

Tourism Workplan – 2021

Focus Area	Action Item	Status
Priority One: Infrastructure - Staff Lead: Bryan		
Cycling & Trails Master Plan Implementation	Master Plan Passed by Council	Complete. Endorsed by County Council November 12.
	Endorsement by Member Municipalities	In progress. Request for Endorsement Letters to be sent out. Presentation to TOBM Committee completed.
	On-road Cycling & Off-Road Trails Groups	In progress. Terms of Reference being drafted.
	Cycling Wayfinding Signage Plan CIP Funding sought to fund cycling signage & CP Rail Trail enhancements.	In progress. Preliminary planning discussions with transportation sign shop. Complete. Application submitted with finance, planning and transportation.
Tourism Infrastructure	Stakeholder Alignment – Outdoor Areas Management Group	In progress. Stakeholders identified and meeting monthly. Preliminary Priorities: Parking, Communication, Responsible Visitor
	Parking/Capacity/Trails Signage	In progress. Parking priorities identified, collaborative work on signage.
	Summer Student Ambassador Team	In progress. Student jobs posted, aligning with other teams in Grey.

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Wayfinding Signage	<p>Wayfinding Policy Endorsed by Council</p> <p>Prioritize tourism signage for 2021</p>	<p>Complete. Report presented and endorsed by Committee of the Whole, February 25.</p> <p>In progress. Compiling inventory of tourism signs to replace/install.</p>
Market Research/Tracking	<p>2019 EA Mobile - Baseline Segmentation</p> <p>2020 Mobile Extracts</p>	<p>Complete.</p> <p>In progress. Data being pulled and analyzed to inform changing travel demand, particularly due to Covid, for use in summer planning and cycling implementation.</p>
Priority Two: Investment - Staff Lead: Alison		
Pandemic Support	Tourism Matters	<p>Complete. One (1) COVID support webinar for tourism businesses held in January.</p> <p>In progress. Business Support Line operating five days per week to support business re-opening.</p>

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	<p>Industry Website</p> <p>Mentoring Programs (T3, Catapult)</p>	<p>In progress. Five (5) upcoming business webinars scheduled for March and April through BEC.</p> <p>Complete. New Website Launched.</p> <p>In progress. Regular updates and enhancements are ongoing.</p> <p>In progress. Intake ongoing.</p>
	RTO7 Covid Recovery Fund	In progress. Successful applicants are being contacted and contracts are being drawn up.
Product & Experience Development	Downtown Destination Development	In progress. Business mix analysis is beginning with West Grey in Q1. Meaford and Owen Sound also interested in Q2-Q4 projects.

Focus Area	Action Item	Status
Priority Three: Marketing - Staff Lead: Heather, Alison		
Consumer Communications	Website – visitgrey.ca	Complete. New website launched. In progress. Content creation and ongoing maintenance to be done.
	Social Media	In progress. Trail etiquette, winter activity map, visitor safety messaging.
	Mobile App	In progress. Tri-County, RTO7 conversation. Reviewing platforms and best practices.
Industry Communications	Newsletters	In progress. Business supports, Covid updates, events/webinars.
	Social Media	In progress. Business supports, Covid updates, events/webinars.
Marketing Campaigns	Shop Local Campaigns (Home for the Holidays, Local is Calling)	In progress. Ongoing local digital, print and radio marketing campaigns.
	2021 Marketing Plan	n/a Q1