

From: [Vokes, Sharon](#)
To: [Warder, Tara](#)
Cc: [Plumstead, Bryan](#)
Subject: FW: Bruce County Tourism Program Transition and Resourcing Shift
Date: Saturday, March 28, 2015 10:04:38 AM

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March 24, 2015

Dear Tourism Partner

Re: Bruce County Tourism Program Transition and Resourcing Shift

The County of Bruce's tourism program has had a long history of collaboration on marketing and promotion efforts to promote the Region. This relationship has been beneficial for the County in leveraging opportunities and working in partnership with our operator's and neighbouring communities.

In 2014, the County of Bruce undertook an Operational Review and more recently, completed a review of its Economic Development Service Delivery of which Tourism is a central component. As a result, the Planning and Development Department has undergone a number organizational changes. In addition to these organizational changes, Kim Clarke has recently tendered her resignation with the County. Kim will be moving on to an exciting role at the Regional Tourism Organization 7 (Bruce Grey Simcoe). This is a fantastic opportunity for Kim and we wish her the best in the transition to her new role.

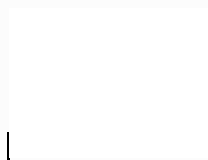
In light of these changes, the scale of our tourism program delivery for 2015 will need to be reassessed and staff are beginning to undertake a review of our tourism role and function. As a result, you may notice a few immediate changes around customer fulfillment (website, phone); marketing (scaled back seasonal campaigns and adventure passport); and on-the-ground support (committee and project support). However, the County is committed to delivering a tourism program that focuses on destination marketing and product development for the Bruce region and out of this transition, we

are envisioning a stronger and more focused program.

If you have any questions regarding this direction and its impact to your organization or business, please do not hesitate to contact me directly at (519) 534-2092 x102.

Sincerely,

County of Bruce



Chris Laforest, MCIP RPP
Director, Planning & Development
County of Bruce

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