade and hunting routes.

We are dedicated to inclusivity of First Nations, Inuit and Metis people in our future stewardship of the land and the longest freshwater beach in the world. In the spirit of reconciliation, we welcome the opportunity of learning to be sustainable caretakers of the land and waterways for all future generations.

**2. DISCLOSURE OF PECUNIARY INTEREST**

**3. ADOPTION OF MINUTES**

**3.1 Economic Development and Tourism Advisory Committee Meeting  
Minutes - May and June**

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Recommended Motion:

Resolved that the Economic Development and Tourism Advisory Committee minutes of May 15th & June 19th be accepted as presented.

**4. DEPUTATIONS/PRESENTATIONS**

**5. UNFINISHED BUSINESS**

**6. SUB-COMMITTEE REPORTS**

**7. NEW BUSINESS**

**7.1 Unverified Claims in the Media About Wasaga Beach Provincial Park**

**7.2 Final Annual Report and Presentation**

8

**7.3 Tourism Website Feedback**

**7.4 Fireworks**

**7.5 TDMP**  
Next Action Items for EDTAC

**7.6 T3 Accelerator**

**8. ITEMS FOR FUTURE MEETINGS**

- Staff Report on Land Acknowledgment
- Tourism Marketing Report
- Potential Photoshoot with Diverse Subjects
- Beachfront Development Update
- Feedback on Tourism Marketing Material
- Future Sub-committees

**9. DATE OF NEXT MEETING**

The next meeting is scheduled for August 21st at 10am.

**10. ADJOURNMENT**



## MINUTES

### Wasaga Beach Economic Development and Tourism Advisory Committee Meeting

Wednesday, May 15, 2024, 10:00 a.m.  
Council Chambers

Members Present: Steven Harlow  
Talbot Biermans  
Peggy Harris  
Carrie Plater  
Ellen Timms

Members Absent: Dan Kardos  
Guy Patric Charrier  
Jenny Elmslie

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1. **CALL TO ORDER**

1.1 Land Acknowledgement

2. **DISCLOSURE OF PECUNIARY INTEREST**

There was no pecuniary interest noted.

3. **ADOPTION OF MINUTES**

3.1 Economic Development and Tourism Advisory Committee Meeting  
Minutes - April 24th

**Resolution No: EDTAC-2023-08**

**Moved by:** Peggy Harris

**Seconded by:** Ellen Timms

Resolved that the Economic Development and Tourism Advisory  
Committee minutes of April 24th be accepted as amended.

**CARRIED**

4. **DEPUTATIONS/PRESENTATIONS**

5. **UNFINISHED BUSINESS**

5.1 TDMP Update

6. **SUB-COMMITTEE REPORTS**

7. **NEW BUSINESS**

7.1 **Annual Report**

The committee reviewed the Year in Review annual report, as required by the terms of reference. They discussed all the projects undertaken since the committee's inception and then outlined the Economic Development and Tourism priorities for the upcoming year. These priorities will be included in the annual report to Council.

7.2 **Committee Appointments**

Ms. Monsma informed the committee that a change is needed to appoint an additional member, as the EDTAC board requires a total of 9 members, and currently there are only 8. The committee discussed the proposed change and reached a consensus in support of it. Ms. Monsma will bring the proposed changes to Council for approval in June.

**Resolution No: EDTAC-2023-09**

**Moved by:** Carrie Plater

**Seconded by:** Ellen Timms

The committee recommends to Council to amend the current EDTAC Terms of Reference to include 9 members, with one member specifically representing broader economic development interests.

**CARRIED**

7.3 **Staff update on Sister Cities**

Staff provided an update on the sister city report presented to Council. Council approved the committee's recommendation not to proceed with the program at this time. The committee had a brief discussion on the matter and expressed satisfaction with the outcome.

7.4 **Ontario Parks Update**

Staff provided an update on the Wasaga Beach Provincial Park discussions. The committee decided to include their work on this topic in the annual report.

7.5 **WSE Update**

Staff provided an update on the new Wasaga Sports and Entertainment Division. The new Sports and Entertainment Director will attend an upcoming meeting to offer a more detailed update on the initiative.

8. **ITEMS FOR FUTURE MEETINGS**

9. **DATE OF NEXT MEETING**

**10. ADJOURNMENT**

The meeting was adjourned at 12pm.



## MINUTES

### Wasaga Beach Economic Development and Tourism Advisory Committee Meeting

Wednesday, June 19, 2024, 10:00 a.m.  
Council Chambers

Members Present: Steven Harlow  
Peggy Harris  
Dan Kardos  
Ellen Timms  
Guy Patric Charrier  
Leslie Farkas

Members Absent: Talbot Biermans  
Carrie Plater

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1. **CALL TO ORDER**

Chair Harlow called the meeting to order at 10:00am.

1.1 **Land Acknowledgement - Updated**

2. **DISCLOSURE OF PECUNIARY INTEREST**

None noted.

3. **ADOPTION OF MINUTES**

Minutes from the May meeting will be provided at the regular scheduled meeting in July.

4. **DEPUTATIONS/PRESENTATIONS**

5. **UNFINISHED BUSINESS**

5.1 **Annual Report**

The committee discussed the Year in Review annual report required by the terms of reference. They reviewed the draft report prepared by Chair Harlow and Carrie Plater. The committee went over all the projects undertaken since its inception and discussed Economic Development and Tourism priorities for the coming year. These details will be included in the annual report to Council. The committee noted that the work done by

Chair Harlow and Ms. Plater was excellent and expressed their gratitude for their efforts.

**6. SUB-COMMITTEE REPORTS**

**7. NEW BUSINESS**

**7.1 TDMP - Approved**

K. Monsma updated the committee that the TDMP was approved by Council at the last meeting, with unanimous support from all Council members following Brain Trust's presentation. The committee reviewed the action items to ensure awareness of upcoming tasks. K. Monsma will include these action items on the agenda as they arise and remove them once completed. The committee will begin working on these items at the next meeting. Additionally, K. Monsma will send the TDMP to RTO7, Tourism Simcoe, the Ministry of Tourism, Culture and Sport, and the Provincial Parks. An announcement from the Town regarding the TDMP and the new tourism website will be made shortly.

**7.2 Tourism Website**

K. Monsma presented the new Tourism website to the committee, demonstrating how to navigate it. The committee offered initial thoughts and feedback. She requested that the committee review the website further and provide additional feedback at the next meeting.

**7.3 Terms of Reference Update**

K. Monsma updated the committee that Council has approved the updated Terms of Reference, and the committee's recommendation was accepted

**7.4 Summer meeting dates**

The committee agreed to hold meetings throughout the summer.

**8. ITEMS FOR FUTURE MEETINGS**

- WSE Update - Josh Pallas Staff Report on Land Acknowledgment Tourism Marketing Report Potential Photoshoot with Diverse Subjects

**9. DATE OF NEXT MEETING**

**10. ADJOURNMENT**



**Economic Development &  
Tourism advisory  
Committee (EDTAC)  
Annual Report 23'-24'**





# About EDTAC

## **Mandate & Purpose:**

An advisory committee of Council established to offer guidance and recommendations to Council, as well as support and provide local perspective and expert strategic advice in the delivery of economic development and tourism services in the Town of Wasaga Beach.

**First meeting of this Council term: May 2023**

## **8 Committee Members with Diverse Backgrounds:**

- Steve Harlow, Chair
- Guy Patric Charrier, Vice Chair
- Ellen Timms, Council Rep.

Committee Members:

- Peggy Harris
- Dan Kardos
- Talbot Biermans
- Carrie Plater
- Jennie Elmslie, Chamber of Commerce rep. (From May 2023 to June 2024)
- Leslie Farkas, Chamber of Commerce rep. (as of June 2024)

### Meeting Summary:


- 26 Committee and Sub-Committee meetings held to date
- Members volunteered a total of 347 hours combined

Activity	Number of Meetings	Duration per Meeting	Number of Members	Total Time per Member	Total Time Combined
Regular Monthly Meetings	12	2 hours	8	24 hours	192 hours
Meeting Prep for Regular Meetings	12	1 hour	8	12 hours	96 hours
Chair Prep with Staff	12	30 minutes	1	6 hours	6 hours
Sister City Sub-Committee	4	1 hour	2	4 hours	8 hours
50th Anniversary Committee	5	1 hour	4	5 hours	20 hours
Christmas Market Committee	5	1 hour	5	5 hours	25 hours
<b>Total Combined</b>					<b>347 hours</b>

# Year One Summary

# Updating the Terms of Reference

- Formerly known as the "Advisory Committee on Tourism," to include a broader focus on the economy as a whole. In August 2023, the new terms of reference were approved, and the committee's name was updated to the Economic Development Advisory Committee.
- In June 2024, the terms of reference were updated again to add more members, ensuring the committee has broad representation from the entire economic landscape of the community, not just tourism.

TERMS OF REFERENCE	
	<b>Economic Development and Tourism Advisory Committee (EDTAC)</b>
Committee Approval Date	May 28 <sup>th</sup> 2019
Revision Date	June 13 <sup>th</sup> , 2024
Committee Resource	Office of the CAO

**Mandate and Purpose**

The Economic Development and Tourism Advisory Committee (EDTAC) is an advisory committee of the Town of Wasaga Beach. The Committee's mandate is to provide local perspective and expert strategic advice in the delivery of economic development and tourism services in the Town of Wasaga Beach.

**Responsibilities and Tasks**

The mandate of EDTAC is to provide advice to Council on matters relating to the delivery of various economic development and tourism services in the Town including, but not limited to:

1. Review and/or participate in the development of policies, programs and initiatives for the purpose of encouraging job creation, sustaining employment and business development in Wasaga Beach.
2. Remain informed and act as a strategic planning advisor on tourism projects, businesses and industrial developments in the community, as well as proposed future local and county projects which could affect the community's economic growth.
3. Investigate and recommend to Council funding opportunities that may be available for tourism development initiatives, with such recommendations subject to the budget approval process.
4. Identify market sectors supported by the Town with sector experts as they change, shift and expand.
5. Provide guidance on business retention, attraction and expansion opportunities, programs or strategies.
6. Work in partnership with local economic development partners to actively assist in fostering and promoting a positive community image and a healthy business environment for existing and prospective businesses.
7. Identify barriers and opportunities in the community to guide strategic direction.
8. Assist in the communication of the Wasaga Beach brand.
9. Assist in the recruitment of staff to assist Town staff in hosting incoming dignitaries, media representatives and travel trade.

# Tourism Destination Management Plan (TDMP)

- Reviewed and refreshed to guide next three years
- Focused on evolving tourism from day trips to multi-day visits
- Emphasized need for public and private sector investments



2024 – 2027  
Tourism Destination  
Management Plan Refresh

June 14, 2024



## Wasaga Beach Provincial Park

- The committee sees this as the most important tourism asset – over 1 million visitors per year
- Developed a viable 5-point plan to better realize tourism objectives that will require Provincial support
- Recommend a new governance and operating model that would ensure this is a "premier tourist destination" by establishing a commission similar to Niagara Parks and St Lawrence Parks
- There is a compelling legacy case



## **Festivals and Events**

- Discussed purpose and value of festivals
- Met with event staff to be informed of various events
- Recommended development of a stand-alone festival and events strategy through the TDMP

## **Christmas Market Sub-Committee**

- Working group comprised of 4 committee members and 3 community members that volunteered their time to provide advice to staff on the newly introduced Christmas Market.



## 50th Anniversary

- Formed a subcommittee for brainstorming and advise
- Engaged community and businesses
- Recommended a special logo and visual identifier be created





# Looking Forward

# Support Staff in the Implementation of the TDMP

With the approval of the TDMP, the Committee will begin work to provide advice on prioritizing and implementing recommendations set out in the Plan.

The next year's action items:

- Facilitate public TDMP launch sessions (assist staff in spreading the word)
- Partner with WBPP to address service/infrastructure gaps, including facility maintenance and repair, regular garbage collection, and added services
- Assist in educating the public on MAT and assist in the recommendation on MAT
- Begin to explore tourism development with regenerative tourism principles

The logo for WASAGA, with 'WASAGA' in blue and 'GA' in red, and a yellow sun icon.

2024 – 2027  
Tourism Destination  
Management Plan Refresh

June 14, 2024

BRAIN TRUST

1

- **Festival and Events Strategy**
  - Serve as a resource and sounding board for the events strategy.
- **Trails Promotion and Enhancements**
  - The Committee would like to identify opportunities for community trails, such as boardwalks and river parades, and explore the feasibility of developing an organization to improve and operate local trails.
- **Small Business Strengthening & Business Gap Analysis**
  - Explore the feasibility of a business gap analysis could identify opportunities to enhance local business success.
- **Indigenous Community Connections**
  - Our committee would like to focus on our Indigenous heritage and engage with our community's Indigenous members. We will reflect on ideas from the July 13th Council meeting report and make recommendations on how to collaborate with Indigenous leaders.



- **Information**
  - We will recommend data sources to better understand our tourism target markets, including their demographics, experiences, and preferences.
- **Film and Live Music**
  - We will provide input on attracting these industries to our community and assist staff by reviewing any policies brought to the table.
- **Other Matters as Requested**
  - Providing input and advice on other matters as needed throughout the year to build a stronger, diversified economic base and a year-round tourism profile.

**We will prioritize the most pertinent areas and ensure sufficient time and effort are committed to developing sound, evidence-based advice. While the list above is extensive, we recognize that not all topics may be addressed this year and will revisit and reprioritize them in 2025-26.**





**Thank You**



**DATE:** 7/9/2024

**SUBJECT:** EDTAC Annual Report

**CONTACT:** Economic Development & Tourism Committee (EDTAC)  
Steve Harlow, EDTAC Chair  
Kaitlyn Monsma, Economic Development Officer

**REPORT NUMBER:** [Report Number]

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**RECOMMENDATION:**

1. **THAT** the report titled: EDTAC Annual Report, to the Council meeting of July 29<sup>th</sup>, 2024, be received as information.

**EXECUTIVE SUMMARY:**

- **Note the summary and highlights of the report (key element, stats, etc.)**

**BACKGROUND:**

The Wasaga Beach Tourism and Economic Development Advisory Committee is pleased to submit our first annual report to the Mayor and Council members of Wasaga Beach. We have collectively dedicated our time and effort to provide advice on how to enhance our tourism potential and achieve economic development success.

In our efforts, we have adhered to the priorities laid out by this administration in the fall of 2022 regarding tourism and economic development. We believe that our advice to date aligns with and supports these public priorities. We also acknowledge that the advice we provide may not always be accepted or acted upon, as there are broader considerations, external factors, and emerging issues and opportunities that the Town needs to evaluate before implementing well-intentioned ideas.

This annual report is divided into three sections. Section one summarizes the key areas we focused on this past year. Section two outlines the areas we intend to explore in the coming year. Section three provides an administrative summary of our committee's activities.

We would like to take this opportunity to recognize the support we have received from staff over the past year, particularly Economic Development Officer Kaitlyn Monsma, who has provided outstanding guidance and organizational acumen. We thank you for the opportunity to undertake

this work. We are collectively invested in making Wasaga Beach a place where residents are proud to welcome visitors and where businesses can thrive in the community we call home.

Current members:

- Steve Harlow, Chair
- Guy Patric Charrier, Vice Chair
- Ellen Timms, Council Rep. and Committee Member
- Peggy Harris, Committee Member
- Dan Kardos, Committee Member
- Talbot Biermans, Committee Member
- Carrie Plater, Committee Member
- Jennie Elmslie, Committee Member, Chamber of Commerce (From May 2023 to June 2024)
- Leslie Farkas, Committee Member, Chamber of Commerce (as of June 2024)

## **DISCUSSION:**

### **Section 1 - Year One Summary**

Over the course of the past year our committee discussed a broad range of matters. We sought to have a strong presence in the community-round tables, events, and collaboration opportunities with businesses. Minutes of all our meetings provide details of those discussions and subsequent actions and resolutions.

For the purposes of this report, we are highlighting the following:

- Tourism Destination Management Plan
- Ontario Parks
- Committee Madate
- Sister City
- Festivals and Events
- 50<sup>th</sup> Anniversary

#### Tourism Destination Management Plan (TDMP)

One of the first tasks the committee undertook was to review the existing TDMP that was approved in 2018. Given the dramatic global changes to the tourism industry resulting from the impacts of COVID and other factors we quickly determined that a refresh was needed to guide us for the next five years. With the support of Council, Brain Trust was retained to oversee and develop a modernized plan with a revised set of recommended actions and implementation items.

Over the course of seven months, we undertook working sessions, and engagement in community consultations to help shape the resulting plan and recommendations for council consideration. We see this as being an evergreen document that continues to evolve with the changing times and trends in the tourism industry. It is our view that this can help shape and guide the planning in the future.

During the time we worked with the consultant to develop the plan we wanted to ensure the recommendations were achievable and aligned with the identity of the community. We saw the need to look at finding ways to evolve the tourism appeal from day trippers to multi-day experiential family visitations. We understand that to be successful there will need to be new public and private sector investments to create the content and infrastructure visitors are seeking to truly be a year-round destination. We also recognized that we are in a competitive marketplace so our offerings and experiences must be unique

We recognize that one of the recommendations pertaining to the adoption of a municipal accommodation tax warrants direct outreach to those operators who will be responsible for administering and remitting the tax. In our view should council decide to proceed with such a tax the accommodation industry should be afforded the opportunity to provide input on how the proceeds will be used to help their businesses be more successful.

### Ontario Parks

The Committee developed a five-point plan for how the Wasaga Beach Provincial Park, Nancy Island, and the Nordic Ski Centre could be operated in a manner that would be supportive of a tourism agenda (Appendix A). The Committee reviewed the legislation governing Ontario Parks, the over 40-year-old master plan and the current management and operating plans published by Ontario Parks (the owner, operator of the Parks). Efforts to involve and engage the Ontario Parks officials to our table and participate in a productive dialogue about how could better optimize the Park assets for tourism were not well received. As a result, it is our view a new partnership or governance model is needed. If the community hopes to make the worlds' largest freshwater beach be accessible, useable, and welcoming to residents and visitors year-round the current approach is not sufficient.

If the Beach and related tourism assets are not going to be managed as a premier tourism asset as originally intended the unique value proposition that we have to offer is at risk. The ideal model for future success should be to secure provincial support to own and operate the Park in a manner like how the Niagara Parks Commission and the St Lawrence Parks Commission operate. In those cases, the responsibility for those parks are under the Ministry of Tourism. They are not subject to the restrictions set out in the Provincial Parks and Reserves Conservation Act and in both cases, they have successfully developed world class destinations that balance economic and environmental interests.

### Festivals and Events

The Committee engaged in discussions over the course of the year regarding the purpose and value of festivals and events from a tourism perspective. We see these re an integral part of community building, are enjoyed by residents and can benefit local business operations. We recognize staff in the Town have expertise and experience in managing and supporting these activities. As we observed the planning and execution of new, recurring, and unique events such as the 50<sup>th</sup> anniversary we reached the following conclusions.



Firstly, the Town needs to develop a stand-alone festival and events strategy that clearly articulates the purpose, objectives and success metrics for events. Second, the planning horizon for events the Town hosts or issues permits for must be sufficient to achieve desired outcomes and results. Third, when it comes to permitting third party entities to use town assets to host events, we encourage the Town to set a high threshold for applicants to demonstrate they have the experience and capacity to be successful. Such events should be able to demonstrate how it is aligned with the Town's tourism identity, will benefit the local economy, minimize local traffic disruptions etc. Finally, we see value in spending the time and effort to develop options and business case for a unique signature event that will be a tourism demand generator. Small to mid-sized festivals across Ontario are extremely popular and become must attend annual events reaching visitors far and wide. Ideally this would be a multi-day event that would appeal to a diverse inter-generational audience.

### Sister City Research

The Committee determined there could be value in considering if a sister city would be an opportunity to strengthen our tourism identity. As a result, a sub-committee was formed. Initially our Sister City Sub Committee was formed with Carrie Plater and Guy Patric Charrier to do a discovery of other towns and cities that currently or have had sister cities to see what their benefits and concerns were with a program implemented. The main objective for our sub-committee was to increase tourism in The Town of Wasaga Beach by engaging in a cross promotional and educational way.

The desire to regain the tourist from Quebec and enhance our historical connection with the Wendat community just north of Quebec City would be better utilized once a high school is obtained in Wasaga Beach whereby students could partake in some form of exchange or Grade 8 trip experience and with sports teams playing in each other's towns.

The committee then decided to disassemble the subcommittee time and wait until there were more resources to assist with the program such as a high school and hotel for larger accommodations.

### 50<sup>th</sup> Anniversary

With 2024 being our 50<sup>th</sup> anniversary, a sub committee was formed to begin a task force of individuals within our Advisory Group and individuals at large to engage with businesses and service groups to begin planning multiple events during the year to celebrate our town's 50<sup>th</sup> alongside the main events that were being planned by Candice's team. Two meetings were held, one on December 7 at Council Chambers and one on February 22. Both engaged the community to think of ways to promote the 50<sup>th</sup> by either creating a special event or adding a spin on a current event. The later of the two meetings also gave an opportunity for a round table discussion and list of what each group in our community was working on and when the event would take place. A website was created to join forces and have one general place to go to announce your event on our 50 Years Of Sunshine Website.

The subcommittee recommended a unique visual identifier be created to market events and activities related to the celebration. The Town developed a special non-commercial right brand logo for the 50th. Management of the use of this logo, stickers and temporary tattoos have begun. Many successful events have already got underway, and we have more to come from all parts of our community. Additional ideas brought forward by the committee included seeking a Provincial declaration to officially recognize Wasaga Beach Day – potentially as part of the annual Memories of Summer Event and the curation of a time capsule which could be located at the new Twin Pad and Arena complex.

### Committee Mandate / Terms of Reference

The EDTAC recommended to Council last summer to amend the committee, formerly known as the "Advisory Committee on Tourism," to include a broader focus on the economy as a whole. In August 2023, the new terms of reference were approved, and the committee's name was updated to the Economic Development and Tourism Advisory Committee.

In June 2024, the terms of reference were updated again to add more members, ensuring the committee has broad representation from the entire economic landscape of the community, not just tourism. The committee will soon be opening applications for these newly vacant seats.

### **Section 2 - Year Two (2024-25) Potential Areas of Focus**

During the upcoming year, the Committee is proposing to undertake work in the following areas:

#### Support Implementation of TDMP

With the approval of the TDMP, the Committee will begin work to provide advice on prioritizing and implementing recommendations set out in the Plan.

#### Festival and Events Strategy

As Town staff develops a new festival and events strategy, the Committee will serve as a resource and sounding board as needed. We aim to provide input and advice to ensure the strategy's success, including identifying potential funding sources and sponsorship interests. The Committee also sees value in developing options for a future signature Wasaga Beach Festival to attract thousands of visitors with active recreation, live music, and the arts. Additional support will be provided to the WSE, including integrating live music components into third-party events, strengthening the application process for third-party events, reviewing the event process for the Committee, and assessing venues for optimal use.

#### Trails Promotion and Enhancements

Trails tourism is a growing part of the tourism industry in Ontario and Canada. There is potential to increase the use and interest in the community's water-based and land-based trail systems. This may include infrastructure investments to optimize current and future networks and policy levers to enhance active cycling trails. The Committee will identify opportunities for these trails, such as boardwalks and river parades, and explore the feasibility of developing an organization to improve and operate local trails.

### Expansion of EDTAC

With the newly added Economic Development component, it would be beneficial to expand the Committee's membership to include individuals with experience and expertise in Economic Development. We currently have strong representation from Tourism and the Community, and adding members with strengths in Economic Development will further bolster our efforts.

### Small Business Strengthening & Business Gap Analysis

Our committee recognizes the opportunity to strengthen our small business community by leveraging community resources to educate and engage business owners. This will help build a robust small business community equipped with the necessary tools for sustainability and growth. We will address commercial space vacancies, turnover of businesses in specific locations, and the challenge of finding sufficient employees. A business gap analysis could identify opportunities to enhance business success, with initial research focusing on job fairs for the hospitality industry and trades.

### Indigenous Community Connections

With our treaty renewal and Land Acknowledgement, our committee would like to focus on our Indigenous heritage and engage with our community's Indigenous members. We will reflect on ideas from the July 13th Council meeting report and make recommendations on how to collaborate with Indigenous leaders.

### Information

Accurate information is essential for executing successful marketing campaigns and securing support for new investments that strengthen our economic development and tourism prospects. We will recommend data sources to better understand our tourism target markets, including their demographics, experiences, and preferences.

### Film and Live Music

The film production and live music industry are significant economic generators for communities across Ontario. Wasaga Beach has yet to realize these opportunities fully. We will provide input on attracting these industries to our community.

### Other Matters as Requested

The Committee is ready to support the Town's efforts by providing input and advice on other matters as needed throughout the year to build a stronger, diversified economic base and a year-round tourism profile.

We will prioritize the most pertinent areas and ensure sufficient time and effort are committed to developing sound, evidence-based advice. While the list above is extensive, we recognize that not all topics may be addressed this year and will revisit and reprioritize them in 2025-26.

### **Section 3 – Administrative Summary**

	<b>Number of Meetings and Duration</b>	<b>Number of Members</b>	<b>Total Time Per Member</b>	<b>Total Time Combined</b>
<b>Regularly Scheduled Monthly Meetings</b>	12 Meetings- 2hrs each	8	24 hrs	192 hrs
<b>Meeting Prep for Regular Meetings and Assignments</b>	12 Meetings - 1 hr each	8	12 hrs	96 hrs
<b>Chair Prep with Staff Resource for Regular Meetings</b>	12 Meetings - 30 minutes each	1	6 hrs	6 hrs
<b>Sister City Sub-Committee</b>	4 Meetings - 1 hr each	2	4 hrs	8 hrs
<b>50<sup>th</sup> Anniversary Committee</b>	5 meetings - 1 hr long	4	5 hrs	20 hrs
<b>Christmas Market Committee</b>	5 meetings - 1 hr each	5	5 hrs	25 hrs
<b>TOTAL COMBINED</b>				<b>347 hrs</b>

### **CORPORATE IMPLICATIONS:**

#### Term of Council Priorities:

The actions of this Committee help to support the following Council Priorities:

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**CONCLUSION:**

The Wasaga Beach Tourism and Economic Development Advisory Committee is proud to present our first annual report. This year, we focused on key areas like refreshing the Tourism Destination Management Plan, engaging with Ontario Parks, and planning the Town's 50th anniversary celebration.

Looking ahead, our priorities include implementing the TDMP, developing a festival and events strategy, and promoting trails tourism. We also plan to expand our committee to include more expertise in economic development and strengthen our small business community.

We appreciate the support from Town staff, especially Economic Development Officer Kaitlyn Monsma. Our collective efforts are driven by a vision to make Wasaga Beach a thriving destination for residents and visitors alike.

Thank you for the opportunity to serve our community. We look forward to continuing our work in the coming year.

Authored by:

The Economic Development Advisory Committee

Steve Harlow,  
EDTAC Chair